

Startling Innovations Announced in Design of American Motor Cars

UNSKILLED DRIVERS CAUSING ACCIDENTS

"Banish the Automobile Nuisance," Plea of Those Working for Safety

By ALVAN MACAULEY Back in Kansas the other day arose a court case over an automobile that may contain the germ of the solution of the most serious problem facing American cities, the automobile traffic question.

The authorities of a city sought to "abate" an automobile as a nuisance.

Everyone knows that our present city streets, under existing police traffic regulations, cannot take care of the traffic they are called upon to bear. Everyone does not know, however, that a minority of unskilled motor car operators, plus antiquated, arbitrary and illogical rules added to a small minority of cars that could and should be "abated" are forcing upon all the people the almost prohibitive cost of widening our urban thoroughfares, at best a temporary remedy.

If only automobiles that could be operated under control were permitted on the streets and only drivers who were possessed of skill sufficient to run them allowed to drive, our traffic problems soon would become no problems at all. Before a man is permitted to operate a locomotive he must first serve an apprenticeship covering years and yet railroad trains are operated under the most rigid control.

Throughout the length of a railroad an army of inspectors is at work constantly. The most minutely critical observation is given every bit of rolling stock.

When a piece of railroad stock reaches a "bad order" stage, such as having an accident to its brakes, on the road, the greatest care is used in getting it slowly and safely to the nearest sidetrack or repair yard. The whole direction over which it is moving knows of it and is warned. Cars are redoubled if it is a passenger car. If the "bad order" sign comes to any bit of rolling stock through sheer de-

(Continued on page 8)

EIGHT CYLINDER CAR DECLARED ULTIMATE

Principle Has Greatest Possibilities, Says Young, of Hupp Company

That the eight cylinder motor is the design in which automotive progress will ultimately attain its greatest perfection and that this motor will eventually replace all other types in the higher priced field is the opinion of Mr. Dubois Young, vice-president of the Hupp Motor Car corporation. His opinion is based primarily on the inherent capabilities of this motor—more than any other—to give complete satisfaction and secondarily it is based on the preference that is everywhere shown by motorists toward the multi-cylinder motor.

"In the eight cylinder motor" points out Mr. Young, "is obtained a complete blending of power impulses that brings the maximum in smoothness and quietness. Each thrust is perfectly balanced by another to bring a refined vibrationless motor performance such as is unobtainable in motors with less cylinders. Although for some years past engineers recognized the superiority of the straight eight, it was never marketed in any large sales volume until the introduction of the Hupmobile eight. Famed the world over for the precision of its engineering design and the marked adherence to these designs in production, Hupmobile was in a most favorable position to successfully meet this growing demand for the eight cylinder car.

"It has been shown that the trend of the buying in the two great fields—which are the lower and medium priced cars—has been decidedly altered in the past year. The lighter "Six" is rapidly becoming a pronounced sales leader in the price toward multi-cylinder cars.

"This trend is founded on the natural buying policy which prompts the purchaser to seek the product that is not only up-to-date at present but one that is in advance of other similar products he might select."

Overland Whippet Being Shown in This City Now

New Product on View at MacDonald Motor Company Salesrooms; Follows Practice of Best British and French Builders of Fine Automobiles

It has been anticipated for some months that a large American builder of motor cars would soon be on the market with a European type low, light car. The initial production of what may be the forerunner of a complete change in our great mass production of light automobiles made its appearance in this city this week. It is the Overland Whippet on which the engineers of Willys-Overland, Inc., have been working, both here and in Europe, for the past two years.

The Whippet is now being displayed by the R. N. MacDonald Automobile company here at their salesrooms at 680 Ferry street.

This new car is totally different from anything we have ever seen before in his country. It looks different, it acts different and it serves a different but constantly increasing demand. Mechanically, it is an adaptation of the best that Europe has to offer in the way of powerful, economical engines, with a wide speed range, more power for climbing than has characterized even the best of the European productions, and with a flexibility, silence and smoothness of running which is new to our light car production.

It is a quality product in every detail from the trim, smart, extremely low hung body with its brilliant finish and superb upholstery to the last detail of its mechanical construction. The sedan will travel 58 miles an hour, as easily and comfortably as the great majority of our present day sixes and yet it is equipped with a four-cylinder motor.

It will accelerate from 5 to 25 miles an hour in 10 seconds, or just half a second more time than some of our largest and most flexible sixes and it will cover 28 to 30 miles on a gallon of fuel.

It will stop in a little over twice its own length from an average driving speed for it is equipped with four-wheel brakes, having a drum diameter of 11 inches which is larger than those on many of our large cars.

The motor develops 23 per cent more power, per cubic inch of piston displacement than any other

Although a comparatively young man, in point of age and experience, Kenneth Wilson, salesman for Otto J. Wilson, pioneer automobile dealer, is making a success of his chosen line of endeavor. The son of Mr. and Mrs. Charles O. Wilson, formerly of Salem, but now of Eugene, Kenneth was borne in Salem, in 1902, and has made Salem his home practically ever since. Otto J. Wilson, his uncle, has been in the automobile business for years, in fact sold the first automobile that was sold in Salem and his young nephew has been brought up in the automobile business. He passed through the grade and high schools of Salem and took an academic course at the University of Oregon at Eugene. He has been connected with his uncle's business for the past two years, steadily, possesses all of the qualities that go to make for a successful salesman and is decidedly making good.

C. S. Pratt is now the proprietor of the Pratt's fireproof storage garage, located at 252 South Liberty street. This garage occupies the entire basement floor of the Traglio warehouse, a concrete fire-proof building.

Mr. Pratt states that he has room to accommodate about 100 automobiles. The storage spaces being arranged so as to make it easy to get cars in and out. The entrance is from Liberty street and cars may be taken out this way or through the alley which is paved.

A Hardie steam pressure pump is used in the car washing department. Mr. Pratt states that this system will give a pressure of 380 pounds which will remove dirt, grease and oil from the car without harming the finish. He also states that it will remove road oil easily. If this road oil is allowed to remain on the car it will damage the finish and become a hard crust like pavement.

Day and night service is now maintained. Many business men are storing their cars during the day rather than move them every two hours or leave them out in the sun. The garage is only 1 1/2 blocks from the heart of the business district which makes it very handy.

Upper views are of the new Overland whippet touring and coupe.

The three center views show the roominess of the touring and the fineness of the coupe interior and the front riding compartment of the two door sedan.

Lower is of the two door model with its distinctive foreign lines.

Pratt's Fireproof Garage Is Offered as Solution to Parking Problem

Upper views are of the new Overland whippet touring and coupe.

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OFFER LARGE PRIZES IN MILEAGE CONTEST

Columbia Tire Company Announce Plan to Determine Wear of Product

PORTLAND, Ore., July 17.—One of the most extraordinary innovations in contests which promises to be of exceptional interest to the motoring public is now being fostered by the Columbia Tire corporation, manufacturers of CTC tires and tubes, in which they are offering cash prizes of one thousand dollars down to five dollars, making a total of two thousand dollars in cash and five other prizes totalling fifteen in all, simply requesting motorists using CTC's to check the mileage which they obtain from their tires and the highest mileage performance will be awarded the prizes.

"This 'Speedometer Check Mileage Contest' is without a doubt sensational in its character since it is a definite declaration of the Columbia Tire corporation's unconditional support of their statements that CTC tires give extra mileage and they are anxious to show their convictions of the high quality of CTC tires by offering this cash prize contest for motorists using their products.

In the past thousands of testimonial letters have been received from CTC users attesting to the extra mileage obtained, so the Columbia Tire corporation executives conceived the plan of the "Speedometer Mileage Check Contest." This contest begins July 15, 1926 and will carry on to July 15, 1927, when the prizes will be awarded to the winners of the contest but those who have not obtained full mileage on the tires that they bought will be afforded the opportunity of entering the contest which closes July 15, 1928 carrying a similar amount of prizes awarded.

Newspaper advertising has been

Defective automobile brakes have caused countless accidents. Several years ago it was estimated that there were 3,000,000 cars with faulty brakes. Since then hundreds of "test your brakes" campaigns have been staged throughout the country by community safety councils, motor clubs and public officials, whose efforts have resulted in impressing upon the motoring public the importance of having their brakes examined at regular and frequent intervals.

Closely following the inauguration of the national brake inspection movement, came the four wheel braking system. Today the automobile owners of the country are gradually becoming brake conscious.

It is safe to assume that the newly built car is adequately supplied with all proper brake appliances. But frequently these brakes, unless given repeated attention, do not retain their efficiency, and it is possible that even today, despite all of the attention that the brake drive has received, thousands of motor vehicles, if put to an emergency, quite likely would display a condition far below the normal of safety.

The subject of brakes was not ignored at the Second National Conference on Street and Highway Safety, which has called attention to the fact that at least forty states require "adequate brakes in good working order," some requiring two independent sets and a few specifying the distances within which brakes shall be capable of stopping a vehicle. The recommendations of the Hoover conference on this subject read: "Every motor vehicle when operated upon a highway, shall be

Defective Braking Equipment Is Responsible for Many Auto Crashes

77 New Features Are Incorporated in "Greater Oakland Six" Now Being Shown in Salem by Vick Brothers; Engine Developments Are Said Vital

The Greater Oakland Six, introduced throughout the country this week embodies 77 important refinements, featured by smart new Fisher bodies in new and striking two-tone Duco finish, engine developments of a vital nature, and the Rubber Silenced Chassis, an advanced Oakland engineering achievement, ranking with the Harmonic Balancer, which was introduced to the industry last year on Oakland cars.

The Rubber Silenced Chassis, another triumph for Oakland engineers, eliminates disturbing noises and rumbling found in ordinary cars, prolonging the life of the chassis and permitting the passengers to ride in quiet, cushioned comfort. A rubber impregnated joint, attaching the front universal joint of the drive shaft to the rear of the transmission, insulates the transmission. Noises, which, without it, are telegraphed up through the drive shaft are now entirely absorbed. The forward end of the shaft is cushioned to produce an absolutely noiseless drive.

Although the new bodies by Fisher are characteristically Oakland, they have been refined to present an even more pleasing symmetry of line and contour. The one-piece metal back panel on the closed bodies curves gracefully upward to the roof, resulting in a modish appearance that harmonizes with the custom-built effect of the new, heavy full crown fenders wider and thicker running boards and new side shields. All cars have double beading and are finished in two-tone Duco.

The touring car has been discontinued and in its place is offered the Sport Phaeton, a five passenger open car of distinction, completely equipped. The other cars in the line include the sedan, four-door sedan, Landau sedan, Landau coupé and sport roadster.

Among the general improvements and refinements on the exterior and interior of the car, aside from the body line changes are the new, double filament desirable beam headlights which are so designed that the driver can depress the beam to a point which eliminates all glare to the approaching driver's eyes without

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GREAT CHANGES ARE NOTED IN OLDS LINE

Many Evident Improvements Seen in New Series "E", Now Being Shown

The progressive developments of Oldsmobile engineers during the past year and the new values that are being offered in Oldsmobile for the coming year that result from the manufacturing economies and savings of the most successful year in Oldsmobile history being passed back to the buying public, are being displayed throughout the country for the first time in the new series "E" Oldsmobile.

The new series "E" Oldsmobile six incorporates in its latest appointments and specifications many new features of recognized worth and improvements of demonstrated value. The results of the changes in this car are added power, longer life, smoother performance, new features of driving ease and security, better operating economy and new body features and appointments.

One new body type is on display in the Oldsmobile series "E" line, a Landau. Other body types in the line remain the same, including the standard and deluxe touring, deluxe roadster, standard and deluxe coupe, standard and deluxe coach and the standard and deluxe sedan—a total of ten including the Landau. No change has been made in the standard Oldsmobile prices.

Added power has been given Oldsmobile by increasing the cylinder bore from 2 3/4 inches to 3 7/8 inches with a resulting increase in cubic displacement from 169 to 185 cubic inches, a slight change in the tapered, dome-shaped combustion chamber and a new hot section, high velocity design of manifold.

Improvements vital to the longer life and operating economy of the engine have been made with the introduction of crankcase ventilation, dual air cleaning, an oil filter and an entirely new design of "two-way" cooling system.

All these improvements increase the operating efficiency of the Oldsmobile and prolong its engine life.

The use of the harmonic balancer.

HOW THE ROADS ARE

OREGON STATE HIGHWAY COMMISSION

Weekly Report on Conditions of Oregon State Highways

June 23, 1926 Pacific Highway

Portland, Oswego, Oregon City, Salem, Albany, Harrisburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Medford, Ashland, California State Hwy: 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 planked road between Wheeler and Brighton, traffic for Garibaldi and points south urgently advised to take road via Folsy Creek which is graveled throughout.

Miami-Tillamook, Hebo, Neskonawa, Devils Lake, Silet River: Part paved; balance macadam.

Newport-North to Outer Rock in Lincoln county: Open for travel. Lincoln county: Open for travel. Roosevelt Coast Highway, Coos and Curry Counties: Lakeside, North Bend: Macadam. Ferry across Coos Bay.

North Bend, Marshfield, Coquille: Paved. Coquille, Bandon, Portcr Oregon, Euchre Creek: Macadam. Euchre Creek, Gold Beach: Narrow mountain road, fair condition. Gold Beach, Myers Creek: Macadam.

Myers Creek, Brookings: Narrow mountain road, fair condition. Brookings, California state line: Macadam. Ashland-Klamath Falls Highway

(Continued on page 7.)

Sells Buick Cars



Photo by Kennell-Ellis KENNETH WILSON

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CAR STORAGE NEED SOLVED FOR SALEM

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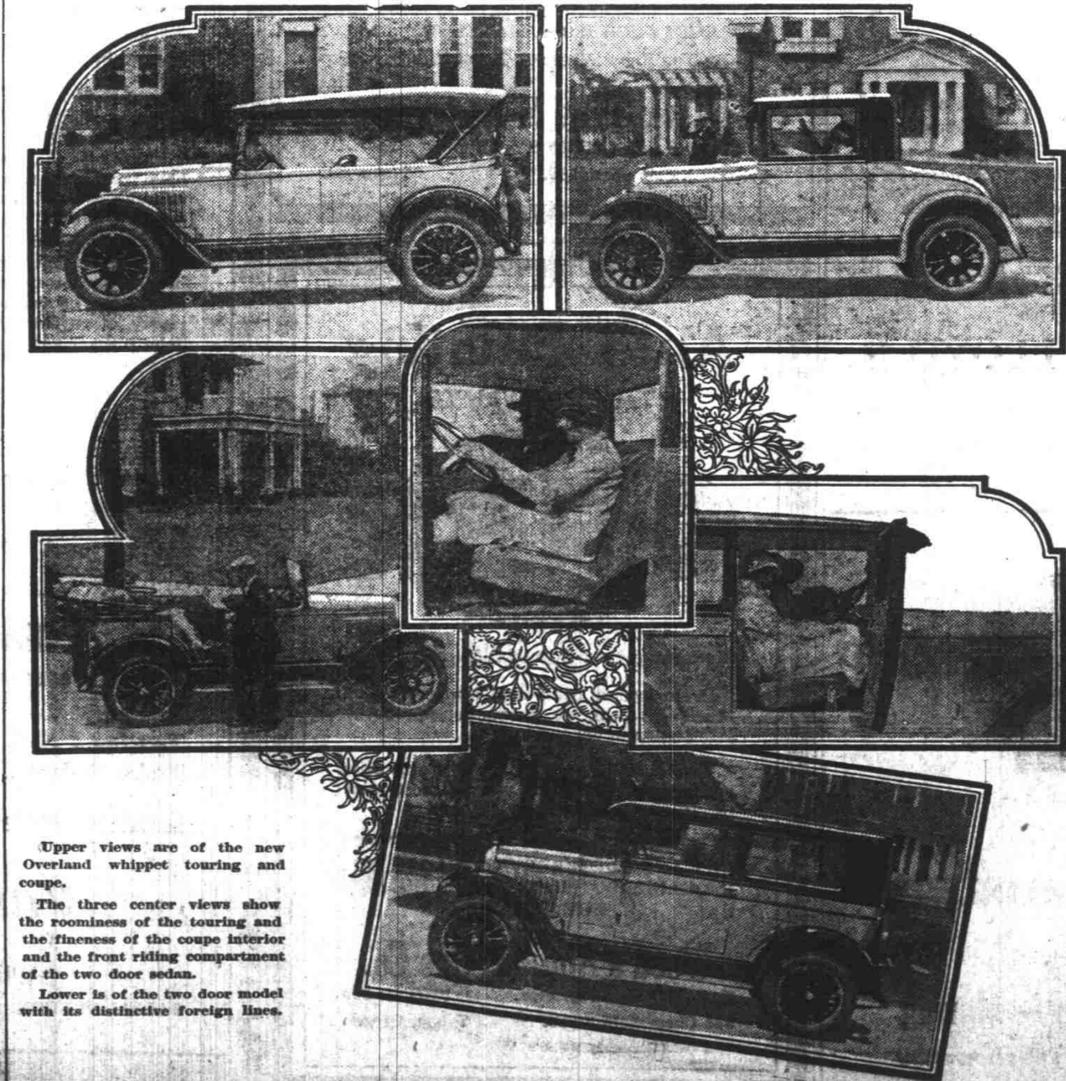
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