

AUTOMOBILE SECTION

SEVENTY-SIXTH YEAR

SALEM, OREGON, SUNDAY MORNING, JULY 4, 1926

PRICE FIVE CENTS

SERVICE TO GOVERN FUTURE AUTO SALES

Dealers Who Lag Will Not Survive Competition, Jewett President Says

Life is going to be a lot pleasanter for the motorist, and ownership of a car is going to be more uniformly satisfactory, as automobile dealers everywhere adopt the modern principles of service laid down by H. M. Jewett, president of the Paige-Detroit Motor Car company in an address before the service managers of the industry, meeting at Detroit under the auspices of the National Automobile Chamber of Commerce.

That dealers everywhere must adopt these principles in time is asserted by Jewett—for the dealer who does not, will not survive, because good service is becoming more and more a determining factor in the sale of cars.

The location of the service department, and the space it should occupy, are receiving much more consideration nowadays in the design of new buildings," said Jewett. "I recently discussed a new building project with a large eastern distributor, and he asserted that the size and location of the showroom were of secondary importance, the prime consideration being a convenient and spacious service department. "If I can have that," he said "I'll get the sales regardless of the size or appointments of the showroom."

"Many dealers have remodeled their buildings to enlarge their service facilities and provide for better arrangement of men, material and equipment, while many thousands of dollars have been spent on improved machinery for saving time and labor.

"While the value of these physical improvements cannot be over-estimated, there is still room for betterment. The primary purpose of the service department cannot be accomplished unless there be a properly trained personnel and a correct system to handle the work expeditiously and to insure fair and equitable treatment to all. Unless repairs are effective and permanent, we cannot hope to create satisfaction, and those who do not survive, for fully 95 per cent of sales are traceable, directly or indirectly to the service department.

"Service is thus a vital issue today, and no dealer can hope to succeed unless he devotes a great deal of thought and effort toward improving this branch of his business.

Explaining Auto Terms

- By Bud Landis
One-man top. A coupe.
Wrist-pin—a mechanic's cuff-button.
Driving fit—a convulsion at the steering wheel.
Crescent wrench—a twist in the neck from looking at the, new moon.
Cut-out—the automobile's appendix.
Pull-motor—a tow car.
Barnacle—old barn turned into a garage.
Down and out—pay so much down and drive out.
Water-jacket—motor's bathing suit.

Editor's note—This helpful information submitted by the local Chevrolet dealer.

BURNS VISITS EUGENE

W. E. Burns—Dan Burns (not brothers, the same man) spent Friday in Eugene in the interests of the Rottler Boring Bar. Many of the people who are driving cars with rebuilt motors own their great satisfaction in their "new" motor to the excellent work done by their mechanic with the Rottler boring apparatus.

What Pedestrians Were Doing When They Were Struck by Automobiles

The pedestrian often is to blame for automobile accidents, contends the National Safety Council which receives monthly reports from authorities in more than 100 American cities which tell what causes crashes. There are hundreds of thousands of cautious and courteous drivers: Most accidents that cause personal injury or property damage are due to a comparatively small number of drivers. Some motor vehicle operators, however, are repeatedly involved in smash-ups. In some states today it is impossible to eliminate these persistently reckless operators by suspending or revoking their licenses because no permits whatsoever are necessary in order to drive a motor vehicle. A few cities have attempted to regulate careless pedestrians by arresting jaywalkers but this is difficult in the larger cities and not a popular move in small communities.

Why pedestrians are injured through their own carelessness is indicated in a tabulated report compiled by the National Safety Council which shows that the largest number of persons killed and hurt were struck while walking, running or playing in the street. Thousands of youngsters were killed and injured while romping in streets that belong to vehicles most of the time.

Thousands of adults were killed last year while crossing street intersections where there were no signals. Untold thousands met their deaths while crossing at other than intersections and crossing at intersections against traffic signals. Hundreds of youngsters were killed while riding or hitching on vehicles. Hundreds of people met their deaths while waiting for, getting on or off street cars and even while standing within safety zones. Scores were struck while crossing the streets with umbrellas that were held too low, thus obstructing their view of approaching traffic.

Pedestrians often are struck by motor vehicles because people who are walking along are careless and thoughtless. Some of them are in too much of a hurry. Others are not thinking of what they are doing. Their minds are on their work, their thoughts are of their loved ones at home, their eyes and ears are not open to warning signals of traffic controls and vehicles.

The National Safety Council has asked the officers of 65 community safety councils throughout the county to cooperate with local authorities in endeavoring to educate and regulate pedestrians. Attention is called to the fact that education in safety and accident prevention should be incorporated in the curricula of elementary schools, both public and private, parochial schools, night schools, vocational schools, citizenship schools, secondary schools, colleges and universities.

GUARD AGAINST ALL HAZARDS, IS URGED

Efficiency of Motorcar Drivers Gauged by Ability to Foresee Trouble

By Otto M. Jones, Educational Director Oregon State Motor Association

In automobile driving, as in any other operation where the balancing of judgment enters with physical control of highly sensitive mechanical developments, there is a great latitude in the degree of perfection reached by the individual. In explanation of this statement as applied to motorists, George Brandenburg, general manager of the Oregon State Motor association, said, "The difference between a good driver and a poor driver is the matter of how far the individual drives in front of his car."

"A good driver," said Mr. Brandenburg, "is the driver who has acquired the ability of driving far enough in advance of his car to have his auto under control sufficiently to meet any situation that might arise. If driving at a good rate of speed the driver must have a clear vision of his roadway to justify the speed he is maintaining. That is, he should be able to stop in the area allotted to him in the traffic should any hazard appear in the nature of someone driving onto the highway from side roads, or the stopping of autos in front of him. That is what I mean in driving ahead of one's car."

Mr. Brandenburg went on to explain that some drivers have acquired this art while others drive to the two extremes. Some driving too far ahead of their car to such an extent that they do not seem to realize the immediate hazards until too late. "These motorists," said Mr. Brandenburg, are found driving with their attention centered a mile down the highway when the hazard encountered bobs up in front of them. The other extreme is the fellow who drives with his interest centered so close to his car that he does not seem to become aware of a hazard until he is too close to it when traveling at a speed that will not permit of his stopping before being involved in a serious accident."

These two extremes, according to Mr. Brandenburg result in a great number of accidents in traffic. The answer is simple. If a driver operates at a speed that will permit of stopping or maneuvering properly in the allotted space given him in the traffic in which he is driving, there will be no accidents resulting from these far sighted or near sighted drivers who have not acquired the art of driving the proper distance ahead of their cars. A good idea is for a motorist to ask himself at frequent intervals, "Can I stop

PRODUCTION RATES WILL BE INCREASED

More Oakland and Pontiac Sixes Will Be Made to Supply All Dealers

The Oakland Motor Car company will increase its production schedule on both the Oakland Six and the Pontiac Six for the next three months, it was announced at the meeting of District Managers held at the factory the last week in May.

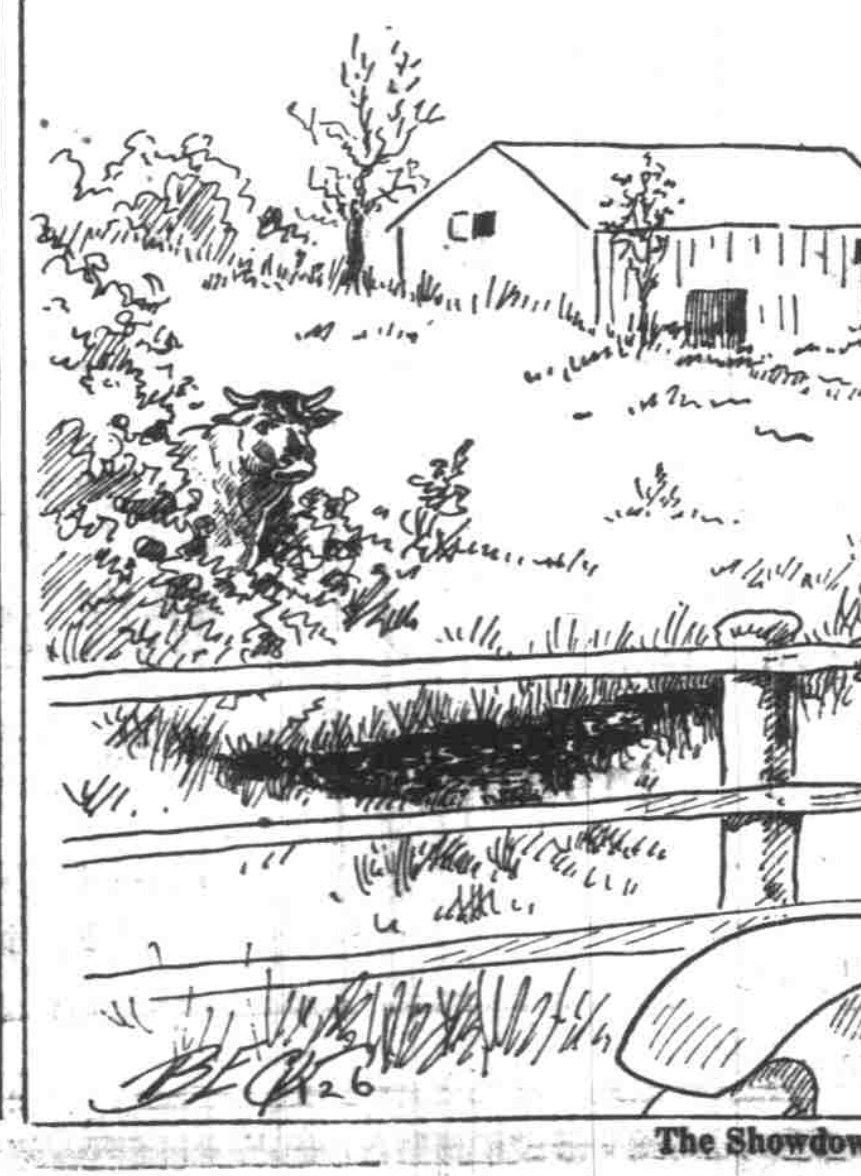
This increase in production is planned to meet the increasing call from dealers for more cars to supply their orders on hand. At no time this year has Oakland been able to supply dealers with sufficient cars to meet their requirements.

Pontiac Six sales for the first

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DOWN THE ROAD

ALL THE WAY HOME FROM THE FOURTH OF JULY CELEBRATION REGGIE HAD BOASTED ABOUT BEING A DIRECT DESCENDANT OF A REVOLUTIONARY WARRIOR



The Showdown or When Bull Meets Bull

COAST MADE TIRES ARE SOLD IN SALEM

Yung and Eckerlen Have Great Success With Popular CTC Motor Tires

The Salem Super-Service Station which is ranked as one of the finest service stations in the state of Oregon has been made CTC Tire dealers exclusively and will handle these Portland made products under the name of Yung & Eckerlen.

Guy F. Yung and Eugene Eckerlen, Jr., are both well known tire men in Salem and are also well known to the trade men of the city for they have had unusual success with the coast made product.

It has been observed in many cases that the motorist does not realize the value of having his car equipped either with standard tires, small oversize tires or large oversize tires on all the wheels of his car according to Yung & Eckerlen.

In many cases motorists have driven in for tire repair at various tire repair shops with standard tires and a large oversize or a small oversize tire on the front wheels equipped in a similar manner but they do not realize that the front wheels should be either equipped with a set of standard tires, a set of small oversize or a set of large oversize because there is considerable wear on the bushings and differential if the tires are not of a similar size. Also the rear wheels should be equipped with either a large oversize or the small oversize or standard tires and not having standard tires on one rear wheel and oversize on the other.

One of the most simple and most satisfactory ways of equipping an automobile with tires is to carry the four tires of the same description and also the spare so that in the event of a blow-out you will have in the spare a tire that conforms with the tires on both the front and rear wheels so if it is necessary to change the front wheel to the rear you will have the same description of tires on the car.

VISITS ASTORIA

W. E. Burns—Dan Burns (not brothers—the same man) spent Friday and Saturday in Astoria and the surrounding towns in the interests of the several tools and equipment lines, on which he is state distributor.

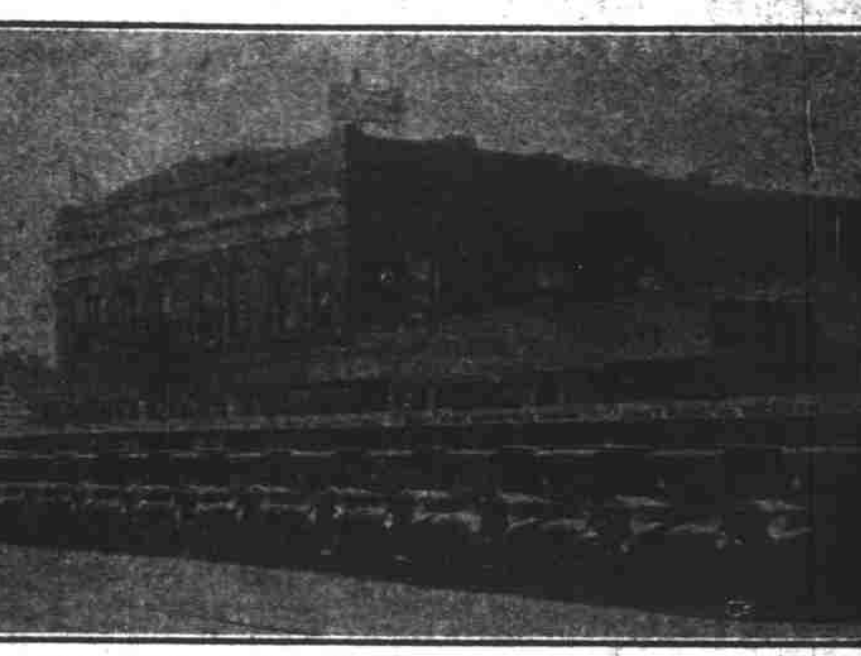
Star is now building the most complete line of so-called "light sixes" in this country, the complete line consisting of sport touring, coach, coupster, coupe and landau sedan. These models are all in standard production.

Star fours are produced in five models, in addition to commercial jobs, including touring, sport touring, coach, coupe and coupster.

According to recent surveys, the tendency in heavy traffic centers is towards the use of light, fast, economical and short wheelbase cars, according to a statement of the Salem Auto company, local Star car dealer.

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One Day's Ford Deliveries at Valley Motor Company



Fifty-six people bought new Fords from the Valley Motor company in June, according to Byron Wright, in charge of sales. The fact that July 1 is the date when the license fee is cut to half price makes many people hold off till that time in taking delivery of their cars, the sales manager said.

Valley Motor company has delivered 246 new Ford cars, trucks and tractors during the first six months of this year. The popular opinion is that there is a trade-in for every sale. The records show that this company has delivered 60 per cent of its cars without trade-ins. Many people are selling their old cars or are keeping them for "knock about" purposes.

IMPORTANT CHANGES MADE IN CAR BUYING

Auto Purchasers Becoming Far More Particular Than in Years Past

Commenting on the announcement by the National Automobile Chamber of Commerce that a new production record had been established in the automotive industry, Mr. O. C. Hutchinson, general sales manager of the Hupp Motor Car Corporation noted an important change in motor car buying which shows that despite this great increase in the number of new car owners, buyers have become far more particular and have grown to demand from their motor car investment not only the maximum in motor performance but in beautiful body lines as well.

"The new standards of value that motorists have come to expect in fine cars has led the way to a momentous change in the motor car industry," points out Mr. Hutchinson. "It is a fact that makers of the finer cars are now concerned more than ever before in establishing new price standards the same as has been accomplished in the lower priced cars. Under the large and efficient production schedules on which it is now possible to operate factories, there is every reason to believe that unprecedented values are now being offered to the buyer of cars in the \$2500 class.

"The type of car that is the forerunner of this new value is the straight eight such as is now built by Hupmobile, who are incidentally the largest builder of

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SPEEDY DRIVERS TO START HERE MONDAY

Fastest Cars in Northwest to Take Part in Events; Safety Is Assured

Some of the fastest dirt-track automobile racers in the Northwest, driving the fastest speed creations in the district, will take part in the Fourth of July races on the Lone Oak speedway at the state fairgrounds Monday. The events will be under the auspices of the American Automobile Association dirt-track racing department.

Special consideration will be given by the AAA officials to the safety of the spectators at the event. This is in line with the recent promulgation issued by the Three-A headquarters.

With every indication pointing to greater popularity for automobile racing on dirt tracks during the remainder of 1926 and throughout the 1927 season, the Contest Board of the American Automobile Association, which regulates all major events of the kind in America, has taken precautions to bring an element of safety to the highest point of development yet attained.

Rules designed to protect the great throngs which almost weekly are flocking to automobile races were issued, it was revealed, by Val Haresnape, Manager of the Contest Board, to representatives of the board at tracks throughout the nation.

Mr. Haresnape's order also disclosed that the board has been asked to sanction and supervise more dirt track races this year than ever before, that the total attendance throughout the nation has set a new record, and that even greater patronage is expected during 1927.

The order pointed out that many dirt track events are held on ovals designed for horse racing and that it is impractical to renovate them and make them best adapted for automobiles, then set down rules designed to safeguard both drivers and crowds. These regulations will be observed in a race sanctioned by the A. A. A. it was announced. "So far as possible," the order says, "spectators will be confined to grandstands placed not less than 30 feet from the stretches, and in all cases with a high tight wire fence between the face of the grandstand and the outside guard rail of the track."

It was ruled that when cars or spectators are permitted in the infield, a strong wire fence at least five feet high must separate audience and racers, with a minimum distance of 30 feet between the fence and the inner guard rail.

"Under no circumstances," says the ruling, "shall this merely be a marker fence or rope. Experience has shown that police cannot handle crowds in the event

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HOW THE ROADS ARE

OREGON STATE HIGHWAY COMMISSION

Weekly Report on Conditions of Oregon State Highways

June 22, 1926 Pacific Highway

Portland, Oswego, Oregon City, Salem, Albany, Halseburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Medford, Ashland, California State Hae: paved.

West Side Pacific Highway Portland, Newberg, McMinnville, Corvallis, Junction City, Eugene: paved.

Roosevelt Coast Highway, Clatsop and Tillamook Counties Astoria-Seaside: paved. Seaside-Cannon Beach Junction macadam.

Cannon Beach Junction-Hamlet Junction: Under construction. Newly graded with temporary single track gravel surfacing. Rough but passable in all weather. Hamlet Junction-Mohler: Macadam.

Mohler-Miami: Highway route via Brighton now open but on account of danger on plank road between Wheeler and Brighton, traffic for Garibaldi and points south urgently advised to take road via Foley Creek which is graveled throughout.

Miami-Tillamook, Hebo, Nestowin, Devils Lake, Ellet River: Part paved; balance macadam.

Newport-North to Otter Rock in Lincoln county: Open for travel. Roseburg Coast Highway, Coos and Curry Counties Lakeside, North Bend: Macadam.

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With M'Donald Firm



MRS. ESTELLE WINANS

Mrs. Estelle Winans was born in San Francisco, was reared in the south and in the middle west and attended school at the Loretta academy in Denver, Colorado. Her father was a pioneer in Colorado and was with the Union Pacific railway for 47 years.

Mrs. Winans first business experience was in 1910 when she worked on the Cincinnati Enquirer as correspondent and short story writer. About two years later she moved to Los Angeles and took up commercial work, first with the Cudahy Packing company then with the Fischer Brothers of Seattle and later with the Crescent Manufacturing company. For this company she came to Salem to do some work in building up the Crescent business in the district.

After spending some time here and learning to like Salem, she decided to stay here and accept

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Hand Signals of Motorists

MASCULINE

- Arm extended from left side of car: Am going to knock ashes from my cigar.
Arm extended from right side of car: I am going to spit.
Arm extended with palm upward: Wonder if it's going to rain?

FEMININE

- Arm extended in any direction: Shall I stop? No, that red light means go ahead. Oh, goodness, there's Lillian! Hoo-hoo, Lillian! Isn't that a pretty dress in Fredrick's window? This is Fourth St. Guess I'll turn here. Hope that car behind doesn't bump me. No, I guess I'll go the other way. Heavens, that man bumped right into my car! And I'm sure I signaled that I was going to turn!

PLAY SAFE

Don't run any risk, by driving with insecure brakes. No motorist ever knows when he will have to depend upon his brake power to save a serious accident. No man has any right to drive a car with brakes that are insecure. Good brakes cost little compared to the loss in case of accident. And especially in these days when Salem boasts of three electric braking machines. Brakes can easily be restored to their original condition.

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