

Exceptional Displays of New Models Being Shown by Salem Dealers

CADILLAC CLOSES BUILDING PROGRAM

Total Investment of 25 Million Invested Since Work Began

With the completion, Sept. 15, of a new \$600,000 administration building, the Cadillac Motor Car company has brought to a close a building and equipment program which was begun in 1919. It which has involved a total investment of over 25 million dollars. The final phase of the original program, begun two years ago and representing an outlay of five million dollars, has included, besides the new office building, the erection of a new foundry unit covering seven acres of ground, a new assembly building 126x750 feet in size, and additions to distribution facilities.

The new structure with a frontage of 321 feet and a depth of 86 feet, is on the east side of Clark avenue in Detroit and occupies a central position among the other plant buildings. It is thoroughly fireproof, four stories high above the basement, and the structural supports of reinforced concrete for a fifth floor when needed. It conforms generally in architecture with the remainder of the plant, and, in addition, has an exterior of ornamental brick and Bedford limestone. Its completion releases for manufacturing purposes 45,442 square feet of floor space formerly occupied by the general offices. Directly in the rear, and connected with the main building by a one-story garage, 66 feet wide and 460 feet long, to be used for housing officials' cars.

The interior finish has been done in keeping with the highest standards. The entrance lobby is wainscoted ten feet high with French Travertine marble, with the ceiling finished in decorative plaster paneling. The main staircase is done in Tennessee marble. The chief executive offices are in American walnut, with walls paneled eight feet high, while the remaining offices are finished in times oak.

Two electric elevators serve the building, one of them designed to carry freight when necessary. The various departmental offices are distributed in a manner which makes possible the greatest efficiency. A reception lobby, a

(Continued from page 2.)

DESIGN OF TREAD AFFECTS TRACTION

Columbia Tire Corporation Experts Hunt Construction That Grips

The dots, circles, squares, ridges and triangles on the tread of an automobile tire have little significance to the average tire owner, but to the expert the tread design is a matter of extreme importance and research is being constantly carried out by tire manufacturers to provide tread designs to afford the maximum degree of traction, particularly on slippery road surfaces.

According to officials of the Columbia Tire Corporation, makers of CTC tires and tubes, the tread used on CTC cords and balloons was adopted only after a long period of experimentation and thousands of miles of road tests under a wide variety of conditions. Every angle of the well-known CTC tread design was carefully worked out by engineers, and checked repeatedly against actual service.

On dry roads any tread design is satisfactory. Naturally, the tread affording the best wearing service is sought for, but on slippery pavement tread design becomes more complicated, as it is necessary to provide not only a tread that will insure economical operation of the car, and economy of the tire itself, but the tread is called upon to provide certain and secure traction under the most adverse conditions.

The great popularity of CTC on western roads is attributed not only to careful designing, advanced methods of manufacture, the use of the highest possible grade of materials obtainable, but also to the fact that the tread design provides the maximum of traction on slippery pavements in addition to phenomenal mileage attainments.

CHEVROLET WRITER DESCRIBES TRAVEL

Trip to Virginia City, Perched on Mountainside, Has Thrills

By BUD LANDIS  
Pavement huggers and round-the-block tourists will find little in this story to inspire travel, but the thrillist who thrills at the crunch of a good mountain road under wheel, far from maddening traffic, will yearn to aim a venturesome radiator at the destination herein described.

This Chevrolet touring yarn is about Virginia City, a little town perched on the mountainside 22 miles off the transcontinental highway in western Nevada. It is a place with a past; once its inhabitants lived the crowded hour and fortunes were made with the turn of a shovel.

Virginia City's history is golden; the name has a silvery sound. From beneath its slanting real estate came enrichment which formed the foundation of many western fortunes. Flood, Mackay, Sutro, Fair, Mills—names to conjure with—were familiar characters in this little mining town in the roarin', diggin' days of '88.

The town clings midway up the side of Mt. Davidson, 6,250 feet above sea level. Streets are steeply terraced, one being from 40 to 50 feet higher or lower than the next one.

Today, the aged buildings career drunkenly at street sides, their fronts flush with the sidewalk, their rears propped perilously on stilts that have grown unsteady with the years. "O" street, the main thoroughfare, is lined with sagging wooden awnings above which are faded signs telling of things that are gone.

Gone! That one word seems to best describe Virginia City. Gone is the glamour of other days and the wealth with it. The hard working, hard fighting pioneer mining men have vanished; gone is lovable Mark Twain from the time worn edifice that housed the "Daily Territorial Enterprise" of which he was city editor in the halcyon days. The very building described by his own pen as a "stately fire-proof brick," still stands with uncertain dignity in the center of the town. The mark of years is upon it, and within the forsaken type cases stand, dusty and forgotten. The place has an air of utter desolation.

Across the street in the Crystal Bar a huge glittering chandelier with be spangled coal oil lamps still hangs above a parched and peaceful bar—parched by tenderfoot's law and peaceful because of the absence of a hundred boisterous and thirsty throats.

In the early 60's—flush times—this mining town had more population underground than there is

(Continued on page 3.)

DODGE '26 OUTPUT PASSES '25 RECORD

Shipment to Dealers This Year Reaches 259,967 Preceding Total

When the 746th motor car shipped from Dodge Brothers factory at Detroit on August 26, 1926, left the freight yards at 1:30 in the afternoon, a new record had been established. The shipments to dealers this year had reached 259,967, the output for the entire year of 1925.

The consistent growth of Dodge Brothers business is revealed clearly by the statement from the factory showing the dates on which 1926 shipments passed the figures for previous years. The 1921 production was passed April 5; the 1922, May 27; the 1923, June 9, and the 1924 July 23.

"This constantly accelerating demand for Dodge Brothers products," says Vick Brothers, local Dodge Brothers dealers, "is convincing evidence of public recognition of the fact that dependability and sound investment value are the result of the policy adopted twelve years ago by Dodge Brothers, that of constantly improving a well tried standard design instead of attempting to stimulate sales by radical changes in appearance and construction and by annual announcement of new models."

DRIVURSELF CARS GROWING IN USE

Rent-a-Car Automobile Popularity Increasing Rapidly in East

In an effort to discover the extent to which large public service and other big concerns make use of rent-a-car automobiles, the Hertz Drivurself Corporation, of Chicago, recently made a study among Hertz licensed operators in four representative sections of the country.

The disclosures were surprising even to the officials of the corporation because of the number of nationally known corporations, both public utility and industrial organizations which were making use of cars rented on a mileage basis to supplement their own fleets, to broaden the activity of their employees and otherwise increase the flexibility of their motor transportation.

Four of these public utility organizations have their agencies in virtually every city in the country. A dozen others are pre-eminent in their fields in their respective areas. Eight of the important railways were found to be numbered among rent-a-car users, and their lines reach into almost every corner of the country.

In the field of big industrial corporations, the patrons of drivurself stations showed an even greater range, some thirty distinct commodity classifications being shown among corporations with capitalizations of from \$2,000,000 to \$400,000,000.

From the standpoint of numerical representation, the banks, finance and investment companies and insurance companies were found to rank with manufacturing companies, food products firms, and oil companies. It was also discovered that at least four big detective agencies, two with branches in every large city, were frequent users of Drivurself service.

"We attribute an increasing use of the Drivurself vehicle," said John Hertz, president of the Hertz Drivurself Corporation, "by the commercial and financial world to the spread of the Traveler's Courtesy Card among business and financial men who travel, and who find a saving in time when away from home through the use of these cards. The fact that the Traveler's Courtesy Card is issued by the American Credit Letter Corporation of New York along lines similar to the Hotel Credit Letter plan makes it a matter of decided convenience to the traveling public."

"Many of the larger corporations are asking for scores of commercial identification cards

(Continued on page 4.)

MOTOR INSURANCE BILL SAID HIGH

Theft Detection Bureau Advocated by Alfred Reeves at Brooklyn

Stating that the motorist's bill for insurance is too high, Alfred Reeves of the National Automobile Chamber of Commerce advocated a central theft detection bureau and greater caution in issuing policies, speaking before the Brooklyn, N. Y., Rotary Club at the Hotel Bossert, September 30.

Insurance rates are too high because too little effort is made to investigate the personal integrity of the policy holder, and because no central agency exists for apprehending the thief, Mr. Reeves contended.

Carelessness of the motorist in failing to lock his car and the fact that only twenty-four of the states have certificate of title laws were other points cited by the speaking as rolling up the insurance bill.

"Sixty million dollars was lost by motorists last year in stolen cars," Mr. Reeves pointed out. "There were three hundred million dollars worth of automobiles stolen last year of which 20 per cent remained unrecovered."

"One car out of every thirty registered in Detroit was stolen last year."

"This situation is an open challenge of the part of the underworld to insurance companies."

"It is a mockery of justice that millions of dollars in motor thefts can go unpunished every year."

"United action can go far toward removing this reflection on American law enforcement."

"At the present time there is no central detective bureau embracing all the insurance companies. There is one strong bureau and another recently organized, but it is important for the policy-holder to be sure that in any reputable company he has as good protection as can be secured."

"I am a thorough believer in insurance. I believe that it is distinctly a part of wisdom for a man to average his losses with the rest of society and to pay a premium which will protect him from the possibility of heavy financial loss. At the same time it is the duty of the insurance bodies to join together so as to put to rout their common enemy, the motor thief."

"Automobile insurance rates are too high. This is presumably not because of undue profits in that business but largely because of lack of unity and because of failure to consider the moral hazard."

"A limited number of policy holders with records for either

(Continued on page 4.)

STAR FOUR MOTOR SHOWS POWER



BROUGHAM MODEL OFFERED BY HUPP

Two Door, Five Passenger Car Listed at \$2245 Being Shown

A new brougham model on its distinguished straight eight chassis is announced by Hupmobile dealers here. It is a two-door five passenger car and lists at \$2245.

"This new Hupmobile brougham offers eight-cylinder smoothness and performance at the lowest price ever placed on a closed car mounted on the eight chassis."

"The skillful combination of length and grace of body lines with a spacious yet cozy interior marks a step forward in the construction of the brougham type of body."

The original pleasing lines are further accentuated by the smart coloring in rich Pelham blue offset by double black beading and gold striping. The nickel trimmed head and cowl lamps, the short curved integral visor and the large trunk rack with polished guard bars further adorn this superb model.

"Door openings are 36 inches and give ample room for entrance and exit to any seat. The front seats are the bucket type and tilt far forward to permit easy access to and from the rear. Both seats are luxuriously cushioned, shaped to give maximum comfort over a long ride, and adjustable for height. The driver's seat is so placed to make each control switch and lever as well as clutch and brake pedals accessible without exertion."

"The interior refinement meets the desires of the most fastidious buyer. The well cushioned arm rests for rear seat are properly placed to permit full relaxation and riding comfort. This seat accom-

(Continued on page 4.)

STAR COACH PULLS FOUR FREIGHT CARS

Power of Four Motor Revealed in Ability to Move Heavy Load

A stock model Star Four Coach is here shown hauling five freight cars with a gross tonnage of 115, thirty-five adult people, and a thousand pounds of metal parts, placed in the rear of the car to provide traction.

This power demonstration was staged at the Oakland, California, Star Plant of Durant Motors, Inc. The Star Coach hauled this great load, the total tonnage of which approximated 118, back and forth over an entire block.

The local Star dealer, F. L. Delano of Salem Automobile Co., believes this is a demonstration of power unequalled in the Star price class.

So confident, continued Mr. Delano, is Durant Motors, Inc., of the power supremacy of Star Cars, that in the near future the Star dealer organization throughout the United States will give power demonstrations in which competing cars will be invited to compete.

BAN GIRL DRIVERS

CONSTANTINOPLE. (AP)—Women under age are forbidden to drive automobiles in Constantinople by order of the police. The ban is designed to reduce the number of accidents due to careless and fast driving.

RICKENBACKER HONORED

DETROIT.—Capt. Eddie Rickenbacker has been chosen to lead Detroit's Armistic Day parade November 11.

NASH COMPANY'S PLANT EXPANDING

Light Six Factory at Racine Receives \$600,000 Worth of Equipment

Material expansion of the production capacity of the Nash Light Six at Racine is under way. Announcement of this program, entailing the installation of over \$600,000 worth of additional equipment and giving the plant a production capacity of 300 to 350 cars a day, is made by C. W. Nash, president of the Nash Motors company. Country-wide demand for the Nash Light Six, strongly emphasized since the introduction of the present new series, has kept the Racine factory in an oversold condition for many weeks past although the present production at that plant is over 225 cars a day.

"It was because of the demand for many more cars than our present capacity would allow that Mr. Nash authorized expansion of the plant on a scale that would be commensurate with our requirements," said D. M. Averill, general manager of the Nash Light Six factory.

Definite orders have been placed for practically all of the new machinery contemplated in the expansion program; some of the equipment has already been installed and it is expected that the entire installation will be completed in the next 60 to 90 days. All departments in the large Racine plants will be affected.

"Every item in the list of machinery will be of the very latest and most approved type of factory equipment known to the automobile industry," says Mr. Averill. "This together with the present equipment all thoroughly modern, and installed only a year and a half ago, will give us a plant which from the point of modern equipment cannot be excelled in the automobile industry either here or abroad."

"The splendid reception with which the Nash Light Six has been met by the public is due, I believe, to the outstanding quality we have been able to build into this car because of our unsurpassed production facilities."

The Nash Light Six was introduced a year ago last May. It was designed and built to meet the requirements of a large field of buyers whose preference is for a motor car, moderate in size and outstanding in quality. How well C. W. Nash has measured the extent of this field for a car of that type is indicated by the fact that practically at no time since the first Nash Light Six was sent to the loading dock for shipment, has the factory been able to produce cars in volume sufficient to meet the demand.

OVERLAND SALES JUMP AFTER CUT

All Models Now Selling Under \$1000, Whippet Grows Popular

Following the drastic cut in prices announced on the Overland Six and on the Whippet during September, sales reports from parts of the country show a greatly increased volume of business with the Overland Six outstripping any previous sales record.

With the drop in prices, models on this chassis were brought below the \$1000 mark despite the fact that in general dimensions, this production Whillys-Overland is the largest in the light six classification.

Production plans in the Overland division of Whillys-Overland contemplate the largest output ever achieved at this time of the year to take advantage of the pronounced increase in sales which followed the Whippet announcement in June and which has been maintained through the new price announcements.

With the first two months of the second half of this year, the largest in number of units delivered in the history of the organization and with incomplete figures for September indicating that the pace established during the summer will be maintained, the close of 1926 is on the way to becoming the largest six months period Whillys-Overland has ever experienced.

The fact that the DeLuxe model sedan of the Overland Six line, which is a four door enclosed car of the highest type in body construction and finish, is now being offered at a mark below \$1000 may be taken as the forerunner of interesting developments in the general price situation among the contenders in the light six field.

The competition in this highly popular division of the four great groups of motor cars has been intense during the past year and attractive offerings have been presented.

Previous to the recent price drop, the price position occupied by the Overland Six was held as consistent with other values in the field. With \$120 slashed off this figure on the DeLuxe model this popular car has been brought within the buying range of thousands of users who have hitherto been restricted to cars in a lower price range than that occupied by this sedan.

HUPP SIX TACKS ON RACE RECORD

Wins in 1250 Mile Speed and Endurance Test Conducted Abroad

A standard Hupmobile Six touring car placed first in a road race through Holland and Northern Belgium over a distance of 1250 miles. Entries in the race included both European and American cars, especially those advertising as high speed and consequently priced much higher than Hupmobile. States a message received by the Hupp Motor Car Corporation from its European representatives.

"The number of contests won by Hupmobile stock cars this year clearly demonstrates its ability to maintain a steady high speed without any danger to its mechanism," local Hupmobile dealers here point out in commenting on this recent victory. "This reliability race covered a course of 1800 kilometers or 1250 miles, greater than the distance from New York to Chicago which among American tourists is considered an exceptionally long continuous run."

"The rules of the contest emphasize the fact that only stock cars can compete. The Hupmobile Six with its 64 1/2 pound crankshaft, vibration damper and extremely durable construction is a smooth car to drive at all speeds and foreign drivers have been eager to go the limit speed throughout the race without tiring. Its low-hung construction, 9 inch clearance with adequate spring length and spirited motor gives it an advantage over other cars."

(Continued on page 3.)

DOWN THE ROAD —



The Noisy Tourists Who Make Camp About Midnight

By FRANK BECK

W. E. BURNS TALKS ON BRAKE LININGS

Spent This Week in Portland in Interests of Emsco Warehouse

W. E. Burns, Dan Burns (not brothers—the same man), spent this week in Portland, in the interests of the new Emsco warehouse, where they are going to stock the largest supply of brake lining, clutch facing, and such lines in the northwest.

The growth of Portland as a jobbing center is shown in the recent lease of a large warehouse to stock the largest supply of brake lining in this part of the country. This lining is the Emsco, which has been so treated that positively will not absorb water, a great boon to motorists.

Few people realize that brake lining is made by the actual weaving of rocks. At first thought this seems impossible, but the rock is run through rollers and crushed and combed into fibers. These are spun into long cords, which are woven just like any goods. There are many different weaves possible, and in many of the cheaper grades, very little asbestos is used. But in a high-grade product like Emsco the real asbestos is used, which gives the product its great wearing power.

Cottage Grove, Wis.—This is the "racing car end" of the Bohemia district.

(Continued on page 3.)