

Coast Resorts Still Beckon While Ideal Touring Weather Continues

NASH ANNOUNCES  
NEW SIX SERIES

Seven Bearing Crank Shaft Motor Heads List of New Features

Heralded as introducing the world's smoothest type of motor, Nash today places on display nationally the new developed special six line comprising five models in open and closed body styles and powered by the new seven bearing crankshaft motor termed by engineers the "ultra-modern type of six cylinder motor."

The debut of the new special six series has been awaited with extreme interest in view of earlier reports that Nash would disclose a significant achievement in motor engineering as well as a long list of important, new betterments with no change in prices despite the greatly increased quality and value incorporated in these new models.

The first distinguishing attribute of this new motor is the superlative power smoothness achieved by the use of the big seven bearing crankshaft, in addition to great power and exceptional accelerative ability.

The exterior attractiveness of these new Nash models is artistically heightened by the use of a new duo-tone finish of contrasting colors. Both the open and closed models are toned in superbly beautiful polychrome combinations and all models have the gracefully sculptured new winged emblem surmounting the radiator cap.

It is immediately evident that Nash has expended emphatic efforts to warrant achieving new standards of engineering refinements throughout both the motor and the chassis. In these new special six cars, as has been standard Nash practice for some time—the motor is heavily insulated from the frame through the use of rubber insulation at the motor supports. This practice intensifies the operative quietness and the almost absolute vibrationless character of Nash performance.

There is also featured on these new motors a new crankcase "breather," an ingenious device which functions to prevent crankcase dilution. This "breather" also serves to keep the driving compartment free from heat and odor.

Nash likewise draws attention (Continued on page 3.)

TIRE COSTS CUT  
MILLER MEN SAY

Tire Dollar Goes Farther Than Any Other Comparison Shows

AKRON, Ohio, Sept. 7.—"Nine dollars worth of service for every 100 cents" is the outstanding performance of one present day commodity, tires, according to Miller tire men. The consumer's food dollar, his clothing dollar, his rent dollar are today performing about half what they did twenty-five years ago; his tire dollar alone multiplies its power by nine. Compared with these others its buying power is as eighteen or twenty to one.

Scientific improvement in rubber working, advancement of tire engineering knowledge and economies in tire production have made possible this unique position held by the modern tube and casing.

To back up this startling statement these tire authorities point to two facts which are incontrovertible. They are evidenced by price records and mileage records.

Fifteen years ago fabric tires were all the market afforded. As every veteran motorist knows, the miles of service per tire were less than a third of the present average. The supplanting of fabric construction by the cord principle introduction of improvements in design which have reduced tread and sidewall flexing with its generation of internal heat, ply separation and wear, and the innovation of flat, road-shaped treads have placed at the service of the motorist added mileage that was beyond the wildest dream of the horseless carriage driver of the earlier day. Today's tire urethra from three or four to six or even eight times the 3,500 mile guarantee of ante bellum days.

Reckless Driving Cure  
Reward May Be Offered

Elimination of "the Speeder" Is Problem Towards Which the Automobile Experts and Officials of Nation Turn Increased Attention

WANTED—A sure cure for reckless driving of automobiles. A liberal reward will be paid to any person offering a sovereign remedy for this evil.

No such advertisement as this yet has appeared in the newspapers of the nation but officials throughout the United States today are cudgeling their brains in a determined effort to solve the ever present problem of elimination of the "speeder," the careless and the reckless motorist. The time actually may come when such an advertisement may be resorted to unless the people generally awaken to the vital need for care and common sense in the operation of automobiles over the highways of the land.

With Marion Auto



Photo by Kennell-Elis. RALPH E. THOMPSON

Ralph E. Thompson was born in Salem, Oregon, March 31, 1881. When he was six years old, his parents moved to a farm in Linn county, lived there seven years and then moved back to Salem. After going through the Salem public schools, Mr. Thompson went to Benton county, with his family, and lived on a farm there three years. He then moved to Jefferson Milling company, and stayed there ten years.

At the end of that time Mr. Thompson returned to Salem and went into the construction business. After three years, he secured a position as salesman with Vick Brothers Automobile company and stayed with them four years. He then went into the Marion Automobile Company in 1919, the concern he is now with. In 1919, Mr. Thompson was elected to the city council, and served as a member for six years, four of which he served on the police committee. In the years 1920 and 1921, Mr. Thompson acted as chairman for the Marion county Republican central committee.

CADILLAC CHASSIS  
SERVES AS MODEL

Students Declare Greatest Accuracy in Manufacture Is Feature

A Cadillac cut-open chassis is being used for laboratory studies by students of mechanical and automotive engineering at the University of Michigan. The chassis, all working parts of which have been exposed for intensive study, functions under its own power, being operated by a battery concealed in the gas tank. It was a gift to the university from the Cadillac Motor Car company.

In parts of the plant of the Cadillac Motor Car company where the greatest accuracy is required, the buildings are only one story and the floor space is flooded with daylight from glass roofing above.

In the organization of the Cadillac Motor Car company are 1774 men and women who have been with the company more than five years. Of these, 581 have been with the company for more than ten years, 196 for more than 15 years and 43 for more than 20 years.

In the metallurgical laboratory of the Cadillac Motor Car company, metal to be used in highly stressed parts is subjected to the most thorough microscopic inspection, 20 minutes being the minimum time set for examining a piece of steel the size of a five-cent piece.

PILLARS OF STEEL  
PROTECT DRIVERS

Use of Dodge Brothers Cars Reduces Dangerous "Blind Spot"

Dodge Brothers, Inc., pioneer builders of motor cars of all-steel body construction, have proved conclusively that the all-steel body is to supplant the wooden body, in the opinion of the Bonesteel Motor Co., local dealer for Dodge Brothers.

"It is nearly 12 years ago that Dodge Brothers conceived the idea of an all-steel body in their touring cars. The public reception of this radical departure from the wooden bodies then in vogue, was instantaneous. Every passenger car built today by Dodge Brothers has an all-steel body.

"Dodge Brothers use steel pillars throughout the car, creating greater vision and safety for motorists. It stands to reason that in case of an accident an all-steel body, reinforced with steel throughout, provides a greater degree of safety than is possible with ordinary construction.

"From the very beginning of their manufacturing experience, Dodge Brothers clearly saw that economical, rapid and uniform volume production could be secured only by the extensive use of steel. The constantly increasing sales of Dodge Brothers motor cars throughout the country are indicative of public approval of the all-steel bodies which give the maximum of strength and rigidity in proportion to weight.

"The sills, pillars and other parts bearing major strains are welded and riveted, giving the greatest of rigidity. All Dodge Brothers bodies are assembled at the factory for permanent use and are not designed to be assembled in other parts of the country."

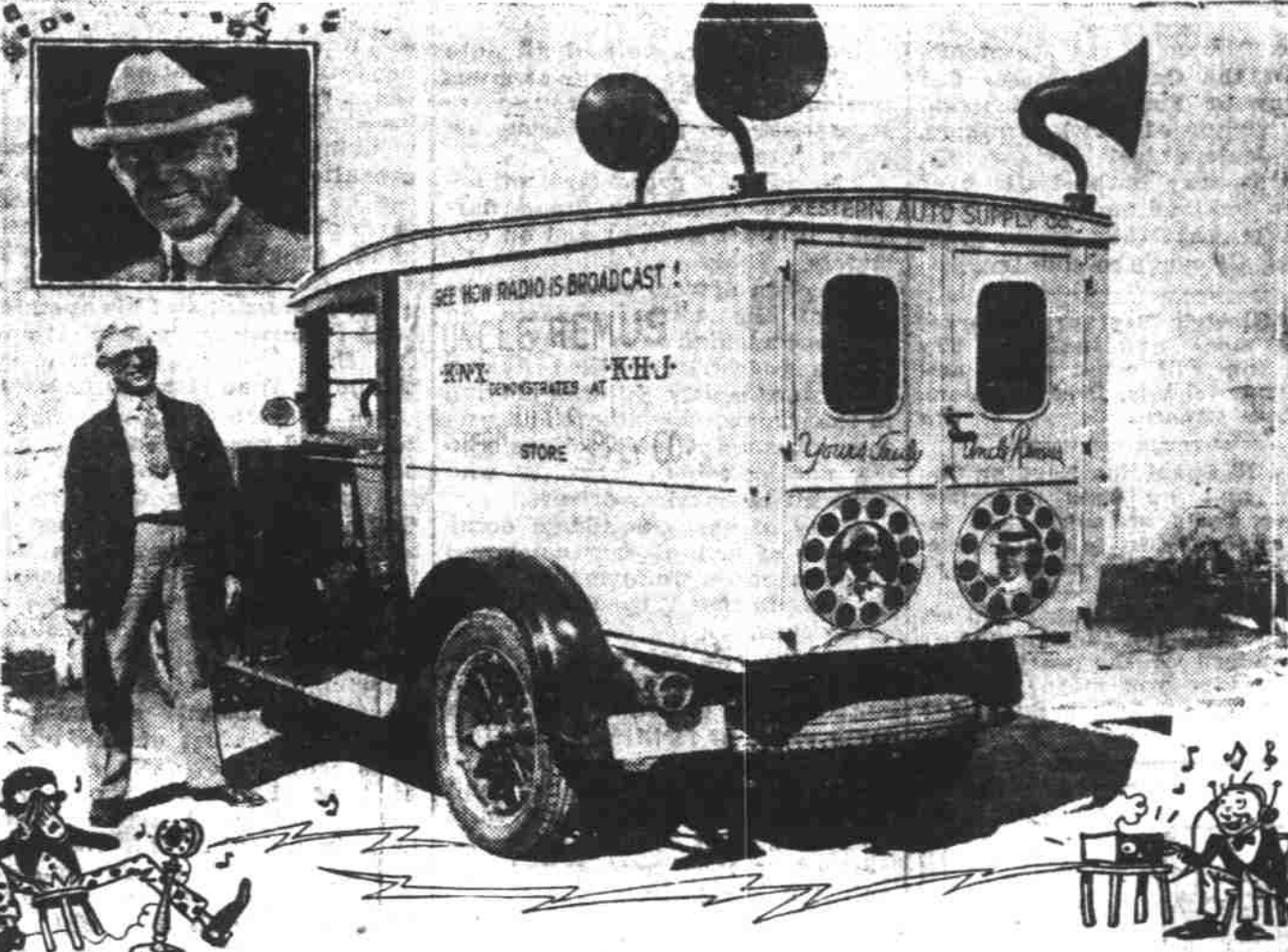
SAFETY ISLES AREN'T!

Today many alleged safety isles aren't very safe, points out the National Safety Council, which says the adoption by the legislature of the model uniform act regulating the operation of motor vehicles on highways, recommended by the Hoover conference, will protect pedestrians who are awaiting trolley cars.

The proposed act provides that motorists must stop at least ten feet in the rear of street cars, and prohibits operators driving through or over a safety zone.

Statistics received from community safety councils show that thousands of people have been killed and injured while waiting for trolleys, both within alleged safety isles and at intersections where no such zones had been designated. (Continued on page 3.)

Western Auto Radio Car to Show Here



Radio fans of this city will have an opportunity to see how radio is broadcast on Monday evening of this week when "Uncle Remus" will demonstrate the theory of radio broadcasting at the local branch of the Western Auto Supply company between the hours of 7 and 9 p. m.

The Western Auto Supply company is sending this popular KJH and KNX artist to their various stores where he will give a demonstration and explain to radio interested persons how radio programs are broadcast in such a manner that it will remove the "mystery" from radio. He will also assist radio set owners in solving their individual problems.

"Uncle Remus" with the program in demonstrating to the visitors how radio broadcasting is carried on in the studio. In addition to this program of entertainment, the Western Auto Supply store has extended an invitation for everyone to participate in a novel guessing contest which will be held at that time. The winner of this contest will be given a Western Auto radio set. Walter Rudolf, local manager of the Western Auto store invites everyone to visit the store on Monday evening and share in the entertainment.

HUPMOBILE STAMINA  
REVEALED IN RACES

Triumph Over Strong Competition in Foreign Sports Events

Hupmobile has had a most successful year in the European as well as South African road racing competition winning five important contests in which the entries included the prominent makes of both American and foreign cars, according to correspondence from the Hupp Motor Car Corporation.

"Long endurance runs are a favored sport in these countries. They attract the attention of the motorists in the United States particularly because these contests have not been popular here for many years despite the fact that our road conditions are far superior to those in the territories here where the most exciting races are staged.

"One race won by a Hupmobile Six with five passengers in the car took place in South Africa. The distance was five hundred miles and in winning Hupmobile demonstrated its fitness to stand up under the hardest tests. On part of the 600 mile route, roads (as we know them) are practically nonexistent, and the climate very trying both on the driver and the car mechanism. There are several kinds of yellow river sand, red sand, light and heavy sand. The Hupmobile Six pulled through all of this without balking even in crossing the dunes of loose red sand or river beds of heavy yellow sand with hidden stones to make it wogge.

In winning this race H. P. Rose, driver of the car, won the Grand National Cup, and other prizes for leading at different stages of the run.

"Greece has also taken to automobile racing. It was expected that they would since the people there were the originators of the contest and have always been ardent devotees to sporting games. As they formerly tested athletic and physical prowess they now test the endurance of motors. The first official race sanctioned by the Greek Touring Club was staged between Athens and Monemvasia and return a distance of 700 kilometers (437 1/2 miles) a Hupmobile stock car took first place over a large field of the finest cars.

"Other achievements of Hupmobile that have come to our notice include a victory in Southern (Continued on page 4.)

SET BRAKES, STOP  
ENGINE IS ADVICE

National Safety Council Analysis Cause of Frequent Accidents

Hundreds of automobile accidents occurred last year because motorists did not set the brakes properly and stop the engines, states the National Safety Council.

One of the provisions of the proposed new law, recommended by the Hoover conference, which is up for action by the legislature of this state at its coming session prohibits drivers from leaving their cars unattended without first setting the brakes and stopping the motor, and directs them when standing upon any grade to turn the front wheels to the curb or side of the highway.

Hudson Motors, Buick Co.,  
Report Big August Sales

DETROIT, Sept. 11.—The new Hudson and Essex cars are meeting a warm response and business has gone forward at a record pace, according to Roy D. Chapin, chairman of the board of the Hudson Motor Car company. With 28,799 cars shipped, the company had the biggest August in its history, exceeding by more than 1000 cars even the August record of the 1925 season.

Buick produced 176,970 cars, against 196,570 cars in first eight months of 1925, an increase of 70,400, or 66%. H. H. Bassett, president says demand for cars is continuing strong from practically all sections of the country and the company a September will turn out about 30,000 cars.

The factory ran at normal thru the summer months instead of closing for the season as in other years. This quarter, therefore has seen the production of more than 70,000 Hudson and Essex cars.

TWENTY FOUR HOUR  
SERVICE IS OPENED

Golden Auto Service Offers Fire Proof Storage Facilities

Mr. Pratt who recently purchased the Golden Auto Service at 252 South Liberty Street, announces that with the increase of his storage, greasing and demand for night washing and steam cleaning business he has opened a complete all-night service. The Fire Proof Storage garage is a large well-equipped place, with the storage capacity of 110 cars and ample space for washing, greasing and steam cleaning racks. The wash rack is equipped with a Hardie Power washer. The steam for steam cleaning is from the Portland Electric Power Co. In addition to this, the garage is offering day storage on a monthly basis to people who do not wish to let their cars stand on the street during the day time.

NEW SAFETY BOOKLET

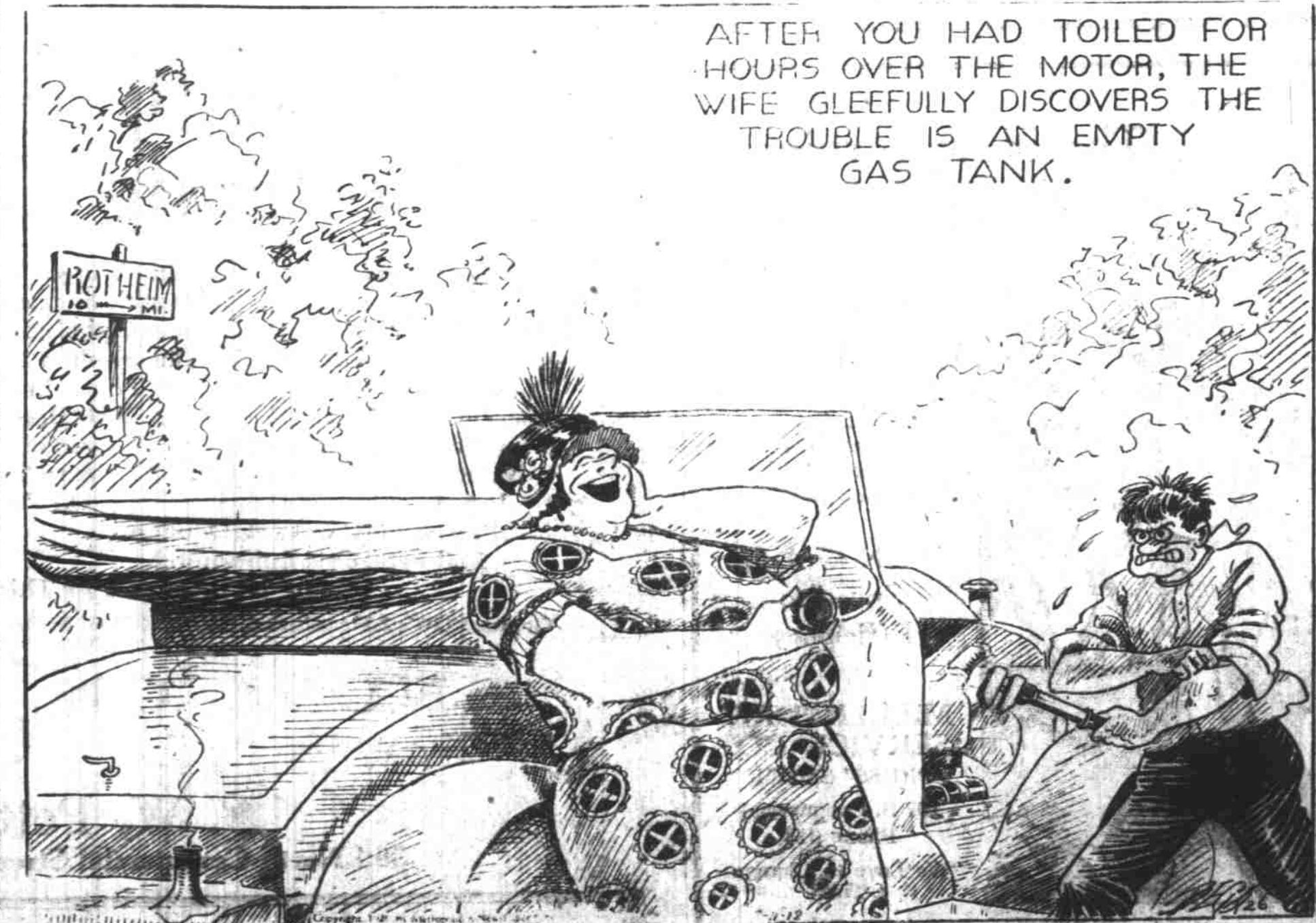
Cities interested in carrying out the recommendations of the Second National Conference of Street and Highway Safety can find some helpful suggestions in a new 24-page booklet issued by the National Safety Council on the essentials of a community safety program. The booklet is a brief analysis based on the experience of the organization and its sixty-five affiliated local units.

Complimentary copies will be sent to chambers of commerce, public officials, municipal organizations, fraternal societies, luncheon clubs, associations of manufacturers, parents, teachers, engineers, etc., who write the council, which has its headquarters at 108 East Ohio street, Chicago.

HAD TO BE SHOWN

Little brother: "Sis, did you and Bob have to buy a license to get married?" Newlywed sis: "Yes, Tommy." Little brother: "Then where in the dickens do you wear 'em?"

DOWN THE ROAD—



AFTER YOU HAD TOILED FOR HOURS OVER THE MOTOR, THE WIFE GLEEFULLY DISCOVERS THE TROUBLE IS AN EMPTY GAS TANK.

The Last Laugh

HOW THE  
ROADS ARE

Pacific Highway  
Portland, Oswego, Oregon City, Albany, Harrisburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Medford, Ashland, California state line: Paved.  
West Side Pacific Highway  
Portland, Newburg, McMinnville, Corvallis, Junction City, Eugene: Paved.  
Old Oregon Trail—West of The Dalles  
Columbia River Highway  
The Dalles, Hood River, Rainier, Astoria, Seaside: Paved. Swenson-Astoria section under construction; one way traffic and subject to short delays.  
Roosevelt Coast Highway  
Clatsop, Tillamook and Lincoln Counties  
Astoria, Seaside: Paved.  
Seaside, Cannon Beach Junction: Macadam  
Cannon Beach Junction, Hamlet Junction: Under construction. Rough but passable in all weather.  
Hamlet Junction, Mahler: Macadam.  
Mohler, Miami: Highway route via Brighton now open; under construction and traffic for Garibaldi and points south is urgently advised to take road via Foley Creek which is gravelled throughout.  
Miami, Tillamook, Hebo, Neskonwin, Devils Lake, Siletz river: Part paved; balance macadam. Ferry across Siletz river.  
Siletz River, Otter Rock: Construction work in progress, dirt road, passable but rough. Make local inquiry after rain.  
Otter Rock, Newport, Macadam, Newport, Walport, Yachats, Beach road: Ferry across Yachats bay and Alsea river.  
Roosevelt Coast Highway  
Coos and Curry Counties  
Lakeside, North Bend, Macadam, Ferry across Coos bay. (Continued on page 5.)