

MANY STUDEBAKER OWNERS REPEATERS

Large Proportion Found to Take Same Make Over When Buying

Significant figures showing the high percentage of repeat business secured by Studebaker have been received from the factory by Albert C. Smith, of the Marion Automobile company, local Studebaker dealer.

Based on the sales of Studebaker cars purchased on the budget payment plan thru the Industrial Acceptance corporation, a concern which finances Studebaker purchases exclusively, 32 per cent of the Studebaker cars purchased on this basis between May and October, inclusive, were bought by those who were already Studebaker owners. In other words, out of every three new purchasers of Studebaker cars, one was a former Studebaker owner.

"Many of us are familiar with the old saying, 'The purity of a well is best attested by the faith of those who draw from it repeatedly,'" said Mr. Smith in commenting on the figures. "I consider these figures highly significant for they show the satisfaction Studebaker cars deliver to their owners. Having received good service from their cars, it is only natural that a Studebaker owner should buy another Studebaker when he is in the market for a new car."

"Almost any article can be sold the first time, but it is the 'repeat' order that counts. If 'repeat sales' are to be made, the product must be worth the money asked and as represented. No automobile owner will buy another model of a car that hasn't given him the service he expected."

"In a recent issue of the Studebaker News, the dealers paper of the organization, a long list of names was published of owners who were driving from their fifth to their 15th Studebaker car."

LOCAL WINNERS IN CONTEST ANNOUNCED

Julian Graham and Mrs. T. D. Wallace Victors in Tire Naming Work

Julian L. Graham and Mrs. T. D. Wallace, of Salem are among the honorable mention winners in a contest just concluded in Chicago, according to word reaching here today. The contest was to name a tire, and was sponsored by Sears-Roebuck & Company. Close to a million persons wrote about two and one-half million suggestions in their attempt to get a share of the \$25,000 awards hung up for the contest.

The first prize of \$5000 was won by Hans Simonson, of Bismarck, N. D., for the name "All-state" and the unique design and slogan submitted with it. The second prize of \$1000 went to Donald S. Gray of Ames, Iowa, for "Dearborn S. R. Cords," while the third prize was taken by a woman, Mrs. E. N. Decker, of Fort Thomas, Kentucky, with "S. R. Argosy." In addition to these three capital prizes, there was 1957 other awards to persons who were given honorable mention for submitting names of unusual merit.

Entries in this tire naming contest were in 25 languages and were received from every state in the Union, all provinces of Canada, every American possession and many foreign countries. There was no limit to the number of entries one might submit, and William Walters, of Marshall, Texas, topped the list with 4315 names. George A. Ellwell, of Kalamazoo, Mich., was his best second with 1186 entries.

Hull's Radiator Shop Has Interesting Machine

A new and interesting machine is in operation at Hull's Radiator Repair Shop, 8 Commercial St. The purpose of the apparatus is the satisfactory repairing of radiators that are too far gone for ordinary methods to be of use. Entirely their own invention, this machine, using common gas, can raise the temperature of the parts to be repaired to the exact point for effective soldering, and kept there, while another part of the machine automatically applies the acid and metals necessary.

Baker—Improvements for Geisler Grand hotel will cost \$100,000 to \$150,000.

WHEN WINTER COMES



MISS LILLIAN WATKINS is ready for winter and so is her automobile. To make sure that her machine is well protected, she has covered the radiator with a protector. These protectors are being distributed by the General Petroleum Corporation to motorists in the northwest.

CAR REGISTRATION GROWS 10 PER CENT

Annual Statistical Review of Goodrich Company Shows 22 Million

22,273,643 motor vehicles were registered in the United States during 1926, according to the annual statistical review of the motor car industry by the B. F. Goodrich Rubber company. Their report shows an increase of 2,044,618 over 1925 when 20,229,025 motor vehicles were registered. The percentage of new motorists was not as great as it was during the previous year.

The estimated total of passenger cars and trucks manufactured during the year past amount to 4,497,390. This figure shows an increase of 297,390 over 1925. The 1926 production added to the total registration in 1926 gives a figure 2,452,772 higher than the actual registration during 1926. This would indicate that 2,452,772 motor vehicles were discarded or put out of running condition in the preceding 12 months.

The mortality on motor vehicles was 23% higher in 1926, but this does not change to any appreciable extent the average of motor car life, which still runs between seven and 8 years. This is significant of the high standard of quality that is being maintained by the manufacturers of motor vehicles.

For the first time in the history of the motor car industry registrations fell off in two states. South Dakota and Utah registrations for 1926 were under the figures given for 1925. Another new state, however, joins the million-or-better class. Texas is the seventh state to go over the million mark in registrations.

New York retains its lead with 1,798,091 motor vehicles, an increase of 9.8% over 1925. California...

Protest Balloon Tires By Keeping Them Inflated

A simple but illuminating lesson in arithmetic was given this morning by Mr. Zosel, local Seiberling all-treads dealer. "Three years ago," said Mr. Zosel, "if you inflated your high pressure tires up to an air pressure of 60 pounds and lost six pounds, you had only lost 10 per cent. Today, however, with balloon tires, you carry perhaps 20 pounds pressure. If you lose six pounds you have lost 20 per cent."

"True, the balloon tire should be run with a certain percentage of deflection. However, when this deflection is too great, the tire piles up on the head or contact point, resulting in a dragging action on the tread. Spotty or uneven wear, causing distortion of the tire, are results."

"That local motorists appreciate the importance of proper tire inflation is shown," said Mr. Zosel, "by the great number of local folks who stop in regularly at local tire stores for careful inspection and proper inflation service."

Oil Firm Presents Radiator Cover to Motorists

Have you gotten your radiator protector? This is the question that is passing between motorists in the northwest. Automobile owners are not the only ones who feel the cold wintry mornings, as they will readily tell you, after trying to start their automobile with the water in the radiator frozen.

The General Petroleum corporation is distributing through its independent dealers, radiator covers, designed to keep water containers from freezing during the winter months. Thousands of them have already been distributed in Washington and Oregon and they can be had for the asking.

Cold weather has no effect on General gasoline however, as it is noted for its quick starting. During the past month, scores of testimonials have been received from motorists in the northwest telling of the ease with which they start their machines in cold weather.

Many Foreign Visitors Inspect Cadillac Plant

Over 13 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 and the majority of these come with the express purpose of studying American manufacturing methods. Every continent excepting Africa has been represented, with South America and Europe vying for first place.

KEEP YOUR FOOT ON CAR'S CLUTCH

Advice of President of Automotive and Electrical Trades to Drivers

Keep your foot on the clutch despite what experts tell you to the contrary. "If the traffic is great, keep your foot on the clutch. Don't take unnecessary chances on the highway or in the street; glide over the bumps, thus saving your machinery; and don't forget your brake. Caution is the first law of good sense, when it has to do with 40-horse-power. Approaching an intersection, remember clutch and brake.

Youths make daring drivers. They go rapidly and easily, with fearless abandon and nonchalance. But they have an undue share of accidents, because they don't think enough of clutch and brake. Oh, yes! there are disasters thru confusion, and thru timidity; but they are not the disasters of the young driver. Nine-tenths of the wrecks come from going too fast. A good driver will keep control of his machine at all times. He can stop quickly but without a shock. He can go slow, as he must when other might be endangered by his fast driving, but can step on the gas and leap ahead

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STORAGE BATTERY HEART OF MOTOR

Operation of Essential Part of Car Explained So All Can Understand

Not beautiful to the sight, hidden away, seldom seen and often neglected. But watch it well, Mr. or Mrs. Car Owner, for much of your pleasure and security in driving depends on this small black box.

The usual form of battery is made up of three compartments called cells, all alike. In the cell itself are eleven or more metal strips of two varieties, one called positive, the other negative. These alternate in position, first a negative, then a positive, and so on. In the cheaper batteries a thin strip of wood separates each pair. The better batteries use a rubber strip.

Each kind of metal strip or plate is made up of a lattice-work of lead, the spaces being filled, in the positive plates with peroxide of lead, in the negative with so-called metallic lead.

This arrangement of plates in each cell is immersed in a solution of sulphuric acid and water. The average person, if they have thought of it at all, would say that the battery is filled up with electricity at the charging station. This is not the case. What really happens is that the electric current is allowed to pass through the battery for a certain length of time. While this is going on, the sulphuric acid begins to leave the plates and mix with the water. When the electric current is shut off, the acid strives to return to the plates again, and will do so as soon as connection is made. In doing this it generates the electric current that starts your engine and lights your car.

This is not a technical explanation, but is a statement of what substantially takes place inside a battery.

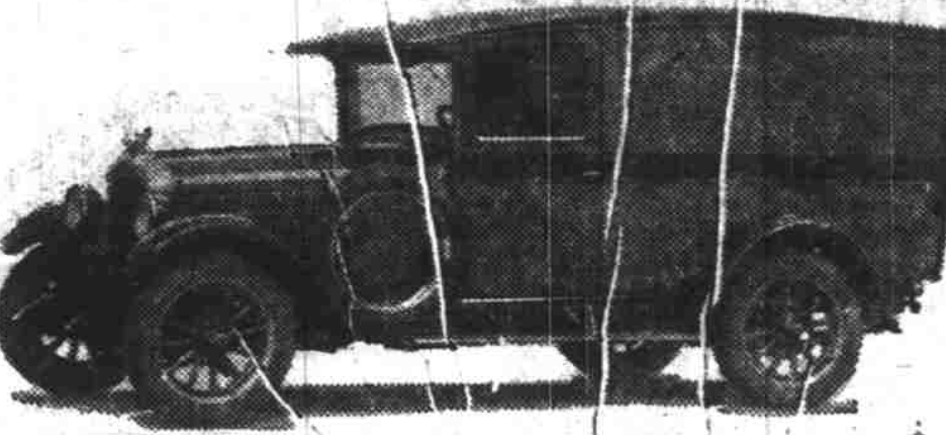
When fully charged, that is, when the sulphuric acid is entirely driven from the plates to the water, your battery is safe from freezing. The danger is when the sulphuric acid is nearly all home again, and the water is only water, and easily freezes.

A leading battery man says: "Watch your battery connections; keep them well covered with vaseline or some heavy oil to prevent corrosion. Also as soon as the battery shows weakness take it to your charging station. With proper care, a battery should last two or more years."

New Way Service Shop Now in New Quarters

The New Way Service company, Rasmussen and Hatland, proprietors, formerly at 265 Ferry St., are now well established in their new quarters at 349 Ferry St. This move to a larger place is the result of the company's rapidly increasing business in the care and maintenance of automobiles on a cheap yearly basis.

New Pontiac Six De Luxe Delivery



Chassis and body, specially designed by Oakland Engine ers, is sold as a unit.

OLDS ANNOUNCES NEW SPORT COUPE

Car Shown for First Time at New York Show; Has Roomy Interior

Oldsmobile announces a new sport coupe as an addition to its line of body types. It was shown at the New York Automobile show for the first time. D. S. Eddins, vice president and general sales manager of Olds Motor Works, announces that shipments of this new type will begin the latter part of February.

The sport coupe has a roomy interior seat for two or three passengers and a second, or drop, seat for two is formed by raising the rear deck. The upholstery is genuine leather in a tan shade. The drop seat compartment is fully upholstered and the seat cushion and back have same spring construction as does the interior seat.

The upper structure of the sport coupe is of weatherproof tan fabric equipped with chromium plated laundau bars. The fabric is in pleasing harmony with the Zaina brown duco finish of the body. Maroon molding is used and the striping is in cream. Natural wood or disc wheels are optional. The entire rear quarter of the top can be opened so that passengers in the drop seat can converse with those in the front seat with the same ease and freedom as in a sedan. When opened, the rear wall of the top buttons to the coupe roof.

The sport body coupe is designed and built by Fisher and comes fully equipped with front and rear bumpers, snubbers, motometer, rear view mirror, automatic windshield wiper, gasoline gauge, twin beam headlights controlled from the steering wheel and VV windshield. It also has the four-wheel brakes and 30 by 5.25 inch balloon tires which were recently added to Oldsmobiles.

The Oldsmobile six cylinder engine with dual air cleaners, oil filter, crankcase ventilation, two-way cooling, thermostatic water control and the many other improvements that have been incorporated in Oldsmobile during the past year is the power plant employed in this new body type.

The price of the new sport coupe was announced as \$1035. f. o. b. Lansing.

FOUR SOME SEDAN ADDITION TO LINE

Mounted on Great Six Chassis; Appointments Rich and Colors Blend

The Willys-Knight foursome sedan, presented for the first time at the New York automobile show in January, is the latest addition to the line of Willys-Knight great sixes. This new model is totally new in design but adheres to the same quality features embraced in other models of the great six line.

The foursome is mounted on the great six chassis which features a double drop frame and is equipped with Belflex spring shackles, front and rear, to provide quietness, spring flexibility, and eliminate vibration thru absorption of road shocks.

The appointments of the foursome are rich while the color combination of Magdalen blue below the belt and the black superstructure present a perfect blend. The steel trunk at the rear adds a distinctive touch. Undersneath is the fuel tank completely concealed from view although the cap for filling is within easy reach.

Interior of the foursome carries out the quality aims of the makers. All-metal trimmings, lifts and handles are of gun metal silver, Adams pattern, while the woodwork and inside finish is of inlaid Circassian wainut.

The graceful body lines give an individuality and dash to the car in its entirety which carries out the best features of the finest body engineering coupled with the latest ideas in quality motor car construction.

Upholstering is of Chase mohair with straps at the window sides of the same material. A feature presented in the four-some body construction is the use of a soft steel panel top which, according to the engineers, eliminates the rumble so noticeable in many types of closed cars.

Two features are carried out making for the comfort of the driver—one is the new type of heel rod at the base of the accelerator while the other is an adjustable steering column. The position of the steering wheel may be set to accommodate the personal comfort of the driver.

The foursome is powered by the Knight 6-cylinder sleeve-valve motor, capable of producing a speed in excess of 60 miles an hour and a reserve power to meet all demands. The new type manifold, Willys-Overland engineers declare ensures quicker warming up, gives greater power and adds to the fuel economy.

Wear on moving parts of the motor is reduced through the use of a new type air cleaner which cleanses all air taken through the carburetor, eliminating all dust and grit. Oil consumption, it is claimed, is minimized by an oil refiller which prevents oil dilution.

Willys-Overland officials declare that production of the foursome will be kept at high tide to meet the demand of foursome purchasers.

Carload of Willys-Knight Autos Arrive in Salem

A carload of automobiles was received Thursday by the Mac Donald Auto Company. The shipment included three Willys-Knight light six model 70 A, which are said by Mr. Mac Donald to be the most attractive of any cars yet turned out by the Willys-Knight factory and one Whippet sport roadster. This roadster model was first shown at the New York Auto show and it is understood that it was the center of attraction there.

One of the Willys-Knight new sedans will be delivered to Mary C. Rowland and another to Dr. J. Roy Pemberton. Mr. Mac Donald is very enthusiastic over the new models and looks for splendid sales records the coming season.

MOTOR FIRM OPENS ANNIVERSARY YEAR

Cadillac Has 50 New Body Types to Celebrate 25th Anniversary

Entering upon its 25th year of manufacturing with a production program larger than at any previous time in its history, the Cadillac Motor Car company recently marked the opening of its silver anniversary year by announcing a program of fifty body styles and types and 500 color combinations—the most varied line and largest output in the quality field since the beginning of the industry. In addition to being one of the earliest pioneer organizations and always producing only quality cars, the company has established a record for eight-cylinder motor car manufacture. Since 1914, when it introduced the first V-type, eight cylinder engine into the United States, more than 235,000 Cadillacs have been built. Of this number 43,334 have been of the latest model.

The Cadillac V-type engine was introduced at a time of almost feverish experimentation by automobile engineers. It contained in highly developed form many of the fundamentals which they were at that time seeking. It was powerful, compact, rigid in construction, durable and smooth in operation. Improvements upon the original design have added further smoothness, simplicity and liveliness.

In addition to the endorsement by more than 200,000 owners of the V-type eight, who have invested in it approximately \$875,000,000, the growth of the company since the one-cylinder days of 1902 has been marked by frequent milestones of progress.

In 1908 Cadillac entered and won the competition for the famous Dewar trophy, awarded each year by the Royal Automobile club of England to the automobile making the greatest advance during the current year. This award was for complete interchangeability of parts, the result of a degree of manufacturing precision never before attained. Again in 1912 Cadillac was awarded the same trophy due to general performance, including a complete electrical system of lighting, starting and ignition, becoming the only American car to win the trophy and the only car in the world to win it twice.

After exhaustive competitive test held in Texas at the time the United States entered the World war, the Cadillac was selected as the standard seven-passenger touring car of the United States army.

More recently, in the selection of a car to carry the British mail across the Arabian desert, with its burning heat and its dry, stony river beds to cross, the Nairn Transportation company selected this car on account of its sturdiness and speed. The Russian Soviet government also awarded a trophy to the car after some of the severest tests ever held for purpose of the driver.

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CADILLAC DISPLAYS MODERN CABRIOLET

Car Has Opera Seats Facing Forward and Distinctive New Upholstery

One of the exclusive chauffeur driven cars shown by the Cadillac Motor Car company at the automobile show this year is the town cabriolet with body by Fleetwood.

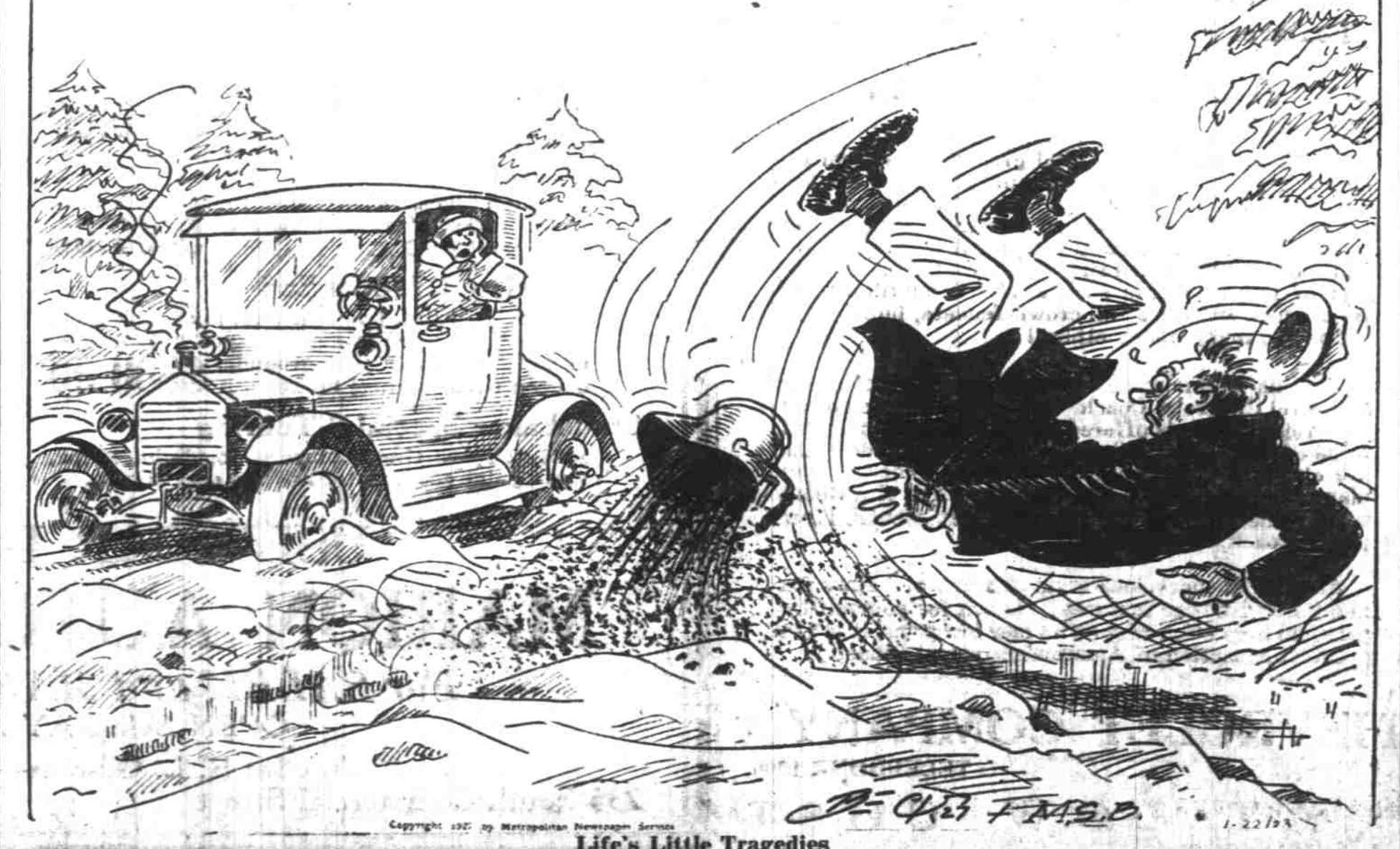
The interior, with opera seats facing forward, distinctive upholstery, disappearing arm rest in the center of the rear seat, and vanity cases which harmonize with the tone of the car, appeals to the most discriminating theater-goer.

With the hood, body panels, and window offsets finished in Valentine's Napoleon blue, and the raised panel on hood and cow, fender, door, driver's seat railing, and chassis in Valentine's Hudson green, a note of individuality is struck which is accentuated by the leather rear quarters with cabriolet-type handau bows.

The windshield is of the two piece type and is equipped with side-wings which open with the doors. The driver's compartment is finished in smooth black leather. Two extra wire wheels set in wells in the sweeping one-piece fenders, nickel cowl lamps, which match the headlamps in design, and a sturdy and attractive trunk rack complete the exterior appointments.

DOWN THE ROAD

STUCK ON THE ICE, AND THE ONLY SCUTTLE OF ASHES IN THE WHOLE NEIGHBORHOOD.



By FRANK BECK