

General Interest to People of Willamette Valley

Buick Excellence Result of Lengthy Development Idea

The striking thing about the new Buick line for 1921 is not the graceful design, the beautiful finish or the general improved appearance of the Buick. Rather, it is the mechanical excellence of the car, says Otto J. Wilson, local agent.

"When the season opened, a wave of enthusiasm was created among buyers over the new body lines. As the months passed, and more and more Buick cars have gone into the hands of owners, this enthusiasm has become a permanent thing and along with it, there has grown the realization of what a wonderful machine the new Buick is proving to be.

"Careful buyers — interested solely in motor car values — are selecting Buick not so much for its distinctive beauty as for its sound mechanical excellence. Of course, they want comfortable and pleasant transportation, but, more especially, they want dependable transportation, the kind that only a well-engineered car can deliver.

"Buick cars have always been known for their long and consistent performance. And the cars of the present season are reflecting the even greater achievement

Milwaukee Utilizes Motorcycle To Serve As Emergency Engine



Milwaukee is the first city in America to adopt a motorcycle "fire engine." At a recent fire cycle "engine" was given a test. The speedy "engine," equipped with eight extinguishers and with its crew of two, reached the scene of the blaze long before the slow-moving apparatus. With the extinguishers the two firemen put out the fire, which had been permitted to burn the few minutes before the apparatus arrived, might have caused considerable damage. Another feature of the new "engine" is its ability to dash around corners and rough narrow alleyways. It is always ready for use at a moment's notice.

Top Speed Of Horses Is Neared

Expert Says Development of Fast Animals To Be Slow In Future.

Lexington, Ky., April 22.—The limit in speed of trotting and running horses has almost been reached, according to Prof. W. R. Anderson, of the animal husbandry department of the Kentucky State College of Agriculture. Improvement in the future will be much slower than at any time in years passed, he said.

Prof. Anderson has been making a special study of record-holding "Standard-bred" trotters and "Thoroughbred" runners, and based his conclusions on a study of records and histories of the animals covering a period of more than 50 years.

In 60 years, the record of three-year-old trotters has been lowered from 2.40 to 2.02 1/2, a reduction of 37 1/2 seconds, Prof. Anderson finds. In 48 years the American record of running horses, over a distance of one mile, has been lowered from 1.42 1/2 to 1.34 4-5, a reduction of six and four-fifths seconds. Neither breed has failed to make improvement during a generation, according to Prof. Anderson, and in some cases, improvement has been so rapid that many new records have been made in the life of a single horse.

The gradual improvement in the speed of trotting horses, according to Prof. Anderson, is shown in 1914 the prediction was made clearly by the records of three-year-olds and the years they were made. These are as follows:

1860—Elvira Whiteside, 2.39; 1874—Lady Stout, 2.29; 1883—Hinda Rose, 2.19 1/2; 1889—Ax-tell, 1.14; 1892—Arion, 2.10 1/2; 1916—Colorado E., 2.04 1/2; 1914—Peter Volo, 2.03 1/2; 1917—The Real Lady, 2.03, and 1920—Sister Bertha, 2.02 1/2.

When Peter Volo established his unexpected race record of 2.03 1/2 that the limit of speed for his age had been reached, but Miss Bertha Dillon equaled the record in 1917 while The Real Lady cut one-half second off it. Three years later, Sister Bertha, a full sister of Miss Bertha Dillon, placed the time at 2.02 1/2. Prof. Anderson said that there are reasons to believe that the ambition of breeders to place the three-year-old record at two minutes may be realized.

Peter the Great, Stoughton A. Fletcher's great stallion, has played an important part in the improvement of trotting horses, according to Prof. Anderson. The great sire has produced 59 horses which have made records from 2:19 down to 2:01 1/2. He also sired Miss Harris M., which holds the record as the fastest pacing mare in the world with a mark of 1:54 1/2.

Some idea of the progress made by running horses, according to the professor, may be obtained from a record of their achievements which follow:

1872—Alarm, 1.42 1/2; 1875—Bardier, 1.41 1/2; 1877—Ten Brock (against time) 1.39 1/2; 1889—Racine, 1.38 1/2 and Salsator (straight course) 1.35 1/2; 1908—Voter and Orimar, 1.32; 1901—Brigadier, 1.37 4-5; 1902—Black Welles, 1.37 3-5; 1908—Center Shot, 1.37 1-5; 1914—Am-ald, 1.36 1/2; 1915—Su Brier, 1.36 1-5; 1918—Roamer (against time) 1.34 4-5; and 1920—Man O'War, 1.33 4-5.

of Buick engineers in building Buick cars of unusual value—value that is brought home with ever-increasing emphasis the longer the cars are run.

"Buick mechanical excellence has not just happened. It has taken twenty years to develop the Buick chassis to its present high state of efficiency through the proper design and co-ordination of the various mechanical units. Great emphasis has been laid on the design and manufacture of each part, but always with the balance and proportion of the car as a whole, in mind.

"The smallest details of construction have received thorough attention, resulting in the thorough consistency of Buick.

"And this result has been obtained through the correct relation between power and load, comfort and safety, performance and durability—considerations that establish the Buick as an efficient machine. Admired for its beauty, Buick carries with it that greater essential—mechanical excellence—by which it can be favorably judged in the most critical manner by the buyer."

One Hundred Oldsmobiles In Portland Order

Portland, Or., April 23.—An entire trainload of Oldsmobile cars, over 100 automobiles in all, will start west within a few days, consigned to the Oldsmobile company of Oregon, distributors of the Olds car throughout Oregon and in the southern tier of counties in Washington. This shipment, the largest to be arranged for Oregon thus far this year and the first full trainload of cars to be sent to this district for many months, is a striking answer to the sentiment expressed by those who are not familiar with the situation that the automobile business is at low ebb and that the saturation point is being reached.

As a matter of fact a rust of spring business has been reported by automobile dealers all along the row, and a shortage of new cars is feared because of the fact that the retailers, distributors and even the factories have been playing the cautious game and are not now stocked up sufficiently to handle a strong spring demand.

To arrange for the big shipment of Oldsmobile to Oregon Ed Cohen, head of the Oldsmobile company here, left for the east a short time ago and is now at the factory concluding the arrangements. The train should start west during the coming week, according to word received from him by Arnold Cohen here. There will be between 25 and 30 carloads in the consignment, which will mean well over 100 automobiles. All three models, the eight, six and the new four will be included in the shipment, with a wide variety of bodies.



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Harry W. Scott "The Cycle Man" 147 S. Commercial Street

Value of Auto To Farmer Proven by Number Now Used

"The value of automobiles to the farmer is proved by the numbers he uses," says T. G. Delano, of the Salem Automobile company.

"Authorities estimate that nearly one-third of the number of automobiles in the country are operated by the farmers. Yet the farmer by no means constitutes one-third of our population.

"This illustrates the utility of the automobile where transportation is of utmost importance. In the city there are many methods of transportation. On the farm the automobile is rapidly being established as the only way to transport oneself and one's goods with any degree of efficiency.

"And this fact becomes more

striking when we consider that of all the cars sold last year, 60 per cent, or nearly two-thirds of the number, were purchased by the rural population.

"Of course this also includes some suburbanites. But their need is similar to that of the farmer. They have the same problem of getting to town and back. And the motor car is solving it in a way that is most efficient.

"There is no doubt that the usefulness of automobiles to the farmer is increasing. The experience he has gained in the use of the motor car has taught his countless ways of extending its service in his daily work.

"A great proportion of all the cars purchased by farmers last year were of the thousand dollar type and under. This naturally indicates the opinion of the farmer in regard to lighter weight cars, for these are the type which work the majority of last year's car sales."

It Trues Crank Shafts A hand-operated tool has been invented for truing up automobile crank shafts.

Make Effort to Lift Bermuda Ban on Motors

Hamilton, Bermuda, April 22.—Renewed efforts to enact a law permitting the use of automobiles in Bermuda have been made this spring by members of the Bermuda assembly.

These islands have held out thus far against what is considered a "dangerous innovation" but there is a strong party for rapid transit.

The chief opponents of automobiles are American winter residents and tourists. Mrs. Vincent Astor, of New York, who has been occupying a residence on Hamilton harbor for the last two seasons, sent a letter to the local newspaper objecting to their introduction on the island.

As this colony has only a little more than 19 square miles of area, visitors do not regard motor trans-

port as a necessity. Since the island of Nantucket admitted automobiles, this is about the only civilized place from which they are barred.

Transmission Noise. A humming noise in the trans-

mission case is very likely due to an excess of heavy grease. The case should never be more than two-thirds full, and oil is the proper lubricant, not grease. It mowers in front of it so that the gearbox means faulty lubrication somewhere.



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