

## POWER SAID FUTILE MINUS GOOD BRAKES

Neverburn Lining Effective,  
Determined by Tests  
Over Long Period

Analysis of automobile accident statistics has disclosed that a major percentage are attributed to inefficient brakes and with the steady increasing volume of traffic that passes through city streets and over country highways every day, the necessity of having this unit of the car in perfect condition is imperative.

Perfectly working brakes commotor travel for power is practically useless unless the driver can properly control the speed of his rate in mountain driving, especially during vacation season.

An effective product, tried and proved by years of usage in Western states, is the Neverburn brake lining, distributed in great quantities through the stores of the Western Auto Supply Company. According to the local manager, Willis Clark, over a half a million feet of this lining was sold last year by the more than 150 Western Auto Supply Company stores.

"Dependability of Neverburn is determined by many years of severe tests" says Mr. Clark. "It is most effective and gives the driver perfect control of his car. It lasts long, gives a sure, soft, firm, quick acting brake that will not slip, score or drag the brake drums.

"To introduce this popular lining to those who have never used Neverburn, and as a contribution to the cause of safety, all Western Auto Supply stores are this week offering Neverburn brake lining at a substantial discount. This includes all sizes as well as sets for Ford transmissions.

"Service connections are maintained in all cities where we have stores so that goods purchased from us may be properly and promptly installed at a very low flat rate, in many instances free of all cost."

## MOTOR CLUBS PLAN PORTLAND MEETING

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Dollars additional revenue in the cash registers of the communities favorably situated to take advantage of the swing of the tide.

"Whether the communities realize it fully or not, the main factor in developing this new business for the west, is the motor club; and the western units participating in this Portland Conference are the service institutions to which the motor caravans of the present and the future will look to make motor touring in the west pleasurable and profitable."

The A. A. A. official stressed the extent to which the western clubs had in the last few years, and particularly since the start of the western conference three years ago, tied into the National service chain of 998 motor clubs and associations constituting the greatest motor federation in the world. The services of these western clubs, from touring information in the world, the services of these western clubs, from touring information to emergency road service, now compares favorably with anything in America, he added.

"The Oregon State Motor Association will act as host to the conference, Geo. O. Brandenburg, its secretary, handling details. Douglas Shelor of Seattle, manager of the Automobile club of Washington, has been appointed chairman of the program committee, and David Watkins of San Francisco, Manager of the California State Automobile Association, Chairman of the Attendance Committee."

Following are the western clubs to which invitations have been sent and which are expected to participate in the Conference:

Arizona Automobile Club, Phoenix, Arizona; Nevada State Automobile Association, Reno, Nevada; Saskatchewan Motor Club, Saskatchewan, Canada; Rocky Mountain Motorists, Inc., Denver, Colorado; Auto Club of Colorado Springs, Colorado Springs, Colorado; Utah State Automobile Association, Salt Lake City, Utah; Idaho State Automobile Association, Boise, Idaho; Arizona Good Roads Association, Phoenix, Arizona; Casper Motor Club, Casper, Wyoming; Montana Automobile Association, Helena, Montana; Calgary Automobile Club, Calgary, Canada; Automobile Club of Washington, Seattle, Washington; Island Automobile Association, Spokane, Washington; Automobile Club of British Columbia, Vancouver, British Columbia, Canada; California State Automobile Association, San Francisco, California; Oregon State Motor Association, Portland, Oregon; Alberta Motor Association, Calgary, Alberta, Canada.

General Manager Smith and other members of the A. A. A. Headquarters will make a motor trip to the Pacific Coast to attend the western conference. Mr. Smith will go out by some northern route. After the conference he will proceed south along the Coast and back east by one of the southern transcontinental trails.

## New Type of Refrigerator Car



Here is Pat Potter, driver-salesman for the Good Humor Ice Cream Co., a national concern, catering to a thirty group of customers. On a Chevrolet chassis is mounted a specially-constructed body containing a complete refrigerating unit capable of maintaining a temperature of five to ten degrees above zero. Twenty Chevrolet chassis are used by this firm at their Detroit, Mich., company.

## CHRYSLER SHOWING "ILLUSTRIOUS '72"

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dynamically fitted with shimless, interchangeable bearings.

In the new "72" the crankshaft is actually larger than the crankshaft of many cars of approximately twice its gross weight. In addition, the new "72" crankshaft is counterweighted, a development from the Imperial "80", the quality leader of the Chrysler line. This is altogether an unusual specification in a car of this price class.

Valves, always unusually large in Chrysler engines, have been increased in size and have a clear diameter of 1 9/16 inches at the openings instead of 1 7/16 inches as formerly. The valves are placed as usual, equally distant from the centers of the combustion chambers, which is one of the explanations of the even power torque in Chrysler motors, meaning more steady pull at low speeds, rapid acceleration on high gear and smooth high speed ability.

The new "72" is fitted with aluminum alloy pistons with invarstruts, one of the numerous contributions of these engineers to the automobile industry. The pistons are longer than before and have an exclusive feature in two added rings, making a total

## REFRIGERATOR CAR CHEVROLET LATEST

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of five rings on each piston, which protect still further against the possibility of compression leaks.

for much in addition to their power and economy of operation. It would not surprise me much to see one of these cars disposing of ice cream products to motorists of this section at any time."

Every morning the trucks take on a fresh supply and then hurry to designated places around the cities in which they are operated. All sales from these portable store rooms are made by the roadside.

Chevrolets were selected to carry the refrigerators, it was explained, in order to get rapid, economical and dependable transportation. They also answer the requirement of being neat and attractive and having a "sales appeal". Twenty-five of the leading cities of the country, extending from coast to coast, now have

"The facility with which the these refrigerator cars. Chevrolet can be adapted to the requirements of a business is remarkable," commented the local dealer. "Their appearance counts

## NEW MODEL DRAWS UNUSUAL INTEREST

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changes in design. The "All American" Six is a new model that is really new throughout, chassis and body alike. It is a car that represents the very latest in modern automotive engineering. The man chiefly responsible for its design is B. H. Anibal, head of the Oakland engineering department, and one of the best known designers in the industry.

"Such features as the new fuel pump which replaces the vacuum tank, show the original engineering that went into the new Oakland. The performance of the new motor reflects the generous power that has been built into it through long and careful research.

"The fact that Oakland has been able to reduce its prices, in spite of the fact that the new cars are larger, more finely finished and more luxurious in every way has been a source of comment from practically every visitor who has come into our show rooms."

## VACATION PURPOSE NOT WORRY, ADVICE

Many Tourists Continue to  
Lug Worries Along, Says  
Auto School Head

After eleven months of work and worry comes the auto tour which is to put us back on our physical and mental hoofs as good as new. It should do it because there is nothing else, under the sun that gives a person such a complete change. The air, water, sky, scenery, people and food—all are different. Any change so radical must have an immediate effect.

However, if the tourist continues to lug along his worries, a large part of the benefit of touring is nullified. Worry is harder to stop than work. Some people worry naturally. They worry if they find themselves not worrying up to their usual standard. Such people should take extra precautions to eliminate causes of worry.

The most common worries that keep a tourist's face as long as a pump handle relate to his home property. Will the house burn down? Will burglars work it over? Will the water pipes break or the gas get loose? Did I leave the phonograph wound up too tight? Did I leave the garbage in the kitchen?

Of course, by leaving the wife at home such worries could be eliminated, but the worry of wondering what she might be doing would counterbalance it.

There is only one line of action take: Fully insure the house, garage and furniture and see that Vacancy Permits are attached to all fire policies. Cut the water off at the house-sill, shut the gas off at the meter, open the main switch of the electric current circuit. Put all valuable papers in a lockbox in a bank vault. Bulkier valuable objects should be boxed and left with a bank for general storage. Pay up all current bills, stop the daily papers, mow the lawn and hide the lawnmower under the house.

Having done these things leap into the car and lie away. If anything happens you are not to blame. This is about all a man can do unless he hires a policeman

to watch the premises and a detective to watch the policeman.

Leave unnecessary items at home. You don't need a crowbar, an armchair, radio, ora piano. All you need is a tent, cots, blankets, stove and dishes. A three-gallon preserving kettle is a fine thing to take. It can be used for water, to wash dishes in or to put up fruit.

Road worries can be avoided in a large part by proper ante-mortem horse sense.

Watch the other fellow—remember it's all in a lifetime—and bye and bye you will forget to worry on your trips. What's the use anyway?

## Cook County Registers More Vehicles In July

CHICAGO.—Cook county new car registrations for July showed a gain of 9.53 per cent. over the preceding month. Totals were 7,951 for July and 7,193 for June. Twenty-three makes exceeded sales totals for last month as compared with June.

Introduction of new models last month contributed largely to the increase. Chevrolet as usual led the field, its total of 1,913 comparing with 1,631 for the preceding month. Buick, in second place, also showed a gain for the month with 759 and 742 for July and June, respectively.

As compared with July, 1926, there was a loss in registrations last month of 28.8 per cent. It was also the first month of 1927 that registrations fell behind the corresponding month of 1925.

## INVITE US TO YOUR NEXT BLOWOUT



## "MADE BY KELLY- SPRINGFIELD"

Those four words on a tire are a guarantee of its quality, because Kelly-Springfield makes nothing but good tires.

The quality of the Kellys is what sold us. Buy a Kelly and you are sold for good.

## Smith & Watkins

High & Court Sts.

Phone 44



Photo by Kenneth Ellis  
JOE WILLIAMS

## JOE WILLIAMS "The Battery Man"

See him today—He'll save you money and give you service that satisfies

Corner Center &  
High  
Telephone 198



## OLDSMOBILE ANNOUNCES NEW BEAUTY NEW COLORS NEW LUXURY OF INTERIORS

AT NEW LOWER PRICES



# \$875

2-DOOR SEDAN BODY BY FISHER  
F. O. B. LANSING

NOW ON DISPLAY

Come and see the new styling, new colors, new upholstery, new details of trimming and finish—

Now glorifying the car for the American family!

Come and see this showing, all the models, all the colors, all the interior treatments.

Here is modish beauty as satisfying as the additional qualities of performance and endurance that make such staunch friends of Oldsmobile owners.

Come and marvel, as you will, at this Oldsmobile Six—the latest and greatest, and yet at new lower prices!

## CAPITAL MOTORS INC. SALEM, OREGON

H. C. GRAVES  
Woodburn, Ore.

LONNER-RALSTON  
Albany, Ore.

SMITH & NELSON  
Third and Adams, Corvallis, Ore.

OLDSMOBILE

## All America is saying: "That's the Car"

Not for years has automotive America seen anything like it. Here, there, everywhere—everyone is talking. About this new interpretation of American motoring needs, about the new low prices. About the Oakland All-American Six.

Less than 30 days have passed since it flashed into the field. Its authentic American beauty has captured every eye. Its brilliant performance has displayed itself on every type of American road. Its comfort, luxury and distinction have created new American standards. And everyone is saying, "That's the car!"

**American beauty!** The beauty of longer, lower, more arresting lines—of striking Duco colors. Beauty emphasized by higher radiator, smaller wheels and sweeping full-crown fenders. Beauty expressed in the best American tradition—and with a mastery which lends new lustre to that famous emblem, *Body by Fisher.*

**American stamina!** The stamina of an engine with 212 cu. in. displacement. The largest used in a six of Oakland's price. An

engine which left the General Motors' Proving Ground with a golden reputation.

Power, snap and silence beyond all expectation. And with the longer, heavier chassis and notable new features of design—it is a source of staunchness offering endurance hitherto undreamed-of.

Bigger, better, brilliantly beautiful! Meeting every American demand for reliability, style and performance! Offered at new low prices! Here, at last, is the All-American Six—the All-American value.

## NEW LOW PRICES

2-DOOR SEDAN \$1045

Landau Coupe - \$1045 Cabriolet - \$1145  
Sport Roadster - \$1075 4-Door Sedan - \$1145  
Landau Sedan \$1265

Pontiac Six, reduced prices, \$745 to \$925. Pontiac De Luxe Delivery, \$585 to \$770. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

## VICK BROS.

Associate Dealers: Miller Motor Co., Albany, Oregon; Fred T. Bilyeu, Seio, Oregon; E. E. Taylor, Lebanon, Oregon; Silverton Motor Car Co., Silverton, Oregon; Geo. Dorr, Woodburn, Oregon; C. J. Sheave & Son Dallas, Oregon; Harrisburg Garage, Harrisburg, Oregon; Johnson Motor Sales Co., Corvallis, Ore.

## OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS