

Parking Problems Facing Many Cities End in Protracted Study Surveys

Prohibition Is No Cure For Automobile Parking

Space for Cars Can Be Provided if Cities Will Take Action, Jordan Asserts; This Issue Is as Important As Good Roads

"Prohibition of parking will not go down the throat of the American public," says Edward S. Jordan in his report for the traffic planning and safety committee of the national automobile chamber of commerce, filed with the directors of that body, meeting in New York.

"A place to stop for a reasonable length of time is just as much an essential part of motor travel as the roadbed itself, and the public will demand that right."

A. B. Macbeth



WEST'S GAS CHIEF GETS HIGH HONOR

A. B. Macbeth Elected President of American Gas Association

Atlantic City.—A. B. Macbeth, of Los Angeles, was elected president of the American Gas association, in their national convention here. Oscar H. Fogg, of New York, was elected vice-president.

Macbeth is a man of wide experience as a gas engineer and has been instrumental in the pioneer work of developing and conserving natural gas resources in Southern California.

INSPECT YOUR TIRE AFTER GOOD RAINS

When Washed Clean, You Will See Affects of Heavy Going

Did you ever look at your tires just after a run in a good heavy rain? It is certainly surprising what a lot of things you will take the trouble to examine your tire equipment after it has been thoroughly cleaned with water.

CHEVROLET MOTOR TRUCK INTERESTS

Ancient Prophecy Fulfilled With Modern Perfection of Carriers

In writing of conditions in England 250 years ago, Maculey in his "History of England" says: "Of all inventions, the alphabet and the printing press alone excepted, those inventions which abridge distance have done most for civilization of our species."

When the railroad came it brought the farmer and the city dweller closer together, yet the smaller units of produce and the shorter distances still fell short of idealism.

Today we have the motor truck developed to an extremely high degree of efficiency at low original cost and with a low upkeep, to care for our marketing of farm and orchard products either directly or to the railroad or port of shipment.

Chevrolet has helped reduce these costs of transportation materially, according to Fred N. Coats, regional sales manager for the Pacific coast, through the building of its comparatively new one-ton truck.

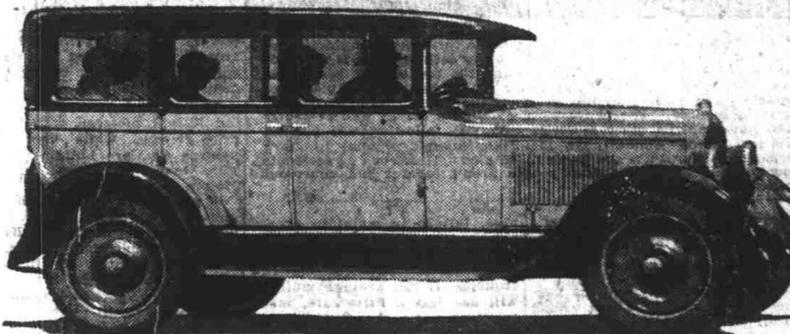
The Nevada and north central California districts have also demanded more than their allotment of this Chevrolet truck, while the San Joaquin Valley is experiencing at the present time an exceedingly good business in this line because of the fine performance of trucks delivered last season.

"There is an important place for mass transportation in public carriers which do an efficient job; but with the dawn of the twentieth century, individual man for the first time came into possession of his own satisfactory transportation system and he does not propose to have any group or interest throttle the usefulness of his automobile.

"There is nothing mysterious or insuperable about this question of parking cars. Obviously if a means of travel is to be satisfactory there must be some place to leave the vehicle when it is not in use. We had hitching posts in the carriage days. Today we have, and must have increasingly, parking spaces or parking garages. Only under the most extreme circumstances should parking be prohibited in any section of a city. It may, under some circumstances be necessary to have a 15 minute or half hour rule in congested districts, but even before this is adopted it should be carefully considered by municipal traffic experts.

"Railroads will be forced to go into the motor truck business to get any of the less than carload haulage in distances of 100 miles or less," testified H. E. Everhart of Galveston, Texas, assistant general freight agent of the Gulf, Colorado and Santa Fe lines at a recent hearing of the interstate commerce commission held in Dallas, Texas.

Paige Presents New Four-Door Sedan



NEW 6-65 PAIGE SEDAN PRESENTS STRIKING APPEARANCE

A skillful use of sweeping curves in combination with the artfully arranged two-tone color scheme gives the new Paige, four-door sedan an ultra-modern appearance. The colors are Pilgrim and Plymouth gray, with cream striping. Upholstery is in gray mohair, and all the interior is in gray or walnut.

PAIGE ANNOUNCES FOUR-DOOR SEDAN

Striking Appearance and Unusually Complete Appointments Seen

A new Paige, the 6-65 four-door sedan, a five-passenger car of striking appearance and unusually complete appointments, has been brought out by the Paige-Detroit Motor Car company. Heretofore only one model, the popular two-door Paige brougham, has appeared on this chassis.

The new 6-65 sedan marks a distinctive advance in style, contour, color and trim have been combined by the makers to produce an ensemble that is at once strikingly modern looking and unusually spacious and comfortable.

Particularly noteworthy is the appearance of length, skillfully attained through the artful combination of long and sweeping curves with low-hung masses and carefully balanced colors.

The roof line, for instance, is one continuous curve, starting at the front edge of the integral visor, sweeping over the top, and joining into the back through the carefully rounded ball corners and curved edges.

Through-out the car, the curved line is used effectively. The corners of the window frames are rounded off, and the tops of the windows follow the curve of the roof. Crowned fenders curve gracefully to meet the running board and add to the apparent length of the car.

The general color effect is in gray of bright tones, offering a pleasing contrast to the black fenders and polished nickel trim. Below the double belt moulding Plymouth gray is used; between the mouldings and over the hood Pilgrim gray appears. A cream stripe parallels each moulding. The seasons trend is shown in the tinted window reveals, which are in Pilgrim gray.

The interior is fully as appealing as the exterior. The upholstery is in grey mohair, all the interior fabrics harmonizing with the greys of the body. Furthermore, complete interior harmony is attained through the use of but two tones—the grey of the fabrics and the walnut of the trim, carried out even to the steering wheel, which is of all wood construction. The instrument board, of new design, is in walnut finish, as are also the garnish mouldings and door panels, with inlaid effect.

The rear and quarter windows are equipped with sun shades, and

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EXTRA DIVIDENDS OFFERED BY NASH

Increased Demand and Scientific Manufacture Result in Profits

The Nash Motors company, at a meeting of the directors held Tuesday, October 5, declared the regular dividend of 50c per share quarterly and also declared an extra dividend of 50c per share, both dividends payable November 1, 1926 to stockholders of record at the close of business October 20, 1926.

The company reported that for the third quarter of its 1926 fiscal year, covering the three months of June, July and August, after deducting expenses of manufacturing, including depreciation, selling, and administration, and providing for local taxes, and state and federal income taxes, the net income amounted to \$4,643,658.66 as compared to \$3,840,268.25 for the same period a year ago.

Total earnings for the nine months of 1926 fiscal year amount to \$14,791,991.27 as contrasted to \$11,133,411.29 for the first nine months of the previous fiscal year.

Although earnings for the third quarter of this year were somewhat below those of the second quarter, President Nash pointed out that they were quite satisfactory in view of the fact that despite the unusual demand it had been necessary to arbitrarily curtail production during June and July in order to bring new models into manufacture.

In commenting upon the condition

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WHIPPET ECONOMY RECORDS PLACED

Less Than Cent Per Mile In Gas and Lubrication Cost, Claim

Driving a Whippet sedan, James J. Marshall of Council Bluffs, Iowa, recently covered the 1600 miles between Omaha, Nebraska and New York City in four days of driving and at a total cost for gasoline and oil of \$15.00 or less than one cent per mile for fuel.

His average mileage was 400 miles a day which required a high driving average making the low cost for fuel even more pronounced, the gasoline economy being 33 miles to the gallon.

The cost of oil included one complete change of oil during the trip.

Previous to making the run from Omaha to New York Marshall had driven the same car from Norfolk, Nebraska to Seattle, Wash., thence down the Pacific coast to Los Angeles, returning across the Great American Desert and over the Rocky mountains.

In 60 days he has driven his Whippet a total of 8,112 miles on the original tires and has not at any time carried a spare casing with him.

His total mileage is within 2,000 miles of the distance driven by the average owner during any one year of car service and, at the rate of operating expense shown on the Omaha to New York run, which was made at a speed much in excess of any average touring

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GENERAL GAS LISTS CONTEST WINNERS

J. E. Wright and Mrs. Louis Anderson, of Salem, Get Awards

Additional awards to 150 persons throughout the states of California, Oregon, Washington and British Columbia have been announced by the General Petroleum corporation in connection with its recent contest for a name for its new mystery gasoline.

The prize winning name is "Moto-krat" and the \$1000 prize was awarded to Homer M. Parsons, a newspaper man, living in San Bernardino, California.

Four state prizes of \$100.00 each have been awarded to names which in the opinion of the judges were of unusual merit. The additional 146 prizes are distributed throughout the territories in the various states.

The Oregon state award of \$100.00 has been given to L. G. Stevenson, M. D., 164 48th St., Astoria. Other Oregon awards ranging in value from \$5.00 to \$50.00 have been made to the following persons: Ashland, C. L. Swenson, Jr., 252 B street; Astoria, Frank C. Heese, R. F. D. 3; Beaverton, H. D. Nave, Route 3; Bend, Kate Rockwell, 231 Franklin; Carlton, J. M. Gibson, Box 345; Corvallis, Carl W. Schloeman, sheriff's office; Edgewood, Mrs. J. T. Robison, Rt. 3; Hillsboro, Mrs. E. E. Bentley, 1046 9th street; Hood River, A. M. Cannon, Supt. Rural public school district No. 3; LaCumb, E. R. Farrell, care J. B. Ennings; La Grande, Ed. W. Hackman, Box 795; Claude C. Pratt, 1302 Cove Ave.; Medford, Eva Evans Anderson, 1501 N. Maur street; Northpowder, Mrs. Delmar Bell; Pondleton, Virginia H. Trafton, 122 Cottonwood street; Portland, Adolph L. Block, 346 East Salmon street; Mrs. Francis Schewitzer, 139 E. 82nd street; A. O. Hunt, 649 Skidmore street; Benjamin A. Sordal, 509 Montgomery street; B. H. Miller, 645 E. 37th street; Ben Zee, 846 E. Taylor street; Manning O. Wilby, 256 E. Russett street; Roseburg, Mrs. P. A. Tull; Salem, J. E. Wright, O. S. hospital; Mrs. Louise Anderson, 352 N. 12th street; The Dalles, Ben R. Liffin; Willbur, C. O. Jenck, R. 1, Box 38.

The contest is believed to have been one of the most successful of its kind ever conducted. Fifty thousand names were expected and nearly three quarters of a million were received.

Because of the tremendous interest shown in the contest, officials of the General Corporation decided on the additional awards. The original announcement called for the \$1000.00 prize only.

More than seven tons of mail were received during the contest period, which was from August 1 to 31.

General Petroleum products are marketed only through independent dealers.

JORDAN ELECTED

Edward S. Jordan has been elected to the board of directors of the National Better Business Bureau.

Mr. Jordan who is president of the Jordan Motor Car company was nominated to the business bureau board by the National Automobile Chamber of Commerce. He is chairman of the advertising committee of the latter body.

An expenditure of \$12,000,000 has been authorized to double the present plant facilities for the making of Frigidizer units by the DeKo-Light Company at Dayton, Ohio.

Development of the operations of the Yellow Truck and Coach Manufacturing Company has necessitated an investment of approximately \$10,000,000 for new

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CADILLAC'S BIRTH MARKED BY SHOWS

Nation Wide Eight Day Solon Features Twenty-fifth Anniversary

The nation-wide eight-day solon, held in 900 cities throughout the United States and marking the entrance of the Cadillac Motor Car company into its 25th year of manufacture, was brought to a close October 16. With 50 body types and styles now included in the company's manufacturing program shown by the distributing organization throughout the country, the solon is said to have been the most complete and extensive exhibition ever held by an individual automobile manufacturer.

It was in June of 1902 that a group of Detroit business men organized the Cadillac Automobile company and produced in September of that year its first unit—a model "A" one-cylinder car—embodying all of the latest automotive developments of the day. The engine was suspended amidships beneath the front seat and was cranked from the side. It had patent leather mud guards, the evident product of a carriage factory, and offered as extra equipment all of the ultra modern trappings of the day, such as brass kerosene headlamps and tall lamps, and detachable tonneau with entrance from the rear.

With minor changes 16,508 of the one-cylinder cars were produced. They were practically indestructible and many are still in operation. One of these sturdy pioneers, stripped and geared high, was at that time driven a mile by Don Lee, the present California Cadillac distributor, in the marvelous time of 1:07.4-5, and five miles in 7:14, defeating a 16 horsepower, two-cylinder machine of a then well known make. The same model, with tonneau, luggage and two to four passengers, was driven from New York to the St. Louis World's Fair in 1904, winning a perfect certificate for the entire trip and first place at the finish.

A four-cylinder was introduced in 1905 and in 1908 a sensation was created in automobile circles by the announcement of a Cadillac "thirty" to be sold at \$1400, a hitherto unheard of low price for a car of its grade, size and power. In the same year Cadillac was awarded the Dewar trophy by the Royal Automobile club of England for the establishment and maintenance of a policy of complete standardization; that is, every part was manufactured to such close measurements that it

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BUILD 10,000 STAR CARS EVERY MONTH

Even at That Factories Were Unable to Produce All Cars Ordered

The Star Car division of Durant Motors, Inc., has now reached a monthly production of more than 10,000 cars, according to the Salem Auto company, local Star car dealer organization, who yesterday received a detailed report on the activities of Star from R. H. Much, vice president and regional sales manager of the Pacific Coast Star factory at Oakland.

For the month of August the net profits of the Star organization totaled \$254,957.56 while the net earnings for the quarter ending Aug. 31, reached a total of \$986,498.63 after all deductions had been made for depreciation and federal income taxes as well as all expenses of production and operation. The report from the Pacific Coast regional Star Sales manager includes the figures from the plant at Lansing, Mich., and at Elizabeth, N. J., as well as the Canadian factory at Toronto and the California Star plant at Oakland.

Much was in charge of sales at the Canadian plant before returning to the Pacific coast to assume the duties of vice president and regional sales manager and he is thoroughly familiar with the activities of the Star car organization throughout the Dominion of Canada. The Canadian plant is enjoying increasing sales at this

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DOWN THE ROAD

THE WORKMEN WHO CONVERTED MRS. VANDERGELD'S 'NEW COUPE' INTO A LUNCH WAGON



The Unpardonable Sin

GENERAL MOTORS PLAN TO EXPAND

Increased Investment of \$40,000 Outlined for Future

To keep pace with the growing demand for its products General Motors has launched a program of expansion in its operating program that involves the investment in plants and equipment of about \$40,000,000.

In announcing this expansion, Alfred H. Sloan, 48, president of General Motors, pointed out that increases were being made in plant facilities to protect General Motors position in the midst of the already demonstrated demand for the "family" products. Reference to increases in sales will be found in another column of this issue.

Included in the new developments is an expenditure of about \$5,000,000 to give additional capacity to the Chevrolet Motor Division; approximately \$5,000,000 by the Oakland Motor Car Division to give greater facilities for producing the new Pontiac 500; about \$5,000,000 to create body building facilities in Flint, Mich., for the Buick Division.

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