

MOTORISTS GROUP SELVES INTO CLASS

American Automobile Body Showing Big Gains for Year in Members

WASHINGTON, D. C., Dec. 17. —When the automobile story of 1926 finally is written, a large part of it necessarily must be devoted to recording the greatest awakening of class consciousness among car owners in the entire history of motoring, according to a statement issued here today at national headquarters of the American Automobile Association.

Membership reports coming to the national offices from the 855 affiliated clubs of the AAA scattered throughout the country reflect the greatest gains recorded in a single twelve-month, the statement reveals.

Many factors have served to make 1926 a year most provocative of thought on the subject of motoring and this thought has been followed by increasing realization of the importance of united action, it is pointed out.

One of the most vital of these is the tremendous interest in the subject of safety," says the statement. "Unparalleled attention has been focused on this question in every walk of life and the leadership that motoring organizations have taken in the matter has served to draw tens of thousands into membership.

This fact is one of the most interesting brought to light in the analysis of membership data and should successfully refute the idea that progress toward greater safety is retarded by callousness to the issue on the part of the motorist. Out of all the thought on the subject of traffic mishaps, the motorist has emerged with a black eye. Very naturally, he resents it.

No single agency is more active in the promotion of safety than the American Automobile Association and its affiliated clubs. Membership in it is tantamount to a sincere effort to contribute toward a reduction of traffic accidents and thousands of motorists are joining local clubs because they are anxious to efface a scar that has been imposed, unfairly on motordom."

Car owners' participation in safety campaigns is not traceable to a desire to protect their own interests, but directly to a purpose to facilitate any well-laid effort to eliminate carelessness on the part of both driver and pedestrian, the statement points out.

The stand of the American Automobile Association against compulsory insurance is another factor that has appealed to the thoughtful motorist, it is argued. "The thinking motorist is in accord with the A. A. A. belief that compulsory insurance will never solve the problem of highway safety," the statement continues. "He does not think that a guarantee of financial responsibility in the case of an injury or death will make the chances of injury or

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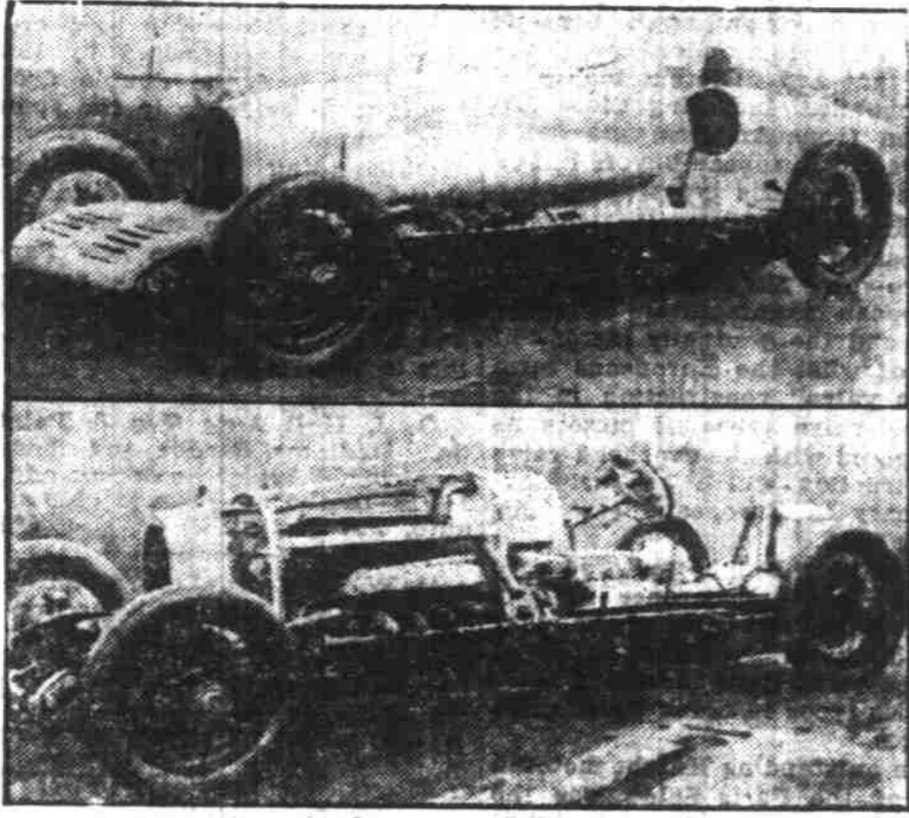
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BUILT FOR GREAT SPEED



Here are shown two views of a 2½-ton Napier-Lion 500-horsepower, \$40,000 racing car built for Capt. Malcolm Campbell, English racing driver, who expects to make three miles a minute with it.

OBSCURE LICENSE PLATES ATTACKED

Time to Correct Fault Says Head of Association State Motor

Likening an automobile with obscured license plates to a person parading the streets with a mask covering his features, George O. Brandenburg, general manager of the Oregon State Motor Association, has called attention to the importance of properly displaying the new license plates on their cars for the year 1927. It is the contention of Mr. Brandenburg, that the proper time to correct such matters is when the new plates are attached to the car and that should be on the first of January.

It is for that reason that he has made the opportune suggestion. "The permitting of a motorist to drive the streets of the city or the highways of the state with obscured license plates is responsible to a large degree to the great number of unapprehended hit and run drivers that we continually read about in the press," said Mr. Brandenburg in explanation of his interest at this time in correcting one of the evils contributing materially to the increasing number of hit and run affairs called to his attention.

"The Oregon State Motor Association maintains a standing reward for the conviction of any hit and run driver apprehended by anyone not a peace officer, and one of the greatest handicaps in our endeavor to stop such practices is the difficulty of catching the number of the car of the offender. With more care and attention given to the proper displaying of license plates, particularly the proper illumination of them at night, I am sure we will be able to reduce the unhuman practice of evading an obligation by running from the scene of an accident in the hopes that no one will be able to get the number of the car."

An obscured license plate on a car should be considered as prima facie evidence of the intentions of the driver of the car to evade his obligation to a victim should he become involved in a traffic accident. We have the corrective measures. All we need is a bit more attention to cars carrying licenses improperly displayed and the battle against the hit and run driver is half won."

Nash Products and Sales Show Large Gain in Year

Again Nash sales and production have established a new high record and figures show that sales for November 1926 far surpass those of November a year ago.

And Nash sales for the first 11 months of 1926 have exceeded the sales for the first 11 months of 1925 by the large and impressive margin of 45%.

The 11 months' sales of 1926 represent a figure which exceeds by over 2,000 cars the total sales of the first 10 months of 1924 and 1925—20 months—combined. These figures emphatically prove that a discriminating motorist is expressing more and more its approval of seven-bearing crankshaft motor performance.

CORRODED FUSE

Electrical connections will sometimes corrode. Don't blame it always on a burnt out fuse if the lights go on and off. See if the fuse is corroded.

WINE NEW POPULAR COLOR FOR AUTOS

Colorful Cars and Clothes Rule in Paris Fashions This Fall

PARIS — (Special.) — To you who want to know. Watch for the wine colors this fall. Burgundy, Moselle, Amontillado, names to tickle the palate, and colors which give the hint of drifting leaves.

Then the automobile colors. They can be seen at the races. Longchamps in December! With its lines of parked motors stretching away. Town cars in Maroon and Sable, "Voitures de Tourisme" in Empire Blue and Guardsman Gray; long, low ones; "pour le sport" in Bandarillo Red and Pleador Cream. Baby Renaults in Blue, Black or Violet. Beautiful cars in rows like strings of oriental beads.

Longchamps in December! Where the mannequins slowly parade, with flash of silken ankle and sparkle of dark eye. Always looking—looking for the enterprising photographer who may perhaps nestle so close as to take that one little tiny picture of this so chic costume-merci!

That little black-eyed one there, in a mannish tweed coat, belted, and with big bone buttons; a scarf in the English Coster manner about her slender throat and a gray felt hat, very Prince of Wales, sitting atop her left ear. She looks comfortable and reminds one of long walks in the November hills. And the others in coats of Black Forest Black, Helmet Gray, London Smoke, or Light Past Maroon, all trimmed with fur—sometimes with just a line of fur at the neck—and on other coats, on the cuffs and down the long lapels. Wolverine, Badger, Pony Skin . . . friendly, jolly coats!

Colorful clothes, colorful cars—a flash of rich warm splendor stride each saddle as the horses parade to the post—a falling yellow leaf resting for a breath across a mid-night blue scarf. The sudden roar of galloping hoofs and the dust slowly drifting across the grandstand—this is Longchamps.

The search for new ideas on color and its uses in modern fashion.

FOREIGNERS VISIT CADILLAC FACTORY

Groups of Engineering Students Make Plant Basis for Practical Study

Over 12 per cent of the visitors at the plant of the Cadillac Motor Car company, Detroit, during the past 12 months have been travelers from foreign countries. Every continent excepting Africa has been represented, with South America and Europe vying for first place. Germany supplied the greatest number from any individual country and England, New Zealand and France were also largely represented.

Austrian manufacturers and industrial leaders, traveling under the guidance of the United States Chamber of Commerce; German architects, members of Bund Deutscher Architekten; the German architectural society; Pan American journalists, conducted through the states by representatives of the N. A. C. C.; automotive experts and other technical and professional men and women are included in the roster.

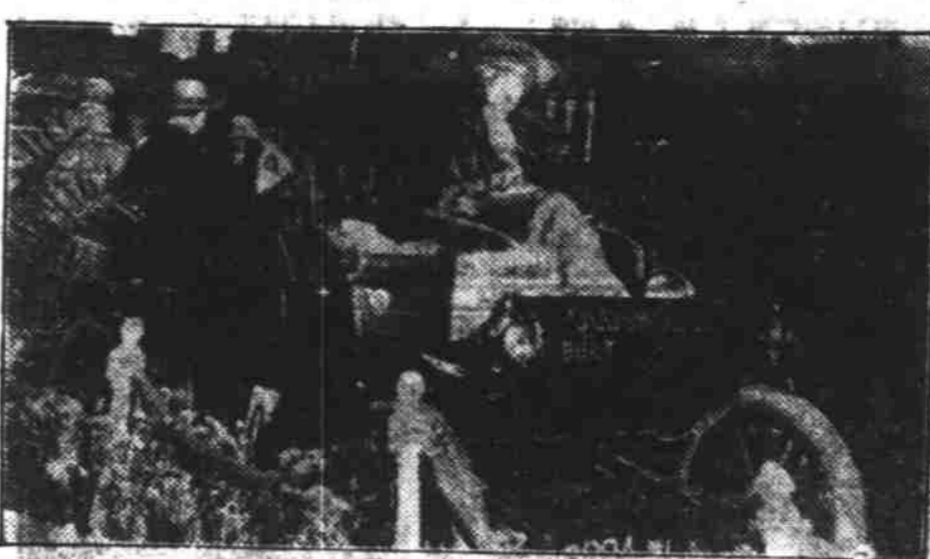
Interest in the plant is twofold. While European manufacturers and engineers are making American industrial plants the basis of intensive technical study, both from this country and abroad tourists and sight-seers are taking a keen interest in industrial methods, and there seems to be a growing proportion of this class with whom the thrill and hum of machines in a modern industrial plant have an equal attraction with the appeals of nature in thunderous waterfalls, the colorful beauties of canyons, and vast mountain expanses.

The Cadillac plant is particularly well adapted for showing contrast between European and American methods of manufacture. Precision overseas is largely attained by hand methods of filing and reaming. The Cadillac company was the first automobile manufacturer to produce, by machine methods, parts manufactured to such close limits of precision that they fitted exactly without any hand preparation. A group of thoroughly trained men is maintained by the company to point out and explain each operation.

Groups of engineering students from various colleges often make the Cadillac plant the basis of practical study, frequently spending

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Ancient Oldsmobile Thrills Parisian Belles



"Antique? Oui, mais chic!" Thus remarked the Parisian belles as they viewed the curved dash "Merry Oldsmobile", which was one of the outstanding features of interest at the recent automobile salon in Paris, according to H. C. M. Stevens, chief engineer of Olds Motor Works, who has just returned from overseas where he attended the Paris salon.

The little Oldsmobile of 1901 which did its part in making the automobile popular was displayed

at the Paris salon with the present Oldsmobile as symbolic of automotive progress. The contrast excited comments from thousands of the la belles Parisian who remarked that the car might be old but it was also chic. But of the 1901 costume worn by the lady seated in the tonneau, they shrieked, "Elle est atroce!"

Which means the style was an atrocious example of what not to wear.

ENGINEERING WORK CHASSIS COMPLETE

New Falcon-Knight to Sell in Moderate Priced Automobile Class

DETROIT, Mich. — (Special.)—Engineering work on the new Falcon-Knight Six chassis, to be produced by the Falcon Motors Corporation of this city has been practically completed, according to a statement given out today by John A. Nichols, Jr., president and general manager, and plans for production are being carried to completion as rapidly as possible under the general manufacturing policies of the organization.

While Mr. Nichols would not give any definite figures regarding the price of this new Knight motor car, he indicated that it would confirm the statement given out when the announcement of the company was made a few days ago.

It is stated that the new chassis will incorporate many advanced features of Knight sleeve-valve construction and that it will have unusual appeal to experienced motorists who are familiar with the advantages of this type of power plant.

In the development of the field organization especial attention is being paid to dealers who have been associated with motor cars in the \$1000 price range and the presentation of a six-cylinder Knight motored car somewhere close to this price figure will, according to the statement of Mr. Nichols, create an entirely new sales situation in this price class.

The product of the Falcon Motors Corporation will be furnished in a complete range of body styles.

WHIPPET SHINES IN PEAK CLIMBING

Cooling System Performs Remarkably in Gruelling Mountain Test

A test which vividly brought to light the remarkable cooling system of the Whippet, the new European type light car which Willys-Overland introduced to the market last June, was made when a two-door standard sedan capped the crest of the famous Pike's Peak without taking water.

Racing cars with especially constructed cooling systems and extra provisions for carrying water, can do the trick. But the Whippet was not a racing contraption. It was a standard stock sedan, the same one that recently established a new record in a run over Lookout mountain and down Bear Creek canyon.

Driven by George Dyer of Denver and an official observer, Lloyd Langworthy, also of Denver, the Whippet in its unusual feat accomplished only what thousands of other Whippet cars can and are doing in all parts of the country where there are grades to be encountered which have the reputation of holding a veritable heating flame under the most efficient of cooling systems.

The start was made at 5:15 a. m. and the run was continuous to the top. The time consumed in making the trip was one hour and 13 minutes, about the time made by the average driver so that the test was an exposition of average results in every way.

No especial tuning up had been made for the trial. It was just decided to make the test and what is considered a real record for light cars and a difficult feat for even the largest and most expensive cars, was accomplished quite as a matter of fact demonstration.

The major portion of the run was made in "second gear," the great popular favorite among gears on cars which are traveling to the top of the highest automobile road in the world.

"Second gear" is not the coolest running position with which the average car is equipped but it proved no greater trial on the Whippet power plant than "high" and seemed perfectly agreeable to testing the car do the trick it set out to accomplish.

In commenting on the run, the driver said, "It's a matter of motor efficiency, the result of a new type of design which has been brought to the light car field by the Whippet.

"In the first place the car is equipped with a highly efficient water pump which moves a large volume of water through the cooling areas and through the large cellular type radiator.

"The lubrication system was a tremendous help. The motor is oiled by a full force feed oiling

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TRAFFIC OFFICERS TO AWARD EMBLEMS

Auto Owners Not Arrested During Year to Receive Good Conduct Metal

If you are an automobile owner and were not arrested during the year of 1926 for speeding, reckless or drunken driving and if you did not figure in any serious collision you will be awarded an attractive Good Conduct Emblem for your car by the International Association of Automobile Traffic Officers.

This was announced at National headquarters, 505 University street, Seattle, Washington, by Jack Howell, executive secretary, who says, "It is the object of our association, through the awarding of these emblems to create a spirit of cooperation and understanding between the motorist, the pedestrian, the traffic officer and the judge."

Mr. Howell, who is aided by some of the most outstanding public officials in the United States, continued that, "Parking violations, often caused by misunderstanding of the traffic code, will not be held against the motorist in the awarding of these Good Conduct Emblems, as quite frequently proper signs are not displayed to warn the motorist."

"The nationwide association was formed the first of this year for the purpose of establishing the 'Golden Rule' in traffic, for the abolishment of obsolete traffic rules and systematically assisting in the protection and education of the pedestrian as well as over 20 million motorists; to establish a department where the complaints

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Remedy Suggested for Car Body Squeaks Successful

A mixture of kerosene and lubricating oil, forced between the body crevices with a syring gun, or a brush, will overcome body squeaks. Rocking the car will permit the mixture to penetrate. Of course it is necessary to see that all bolts are tight.

Another excellent remedy is to loosen the body bolts, then back them up with grease. The grease will work over the bolts when tightening and prevent many squeaks from this source.

Purchase Chevrolet Cars for Use in Rental Service

Last week fifty more Chevrolet automobiles were purchased by the Hertz Drivervelf Corporation for use in rental service in various cities throughout the west.

This huge order was placed at the Chevrolet Motor Company's factory at Oakland, California. It supplements the fleet of 24 coupes purchased by the Drivervelf concern last month.

DOWN THE ROAD—



It Depends on Your Method of Approach

CHEVROLET BREAKS PRODUCTION RECORD

Car Completed During Every Twelve Seconds of the Working Day

A Chevrolet built every 12 seconds of the working day during this year. This is a production record which has shattered all previous marks in the three-speed automobile field.

This month the Chevrolet Motor Company closes its greatest year with an output of 728,697 cars. The total is 40 per cent over the last year's achievement.

Daily production for this make of motor car has averaged 2450 cars. The highest monthly average was reached in September when the day's build reached 3381 units.

Output for the year far exceeds that of the first ten years of Chevrolet production, 1912 to 1921, inclusive.

April, May and June with the production of 71,157; 74,617, and 77,241 units respectively, set new high marks. July production was restricted somewhat, but in the month of August it was snappily up to 75,551 units, only 690 fewer cars than were built in June. June was the record period until outdistanced by September.

With a greatly increased production program for 1927, Chevrolet enters the new year with every promise of setting still higher marks in the three-speed transmission field.

CHRYSLER SEVENTY BRITISH FAVORITE

Cars of American Manufacture Best Suit British Requirements

The tremendous popularity of Chrysler cars in the British Isles is indicated in the replies to a recent columnar questionnaire conducted by "Motor" an English automobile magazine, for the ideal car to meet the definite driving conditions in Great Britain. That the Chrysler was signalled out among all others is proof of its popularity.

A very high percentage of the replies single out the Chrysler "70" because its performance, as quoted by one writer, "combined" "A speed range of 5 to 70 miles an hour, easy gear change, quiet operation, minimum up-keep expense, hill-climbing ability yet economy of operation, beauty of appearance, good braking facilities, and substantial comfort."

The concurrence of opinion of the majority of the readers that an American car is best suited to English requirements is of striking significance. Especially in this unusual view of the very determined stand taken by British manufacturers and their supporters to popularize British-made cars ahead of all foreign makes. English literature carries stamps requesting Britons to "Buy British Goods" while newspapers and other means are utilized in this determined effort to stop the inroads of American-made products, its outstanding favor abroad.

Leut. Col. A. F. Richardson, an ardent English motorist, incorporated the following in his description of his "Ideal Car":

"In April of 1925, I was looking for a car with the same requirements, so I bought a six-cylinder Chrysler. It filled every requirement and is the best I have owned in 15 years, regardless of price or nationality." This army officer indicated that no English-made car would provide the advantages which are to be secured in the Chrysler, at any where near its price in England.

Another English motorist prepared the following for his description of the ideal car: "I suggest the Chrysler two-seater (roadster) as it answers most exactly the requirements raised. The speed of 5 to 75 miles an hour in top (high speed) is unquestionably obtained and the acceleration is the best I know. Sprung is excellent, while the

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BUS INNOVATION INTRODUCED HERE

White Company Displays Car With Observation Deck Other Types Coming

A decided innovation in buses was recently shown in Salem by C. B. Lynn, manager of the Portland branch of the White Company, and Mr. Chestnut, bus man for the Pacific coast.

The new bus is built with an observation deck somewhat higher than the regular part of the bus, the baggage going under the observation deck.

The new bus has the advantage where there are heavy loads of baggage it eliminates top heaviness of the old type which has the baggage on top of the bus. It also protects baggage from the weather and from loss. Moreover, it is more convenient riding as the center of gravity is lower and the passenger who rides above has a better view of the road.

The new type bus was patented by George Newell, manager of the Pacific Northwest Railway company, a Washington corporation, and the body was built by Alex Christie company, of Seattle.

The inviting thing about the new bus is the softness and luxury of the seats, they being of a pneumatic type giving the greatest possible comfort to the passenger. In spite of the upper deck the bus is less than ten feet in height, which is less than a foot higher than our own street car buses and yet they have a baggage compartment 8x7x2 1/2 and large enough to hold several large trunks as well as mail and express.

This is the first of a series of demonstrations which the White company will make in this city of various types of bus bodies. The next will be a bus of the street car type. The bus is built on the regular four cylinder White chassis but it is expected that a number of these buses will be built in the near future on the new six-cylinder White bus chassis.

Research Made Possible by Strict Cooperation

During the past nine months one automobile in every four bought in California was a General Motors car.

Nearly one-half, 47 per cent to be exact, of the General Motors cars that were sold to make this record were Chevrolets, according to figures appearing in the Motor Registration News.

The grouping together of strong companies makes possible important economies in research, in purchasing, in manufacturing and in financing. These advantages benefit the buyer, hence the great sales totals.