

DUAL TYPE OF LIGHTS ASKED FOR ALL CARS

Driving Beam From One Light to be Focused With Touring Beam

Automobile headlights so constructed that one lamp contains a "driving" beam and the other a "touring" beam are believed by one expert to hold promise of eliminating the dangers of night driving.

H. H. Allen of the bureau of standards sees no reason why both headlights should be constructed with the same kind of beams, as they are now.

He suggests that the "driving" beam be placed in the right headlight to be used when approaching other cars. It should have a wide, horizontal spread of light of from 60 to 80 degrees, depressed to produce a brilliant foreground illumination. That would insure good definition of the road shoulders, which Allen says is imperative to safe driving.

Visibility Assured
The "touring" beam would have a horizontal spread of from only 15 to 30 degrees and would concentrate its light in a vertical spread of from six to eight degrees. This would insure visibility at distances safe for driving at touring speeds, while not facing headlights of other cars.

A small lamp of low candlepower would be used in the left headlight when the "driving" beam of the right headlight is exclusively in use, while a small lamp in the right headlight would serve the same purpose under touring conditions.

Allen says that the hundreds of sight driving tests which he has conducted for the bureau of standards convince him that too much emphasis has been placed upon the effects of glaring headlights in the eyes of passing drivers.

He believes it is far more important that the motorist be assured adequate visibility of the road shoulder at all times, regardless of headlight glare.

Bureau of Standards Approves
The bureau of standards research has definitely established that when two cars equipped with the same kind of headlight sufficient to insure visibility for safe driving at touring speeds, approach each other, the distance at which either driver can recognize objects on the road is cut down to 100 feet.

Allen says that when two cars approach each other, the need for increased foreground illumination increases and the necessity for good definition of road boundaries, particularly the right hand shoulder, becomes imperative.

Roomy Bodies Feature of Plymouth Car



IT WON'T BE LONG NOW before the Plymouth four door sedan here shown near the end of the assembly line at the new Plymouth plant is a completed product, carrying a satisfied owner swiftly and smoothly over the road. The exceptional roominess of the full sized body is particularly evidenced in the photo which shows it being lowered from overhead traveling crane to the chassis.

General Petroleum Putting Big Plant in at Rose City

According to D. C. Brees, district manager here for the General Petroleum corporation, approximately \$200,000.00 is to be spent during the next three months in enlarging the storage and loading facilities at the corporation's Linnton terminal. Present plans provide for the construction of two 59,000 barrel storage tanks, additional spur tracks and loading spouts. The storage tanks will be covered with Gallagher Floating roofs and will be enclosed in a 26-foot concrete firewall, said to be the highest yet to be constructed in Oregon.

Mr. Brees points out that, to the average motorist reference to storage tank capacities in terms of barrels may be somewhat misleading. To have a clear conception of the vast size of the two 59,000 barrel tanks now being built to accommodate Violet Ray gasoline it is necessary to reduce the total storage capacity to terms of gallons, the measure regularly employed at General Independent Dealers' stations. When this is done it is found that each tank will accommodate 2,478,000 gallons of Violet Ray gasoline or a combined storage just short of five million gallons.

Regulations forcing drivers to dim their lights are viewed by him as a menace to safe driving because they make sufficient illumination of the road impossible when it is most imperative to safety.

Stick landing contest stopped within 11 feet of the given mark. The other race was won by Art Ayres of Alameda, over a 20.8 mile course, using the same type plane as Franklin Rose.

SAN DIEGO WOMAN WINS AIR CONTEST

Miss Marvel Crosson, well known San Diego aviatix, won the Associated speed-special for women at the Oakland airport 13, the 15.6 miles in an OX-5 Waco.

It is interesting to note that this was the first all women's race to be held in the United States and was sponsored by the Associated Oil company who offered a first prize of \$150 and \$100 to second place, which was won by Miss Maxine Dunlap of Alameda.

Miss Crosson used Associated Aviation gasoline and Cyoel Aero Oil as did the winners of the three other feature contests of the afternoon. Ray Moore of Oakland piloted his Travelaire OX-5 to victory in the 20.8 miles Derby; Franklin Rose won the 26 mile pursuit race in his Stearman; Wright J-5 biplane, and W. D. "Denny" Wright won the Dead

FIRESTONE NOW IS ON TOUR OF COAST

Harvey S. Firestone, now making a tour of the west, is rated one of the great industrialists of the world.

Accompanying Mr. Firestone on his tour are two sons, Harvey S. Firestone, Jr., and Russell A. Firestone, both of whom are active in the Firestone organization. Harvey S. Firestone, Jr., is in charge of the great Firestone Liberman project, while Russell Firestone among his many other activities, is vice president of the Firestone Tire & Rubber Company of California, whose new \$7,000,000 factory at Los Angeles serves the West with Firestone tires.

Long before the advent of the automobile, Mr. Firestone was connected with vehicular transportation; first as manager of a Detroit carriage house and then as a manufacturer of rubber-tired wheels for carriages.

On August 3, 1900 the Firestone Tire & Rubber company was organized, with a capital stock of \$50,000 of which \$20,000 was in cash. With a small working capital, a bookkeeper and a stenographer, this young company began to make its impress upon the industry it was destined to serve.

Y. M. C. A. ELECTS CENTRALIA, Wash., April 25.—(AP)—George P. Winchell of Eugene, Ore., was elected president of the northwest council of the Y. M. C. A. in session here today, succeeding A. C. Hinckley of Pocatello, Idaho.

Making Your Car Look Like New

COLORS FOR COMMERCIAL WAGONS
Article 111.
By HOWARD KEICHAM
Director, Daco Color Advisory Service

A GOOD deal of attention has been given during the past year to the refinishing of buses and delivery wagons for, with the increasing use of individual and striking color schemes in motor cars in general, the days of the old time black commercial vehicle are about over. There are several things to be considered in providing an attractive and suitable color scheme for such vehicles. A good deal depends upon what the purpose of the vehicle is. Vivid red is a good color for a fire engine but it would not be so good on a florist's wagon. Old fashioned common sense will dictate the proper viewpoint to every owner.

Certain types of delivery wagons with closed bodies and severe body lines call for colors that will not accent the unattractive features of the design. In this connection, cold, dark shades of blue and dark chocolate browns are excellent colors. Good examples of these colors from which to choose are: Overland blue, Byram blue, La Tosca blue, Gettysburg blue, Thorne brown, Lackawanna brown, rich loam, which is a gray brown, Fallowfield brown. Both the dark blue and the brown take silver, gold, cream vermillion and orange as a trim or lettering color.

The attractive appearance of any colored object is accomplished by close attention to detail. Visibility is an asset to attention value in this type of vehicle, and, as such, warrants careful consideration in using the secondary

or accent color to good advantage. Shop keepers in all sections of the United States are commencing to appreciate the appearance value of their delivery carts. Shades of orchid, violet, rose and delicate blue tints have been adopted generally by the florists as symbols of their trade. Each florist has been able to use secondary and tertiary colors in such a way as to assure individuality for his own vehicles and in this way he has been able to establish trademark value for his wagons.

Garish colors for business vehicles are now passe. We have begun to agree with the early Egyptians that harshness and lack of harmony offend but that brilliance and richness can be effected in good taste. Early colorists studied nature for their color schemes and learned how to create subtle harmonies. Nature still teaches us. The attractive color grouping in the orchid, the subdued green and blue of earth and sky, the rare colorings of birds and fish, the hues of precious stones, all supply us with hints for the use of colors.

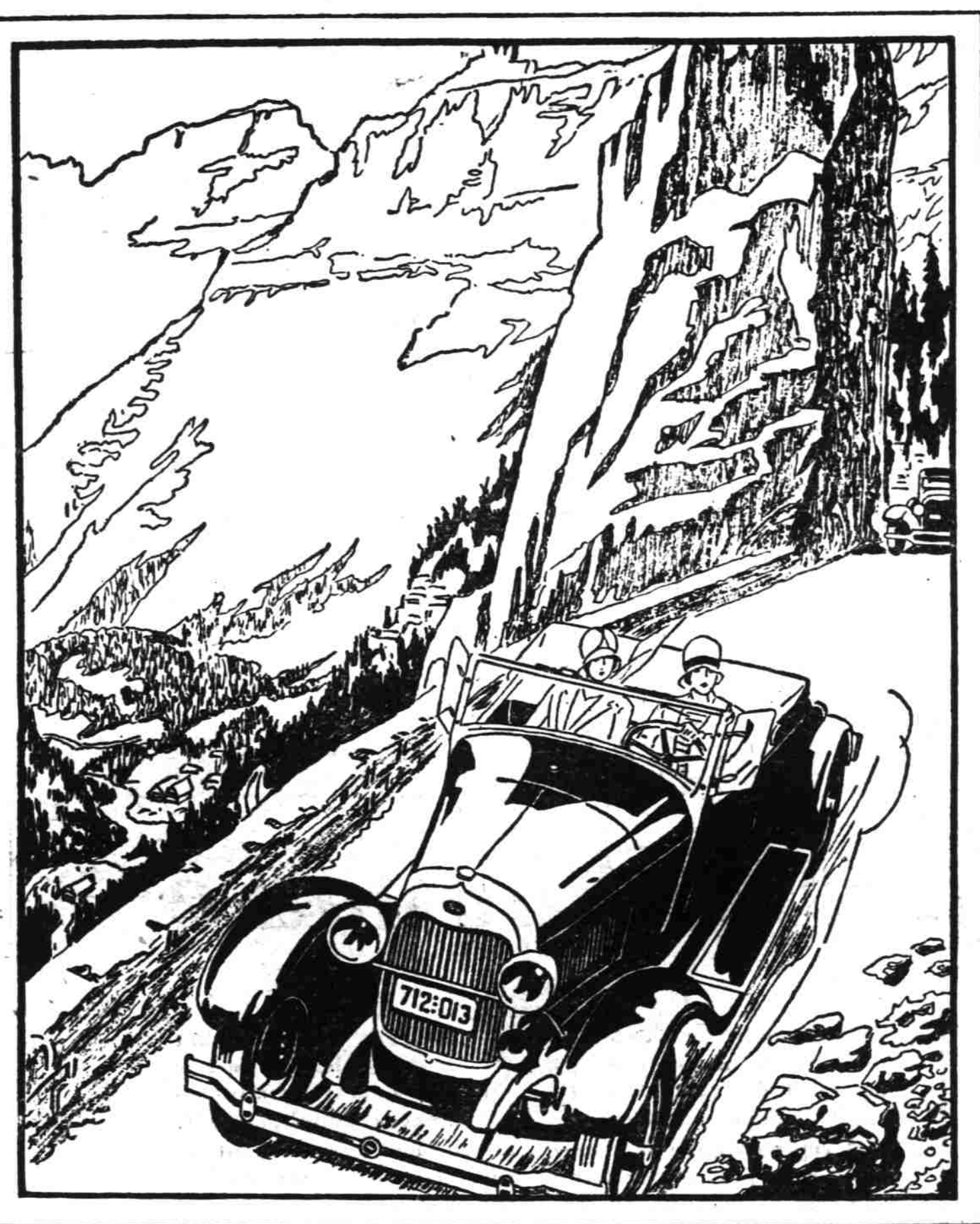
Laundry wagons look crisp and attractive in white, pale yellows, light blues and tints of green. Such colors as yellow violet, Cinderella Gold, brilliant gold, Storm Cloud blue, darker than Mist blue, Mountain Mist blue, blue with considerable gray, Bay Tree green, Verdancia green, light green, and Water-Glo green lend themselves effectively to the decorative motif. Blues may be used effectively on white or yellow base colors. White contrasts splendidly when used on blue and

green, yellow or pale gold. Bronze is effective on pale greens similar to those described above.

The growing use of motor hearses has given rise to some perplexity as to what may be done with them in the way of color. The feeling is that, just because hearses have always been black or white is no reason they always should be. Any more than just because fenders were black for a long time, they must remain black. One of the newest types of motor-hearses seats about 30 people and carries the casket as well. Such blue one or the maroon, and still be proper to the spirit of their use. Lavin maroon with black and gold is in good taste, as also are Pomeroy brown and Pyramid gray with a black stripe on the brown, or Pewter (old green gray) and Blue Gray (trimmed with silver, or Rancocas Beige and Light Frost Maroon with gold on the maroon, or Dusk Ross with silver and black or silver and Lavlin.

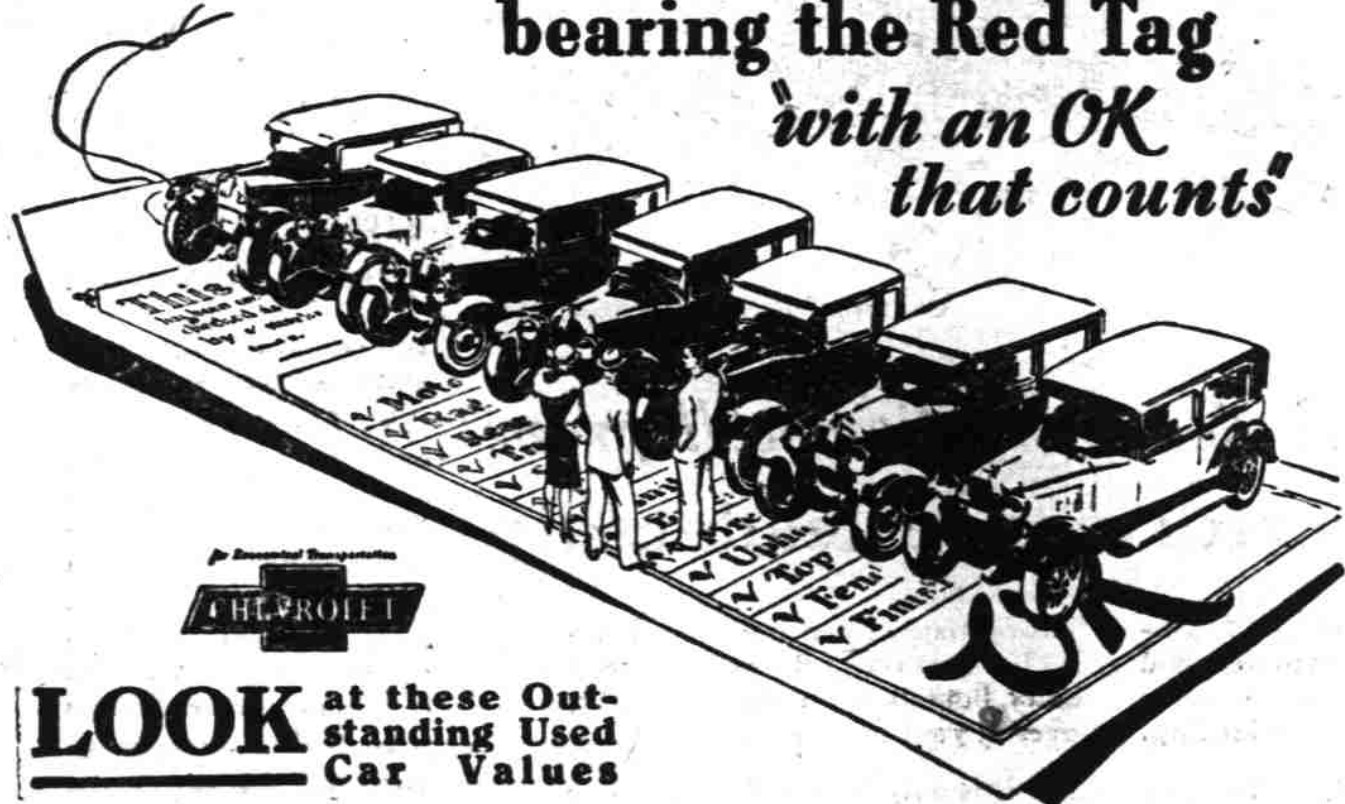
Men's and women's specialty shops are using properly combined colors to express the feeling of their services also. Many of them are tasteful and distinctive and seem to express the meaning of the vehicle very well. Browns and beiges, the popular colors of the year, predominate. Some examples in favor are Rust Gold and Premier Dark Tan with gold lettering in tan, Metropole and Rendezvous Gray with silver lettering on the gray, leaf Brown and Prairie Grass with black or yellow on the Prairie Grass.

New features now in The Oregon Statesman daily, "Polly and Her Pals," "Tillie, the Toller," "Little Annie Rooney," and "Toots and Casper."



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Chevrolet 27 Coach. A dandy small family car. Runs perfectly, has all accessories and good tires. \$160 down, and \$25 per month.

Chevrolet 26 Sedan. This car has the 4-door body and looks very good, nearly new tires and fully equipped. Small down payment and \$25 per month.

Chevrolet 28 Coach. This car is perfect. Full equipment and looks like new. Trade in your open car and pay the balance in easy monthly payments.

OUR used car department is operated under the famous Chevrolet Red O.K. Tag system. Under this plan, we attach the Chevrolet Red O.K. Tag to the radiator cap of every reconditioned car—showing exactly what vital units of the car have been checked or reconditioned by our expert mechanics.

We believe that no fairer system of used car merchandising has ever been worked out—for it assures the customer honest value.

Due to the great popularity of the new Chevrolet Six, we have on hand at this time a wide selection of "O.K.'d" used cars taken in trade on new cars. Come in and look them over. You are sure to find exactly the car you want at a price that will amaze you. Terms are exceptionally easy.

Smooth riding ease and restful comfort make the new Ford an especially good car for women to drive

WHEN you see the new Ford, you are impressed instantly by its low, trim, graceful lines and the beauty of its two-tone color harmonies.

As you watch it in traffic and on the open road you can note how quickly it accelerates and get some idea, too, of its abundant speed and power.

But only by driving the new Ford yourself can you fully appreciate the easy-riding comfort that is such an outstanding feature of this great new car.

One reason, of course, is the use of four Houdaille hydraulic shock absorbers, formerly furnished as standard equipment on only the most expensive automobiles. Yet

even Houdaille shock absorbers of themselves do not account for the complete riding comfort of the new Ford.

Equally important are the design and construction of the new transverse springs, the low center of gravity, and what engineers speak of as the low ratio of unsprung weight to the sprung weight of the car.

All of these factors combine to soften or eliminate the force of road shocks and to make the new Ford an exceptionally comfortable and easy-riding car at all speeds. Even rough roads may be taken at a reasonably fast pace without hard jolts or bumps or the exaggerated bouncing rebound which

is the cause of most motoring fatigue.

You have a feeling of mental comfort, too, in driving the new Ford because of its sturdy frame and body, mechanical reliability, the safety of its fully enclosed six-brake system and Triplex shatter-proof glass windshield. This freedom from mechanical trouble—this security—means a great deal to every woman who drives a car.

Prove this for yourself by calling or telephoning for a demonstration. We will gladly bring the new Ford to your home so that you may know, from your own experience, the many features that make it such a good car to own and drive.



Note these low prices:
Roadster, \$450 Phaeton, \$460 Tudor Sedan, \$525 Business Coupe, \$525
Coupe, \$550 Sport Coupe, with rumble seat, \$550 Fordor Sedan, \$625
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