

CAR OWNERS SHOULD INVEST IN SERVICE

Three-A Organization Suggests Saving in Tax With Association

WASHINGTON, D. C., Aug. 14.—Elimination of the two per cent excise tax on automobiles is saving every car buyer this year an average of \$11. The pertinent question—What is he going to do with this money?—is raised by officials of the American Automobile association.

Will he put the \$11 back into the car in the form of some accessory or efficiency device? The course is regarded as unlikely in a vast majority of cases, because the 1926 automobile, almost regardless of price class is being put on the market fully equipped with all the fittings that contribute to the convenience and safety of driving.

With the accessory field virtually closed for this season, what is there left in the field of motor-dom for which this saving can be most advantageously used?

"Why not put it into organization, the most neglected feature in motor-dom in this period and one of its most important so far as the motorists is concerned," asks Thomas P. Henry, president of the A. A. A. "It is to organization, even on its present scale that the car buyer owes this tax saving," says Mr. Henry. "The word 'own' is used advisedly, it is literally true that the elimination of the excise tax was the result of organization. Car owner unity produced the volume in objection to this onerous levy that convinced congress of the wisdom of removing it."

"The average saving, in itself, looks like rather a small sum. It is estimated, however, that 4,000,000 automobiles will be sold this year. If this figure is correct, it is evident that elimination of the excise tax will result in a saving to car buyers of \$44,000,000. By any appraisal, this is no negligible sum and it contains a significant and valuable lesson."

"That lesson is, simply, that organization pays motorists huge dividends. The excise tax saving is small compared with the tremendous achievements that the future holds when a greater proportion of America's 20,000,000 car owners become conscious of the advantage of mass action."

Pointing to the old adage that life is a conflict, Mr. Henry continued:

"Everything about the automobile industry, the greatest in the world is thoroughly organized, except the motor-car owners. The individual concerns represent the same of efficiency because the need for coordination was apparent in the industry's infancy. Dealers have their organizations. Garage owners have their associations. The great automobile firms have their national chamber of commerce."

What is the purpose of this unity? It is simply, progress and protection. Its results are manifest to even the casual observer.

"This impulse for progress and protection already has impressed 800,000 individual car owners who are members of 815 local motor associations scattered from one end of the country to the other, and with a coordinating agency in Washington to speak

the collective mind of this constantly growing group.

"This national coordination had a telling effect in connection with the consideration of the revenue bill and it resulted in the elimination of the excise tax."

"That is but one of hundreds of fields in which it can make itself felt to make motoring more free from prejudicial restrictions of all kinds, financial, legislative and otherwise."

Capital City Cooperative Creamery. Milk, cream, buttermilk. The Buttercup butter has no equal. Gold standard of perfection. 137 S. Com'l. Phone 299. (*)

HUPMOBILE DEALERS GIVING FREE RIDES

(Continued from page 1.)

ing and show the surprising flexibility and performance of the straight eight motor. Cars will be started without the usual starter pedal, low curbs mounted in high gear with the motor scarcely revolving; with the speedometer masked the occupant will be asked to guess the speed; these and other performance tests have been arranged to make the demonstration ride more than ordinarily entertaining.

"There are several important chassis and body features which we have perfected in this eight which were never found on a car in this price class and we are desirous of informing the motorists of what he can expect from his investment," says O. C. Hutchinson, general sales manager who is supervising the 'fortnight' from the factory.

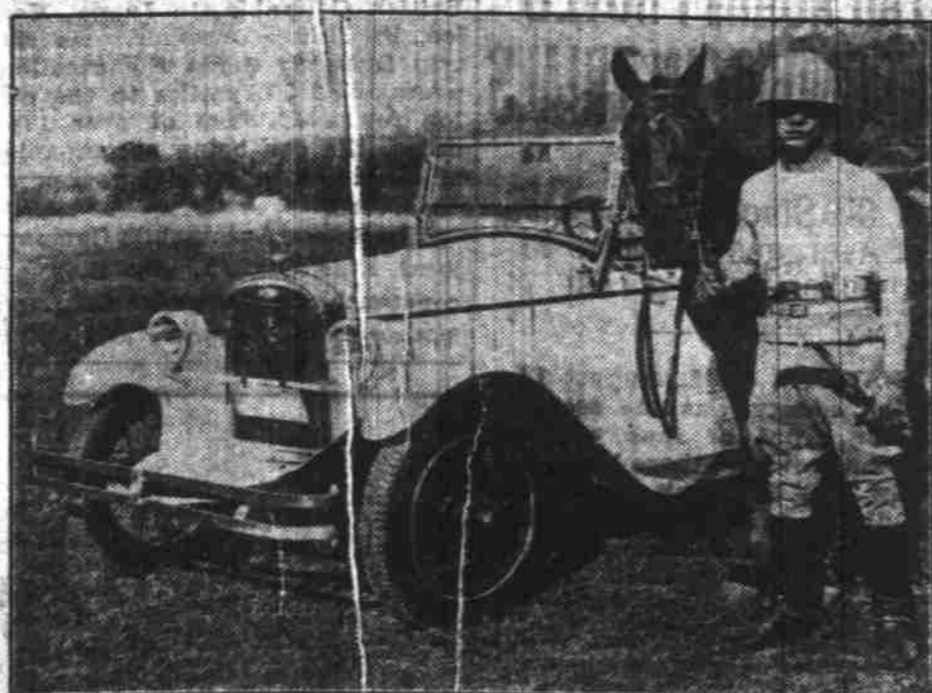
"The Hupmobile straight eight introduced last year led the way toward a reduction of prices in the finer car field. We have, through our experience of the last nineteen years and our study of present day motor demands designed a motor that brings for the first time the highest quality performance down to the price limit of the medium car buyer. It is the shortest and most compact eight in line ever built. The uncanny quietness of the motor, its breathless pick-up hill climbing ability and unusual gasoline and oil economy have merited this car worldwide popularity."

"The valve mechanism, devised after the latest aeronautic practice is positively quiet and efficient at all speeds. The connecting rods and crankcase are of aluminum, an expensive material giving the needed strength without adding unnecessary weight; light cast grey iron pistons designed by Hupmobile are hand fitted to each cylinder within .0005 inch variation, and the 100 pound crankshaft with patented vibration damper are features which are not found on any car in this price class."

"This gives us something to boast about," continued Mr. Hutchinson. "And that is the principal reason why we are broadcasting out invitations to motorists to drive this eight; whether they have just purchased a car or if for other reasons they do not intend to buy in the near future or if they merely desire to know what is what in the latest improved automobile. At any rate we are going to have every car available going every hour of the day to show people not only what value they can secure in a Hupmobile but what to expect if they purchase another car at a higher or slightly lower price."

New line of satin and vengeline hats for better wear. The very latest for the smartly dressed woman. The Vanity Hat Shop, 337 Court street. (*)

New Chevrolet Model



Beauty and grace feature the lines of the new model Chevrolets. New color combinations, pleasing shape and richly appointed interiors greatly improve it over other models in its class.

UNION OIL COMPANY WINS BIG CONTRACT

Distributors to Furnish All Grease and Oil to Chevrolet Motor Branch

OAKLAND, Cal., Aug. 14.—A contract to supply the Oakland plant of the Chevrolet Motor Car company with its entire requirements in lubricating oils and greases has been awarded Union Oil Company of California, it was learned here today.

In addition to providing the oil and grease requirements it is understood that the Union will also furnish a portion of the gasoline needs at this plant. The lubricating oils and greases will be supplied from the Union's refinery at Oleum, located on San Pablo bay, a few miles from here, and will be shipped in tank cars lots to the plant of the automobile concern.

The Chevrolet factory at this point turns out each day approximately 400 cars, and each one as it leaves the plant will be lubricated with oils manufactured from western crude by Union Oil Company of California. Many of these cars will also be powered by the popular Union non-detonating gasoline.

According to lubrication experts correct lubrication is an item that is almost as important to the ultimate life of the car as is its proper handling during the

"breaking-in" period or initial 500 miles of driving. The oil must be all lubricant in order to provide the proper cushion for moving parts.

On this basis the success of Union Oil Company of California in securing this contract may be considered guarantee of the high quality of their lubricating oils.

Tyler's Corn Remedy takes the soreness out of those corns you've been trying to rid yourself of for months. Sold only by Tyler's Drug Store. (*)

PUBLIC INVITED TO INSPECT CHEVROLET

(Continued from page 1.)

rolet performance that have won the acclaim of the motor buying public and that today mark the Chevrolet as the fastest selling and most popular gear shift automobile in the world. "Owners of expensive cars are turning to Chevrolet in increasing numbers for their second car. They like its smooth operation, its short turning radius, its ease of handling in city traffic, the fact that it can be parked easily and that it handles just like a costly car. The Chevrolet is a fit companion to the most expensive automobiles and so delightful is its performance that owners of cars costing two and three times as much find that it provides them the same riding and driving comfort that they have thought possible only in the heavy, cumbersome, costly motor car."

Dealers at all points report new sales records during the past few weeks and look with confidence to the months ahead.

OVERLAND WHIPPET SAID MASTERPIECE

Great Stroke in Engineering Sets Mark for Manufacturers to Follow

If the consensus of opinion of many of the leading transportation engineers is to be taken as a criterion, a new type of motor car has come into existence in the Overland Whippet and one which marks one of the epoch making achievements of the entire automobile industry.

Shown here for the first time only a few weeks ago, this European type car, adapted to American driving conditions has elicited an interest which is already reaching record breaking heights.

It has been demonstrated twelve hours a day since it was introduced. Special requests for rides have come from many of the leading men in engineering circles who have been desirous of trying out the power plant, testing the riding qualities and proving the claimed achievements in the way of performance.

Special fifteen minute tests over a prescribed route to bring into play all of the performance capabilities of this car, have been made with the sedan stopping only long enough to unload one quota of passengers and take on another.

These tests have included slow driving, quick acceleration, climbing, quick stopping and demonstrations of riding comfort under difficult conditions of travel.

The results of these trips have left in the minds of the occupants of the car a lasting impression of something fundamentally different from all previous conceptions of light car ability, according to the statements they have made after their ride was over.

This low built, light weight automobile has amply demonstrated that, in quick bursts of speed

it is equal of the average six cylinder car.

It has demonstrated that there is no hill which other much larger cars have covered in high gear which it cannot cover in the same manner and with no apparent effort. It has shown an ability to reach the 55 miles an hour mark with all the evident ease of the larger cars with a greater number of cylinders in the power plant.

Careful check-up of gasoline used in the fifteen minute tests have proved that the 28 miles to a gallon claimed by the builders is regularly lived up to under conditions of operation, which are far from being favorable to high fuel mileage.

The ease with which it handles in traffic has been shown by the fact that it rarely ever takes place except in the front line when the signal to go is given.

The European cars after which this Whippet was modelled, have an international reputation for reliability and the Whippet does not in any way discount this reputation.

Body makers who have examined the low body structure of the Whippet have endorsed it unqualifiedly as an advancement in carriage construction fully as marked as the advancement in mechanical construction set by the power plant and chassis.

As one leading local motor car expert phrased it, "The Overland Whippet is something so totally different that it is difficult to realize its full import in motor car construction. I should say that John N. Willys had pulled a masterstroke in the field in which he has been so prominently identified for the past 21 years."

Capital Bargain House, Capital Tire Mfg. Co., Mike's Auto Wrecking. Three in one. Bargain center of Salem. Thousands of bargains. H. Steinbock, 215 Center. (*)

Henry O. Miller, 184 S. Com'l. St., where most people prefer to get their auto parts for all makes of cars. Trade here and make savings on all auto parts. (*)

A Fisher body plant adjoins each Chevrolet factory throughout the country.

Fishing Frolic Features Tarpon Club Tournament

PASS CHRISTIAN, Miss. — A fishing frolic is planned for the annual fishing tournament of the National Tarpon Club, which will bring anglers of national prominence to the Mississippi coast.

The tournament this year will give members an opportunity to display their ability and in the event of adverse weather conditions, will insure a few days of sport fishing. No limit is set on telling "fish tales," but the club will keep accurate data during the tournament.

Vice President Dawes is a charter member of the organization and is expected to participate this year.

D. H. Mosher, Merchant Tailor, is turning out the noblest and best fitting tailor made suits to measure. 100% business and professional men buy of Mosher. (*)

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PISTON RINGS — KING BOLTS
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"I NEVER made the trip in such a short time before — and the roads have improved a hundred percent" — this is the statement of an owner of an Overland Six, who drove it to his favorite fishing spot for the first time.

The difference in the trip was not in the roads — it was in the car he drove — the same difference that is making the Overland Six the great popular favorite wherever motor cars are being driven.

And the difference comes from modern engineering — first applied to motor cars of this size and type by Willys-Overland. The power of the motor is a revelation — quicker to accelerate than any other power plant in its class — faster over the road — and out-pulling any other on hills.

Swung low in the chassis — it delivers its full power in a straight line to the rear axle — valve construction — crank shaft balance — carburetion — lubrication — all modern and incorporating the best developments of America and Europe.

The better roads come from the balanced body construction — the long springs — the even distribution of weight — the elimination of side sway and bumpiness over rough going.

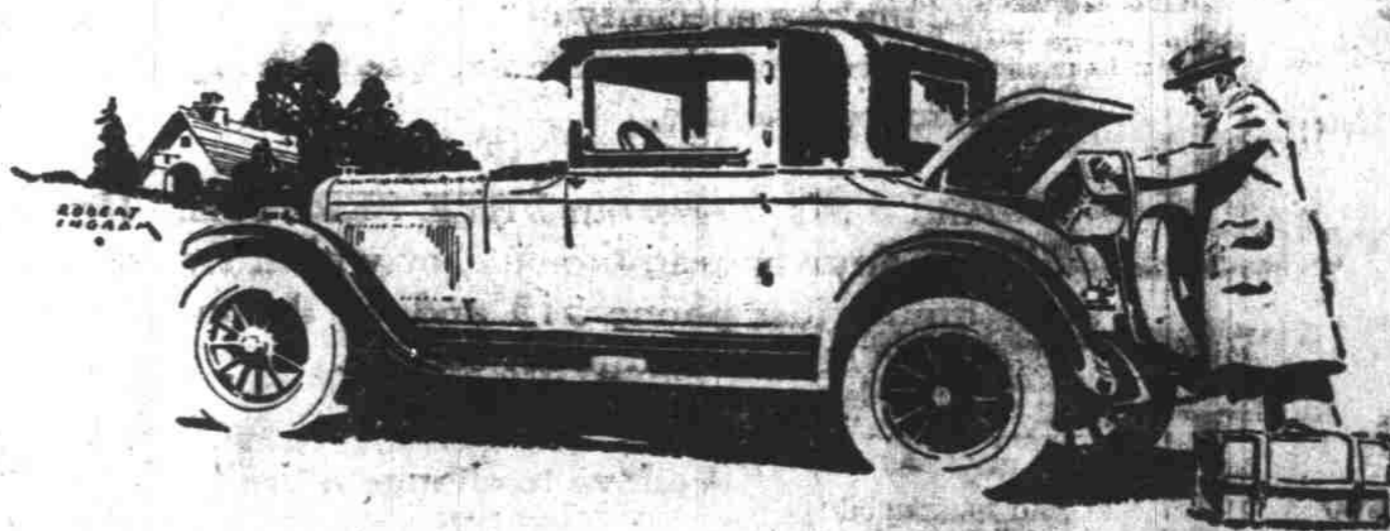
Try this famous Overland Six — its superior value is shown in what it will do for you the minute you step on the accelerator.

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The New Willys Finance Plan allows smaller down payments, smaller monthly payments — the lowest credit cost in the industry.



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The Buick Motor Company invites every lover of fine motor cars to drive the **GREATEST BUICK EVER BUILT**



and know the thrill of the Century's greatest contribution to motor car progress — an engine, VIBRATIONLESS beyond belief.

Cars are waiting at our showrooms — you know an obligation.
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That's exactly what the great Rickenbacker Eight costs you — \$1000 less.

For all around performance — all around construction and design — and all around appointments — this Eight is in the same classification as the world's highest priced Eights — yet it costs you \$1000 less.

One short drive will convince. Try it and you'll buy it. You will have the finest Eight built — bar none — and have saved \$1000 besides.

Come in today.

Prices on Rickenbacker "Sixes" range from \$1485 to \$2195 and on "Eights" from \$2095 to \$2595 — E. O. B. factory, plus war tax.

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