

PAIGE MODELS SHOW PHENOMENAL GAINS

Increase of 470 Per Cent in Shipments of New-Day Six, Month Average

DETROIT, May 15.—In addition to the large shipments of the New-Day Jewett Six, April shipments of the new Paige models...

introduced in February by the Paige-Detroit Motor Car company, were 470% greater than in the same month of 1925, the total reaching 2993 cars. For the first four months of 1926, the number of Paiges shipped totals 9367, nearly four and a half times as great as the shipments in 1925 for the same period. The recent introduction of the two new cars, the 115-inch wheel-base brougham and the 125-inch wheel-base cabriolet roadster, are expected to bring about still greater increases in May. The demand for the new brougham in particular has been beyond the company's ability to supply, and if enough bodies could have been secured, Paige shipments would have been considerably larger.

WITH MARION GARAGE

(Continued from page 1) voted to the automobile business in all its departments. There is no line of automobile service in which this company is lacking day or night, every day in the year. The business was established, and the doors are never closed. There are always accommodating and efficient men on guard, whether at high noon, midnight or the small hours of the morning. This is a highly efficient and very successful organization filling a real and urgent need and doing it well. A. C. Smith was born in Silverton, Oregon, in 1894 and lived there until he was fourteen years of age when his family moved to Salem in 1908. Mr. Smith, who is now manager of the Marion Garage comes from a pioneer Marion county family. He is of the manor born, and he knows and believes in this land of diversity and country of opportunity. His genial nature and companionable disposition have given him a wide circle of valued friends among and outside of the big patronage of his very reliable concern, the keys to whose front door were thrown away a long time ago—ready for service to the public every hour of the day, every day (and night) in the year.

A. H. Moore, 235 N. High St., apartments, and store where you can get high quality furniture and furnishings for every room in your house.

The Peerless Bakery, 170 N. Com'l. Sanitary, up to date. Prompt delivery. Bakers for those who appreciate the best. Increasing patrons tell the tale.

OVERLAND SEDAN IS POPULAR IN SUMMER

Adaptability for Touring Is Noted; Power of Six Is Also Advantage

The race of the enclosed car for supremacy as a vehicle for summer touring goes on with all the facts in the case proving that the sedan type of automobile has definitely supplanted the open models which, up to a few years ago were the undisputed leaders for touring use.

According to an investigation conducted among present users of enclosed cars, whose last previous automobile was a touring model, the reasons are manifold.

First among them is the protection from dust and dirt afforded by the sedan models which are far cleaner to drive, even with all windows open, than was the earlier touring car.

A second reason is found in the activities of concerns who make a business of rebuilding the interior of sedan models so that they will furnish sleeping accommodations for two people. With the back of the front seat folded down the sedan affords real comfort and a ready room for the night along the road or in the public camping places.

The present design and construction of the sedan body has resulted in a material lightening of weight and these cars have been built to maintain the kind of road average which previously associated only with the touring models.

The second largest builder of light six cylinder sedans in the country is Willys-Overland, Inc., and the Overland Six is, this year, showing a sales increase of better than 50 per cent over the achievements of last year when it was first offered to the public.

A large proportion of the present buyers have indicated that are getting this car because of the comfort and convenience factors it affords for touring use.

NEWS OF LOCAL BEACHES

(Continued from page 1) highway when it is completed through this section.

The foundation work for the new \$75,000 natatorium at Rockaway is in and the work is progressing rapidly. The people of Rockaway are anxious to have it completed by the Fourth of July.

G. E. Turner has built several new apartments fronting on the beach at Rockaway.

An addition is being built to the dance floor at the Newport natatorium. The addition is on the ocean side and will double the floor space for dancing.

J. J. Tobin, newly elected mayor of Newport is looking forward to a good season for Newport. "We will make all visitors feel welcome," said Mr. Tobin to a Statesman representative last week.

The road from Tillamook to Netarts and Gearside is in excellent condition all except for a short stretch over the mountains where construction is in process. All travelers are getting through easily with very little delay, however.

Complete resort information, pamphlets, circulars, cards, maps, road logs, etc., can be found at the Statesman office. Telephone or all for any information regarding any Oregon resort.

SMALL MOTOR CARS

(Continued from page 1)

of English and French engineers which can well be adopted by American builders of motor cars. In it he says that the American builder has constantly aimed at quantity production itself, where the English maker has taken advantage of every improvement in motor design and construction and has therefore kept well ahead of the American manufacturer in the efficiency of the car he builds.

In England and France, at the present time, the small car is as fast a traveler, as nobby in appearance and as durable and comfortable over the road as the largest cars and the great trend in these countries is toward the small car.

He predicts that the future small car in America will incorporate many of the features of the European car, combining with them certain advantages of American methods in design and construction.

The English small car travels 60 miles an hour with ease. It gets from 25 to 30 miles from a gallon of gasoline and it easily maintains road averages of from 35 to 40 miles an hour. In other words it does just what the owners of small cars in this country want their cars to do.

The disadvantages of the European type car from the American viewpoint are that they are small in seating room and that they require frequent change of gear on the road. However the achievements of the American engineers in developing high motor torque should make the light car of this country the equal of the larger cars in hill climbing and the fact that we use a standard 56 inch tread here in place of the narrower treads of Europe should take

care of the body dimensions admirably.

It is a well known fact that American engineers from some of our largest manufacturers have been spending considerable time in England of late studying the European small car. Sir William Letts covers this phase of the present condition in his article and expresses the opinion that the results of their study will soon be in evidence of our roads.

In practical terms I draw these conclusions from the article by Sir William Letts:

We have a high tax in wasteful use of fuel. If Europe gets 30 miles to the gallon in place of 15 and the saving through this greater mileage would be a tremendously important one.

The aggregate mileage of all motor cars owned on farms is about 40 billion miles a year which calls for the use of 2 billion gallons of gasoline a year. At an average cost of 22 cents a gallon this means a yearly gasoline bill of farm owned cars of about \$440,000,000. With the average mileage raised to 30 miles to the gallon the yearly cost would be around \$220,000,000 or a direct saving to the farmer of \$220,000,000 a year in fuel costs alone.

The added mileage from the oil would mean a saving of about \$56,000,000 a year giving a total saving of \$276,000,000 a year.

The European car owners have been compelled to face figures like these because of their higher costs for fuel. They have met and solved them with the light, small car.

It is not likely that we, here in this country will face a future full of such heavy costs when there is such an apparently easy way of cutting them down. This should especially be true of the agricultural sections where the small car is the great general favorite.

The past performances of our motor car engineers are to be accepted as indicative of what they may do in the future. It would not be surprising to see a small, light car of entirely new design before long. If this car is built along European standards, it will probably have a 100 inch wheel base, and a motor that will develop around 30 brake horsepower. But it will afford the room which has become associated with American body design. It will be equipped with four wheel brakes and will be low swung on long springs. And it will approximate the mileage figures in fuel and oil that have been set by foreign cars. Such an automobile would be a boon to farmers for it would lessen the time spent on the road in trips to town. It would save millions of dollars in operating expense and it would be more satisfactory to the women members of the family in appearance and in comfort.

In price it should perhaps approximate the figures set by the present day small car even though it sets such a far more satisfactory standard of performance.

In speaking of the probable price, Sir William Letts, who is an international authority on such matters, says that American production methods would result in prices well below the European

prices where cars are built in limited quantities. The advance word coming from him is to be treated seriously for in his position in the automotive industry he must keep close watch of motor car construction and price developments all over the world.

It will be interesting to watch developments along the lines covered in the forecast by the English authority.

Greater Values Follow Greater Production

YEAR	DODGE BROTHERS TOTAL PRODUCTION	PRICE OF DODGE BROTHERS SEDAN
1921	92,476	\$2150
1922	164,037	1440
1923	179,505	1385
1924	225,641	1245
1925	259,967	1195
1926	(greater still)	*1075—**895

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- Dependability

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- Sedan..... \$1076

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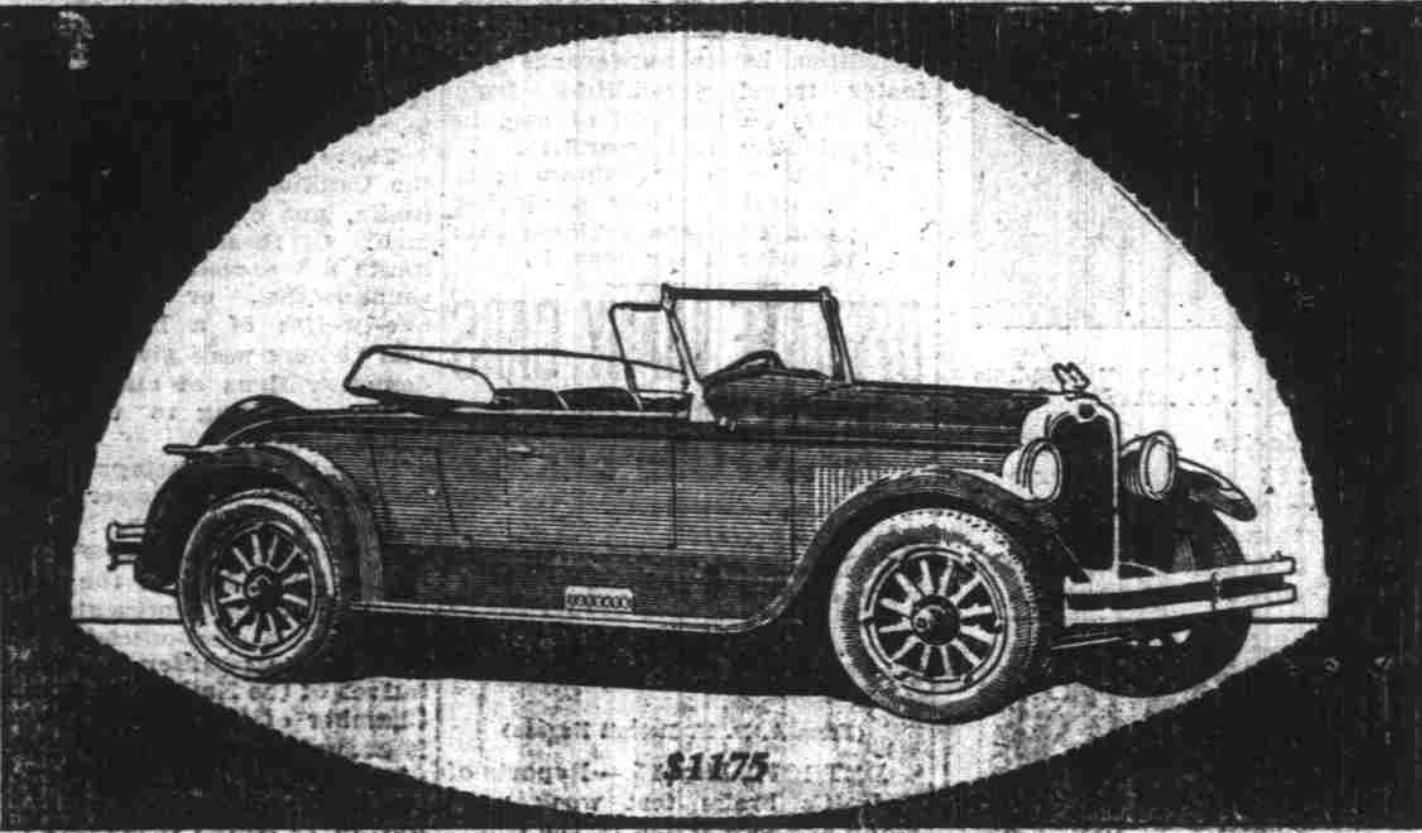
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In the Spotlight!

Each year, some one appealing motor car creation emerges from the throng of commonplace cars and wins country-wide preference.

This year, it is the dashing new Oakland Six sport roadster that occupies the spotlight. In every city and town in America, roadster enthusiasts are according the car an unexampled welcome. They admire the beauty of its long, low, racy Fisher Body. They comment upon

its distinctive color scheme in two-tone Duco—Mount Royal Blue and El Paso Tan. They speak enthusiastically of its speed, acceleration, power and the unmatched smoothness imparted by the Harmonic Balancer. And they marvel that a roadster so fine can be offered at such a low price.

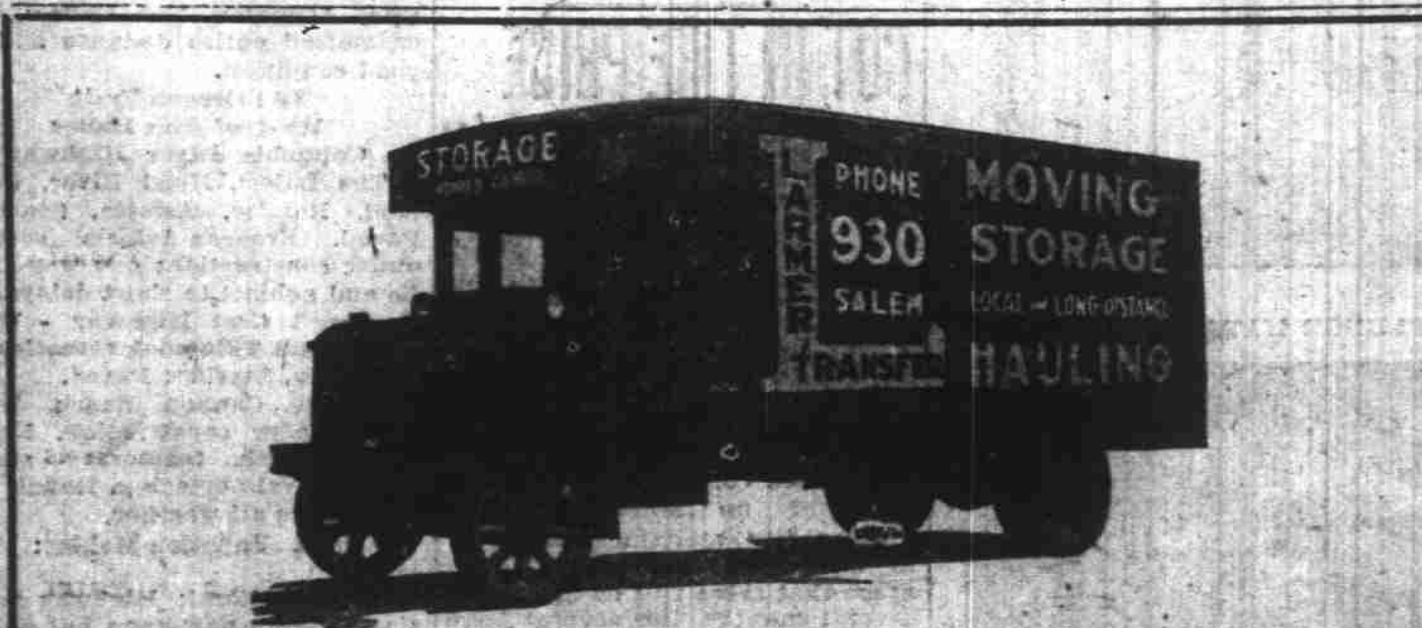
With the advent of Spring, the demand has become insistent. Ordinary wisdom suggests that you place your order now.

Oakland Six \$1025 to \$1295, Pontiac Six, comparable to Oakland Six, \$825, Coach or Coupe. All prices at factory. General Motors Time Payment Plan, whenever the finance, have been made still lower.

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