

MOTOR SHIPMENTS A BIG FACTOR IN RAIL PROFITS

This Traffic Passed Peaks of all Previous Years

MANY ITEMS NOT LISTED

Would Take Entire Railroad Facilities 10 Days to Handle Automotive Freight

Coincident with the announcement of the record earnings by railroads in 1925 comes the statement that rail shipment of motor products passed all previous peaks during the same year. The total of freight carloads of automotive products hauled by the railroads was 3,040,000 in 1925 according to J. S. Marvin, chairman of the traffic managers conference, national automobile chamber of commerce.

"The record railroad earnings coupled with the record carload shipments of motor products are significant of the co-ordinate interest of all lines of transportation," says the statement.

"Motor transport is one of the major customers of railroads and, more important still, it aids the rail lines in developing national resources and wealth. Just as the railroad is more economical in long haul transportation, so in many forms of short haul travel the motor vehicle is the most efficient."

Total automotive freight, including shipments of motor cars and parts, gasoline used in automobiles, road-building material and kindred freight, during the year 1925, is estimated at 3,040,000.

Many other items such as building materials and equipment for factories and garages, less than carload shipments of parts and accessories and express matter, are not included because there is no separate classification for these.

Nearly Ten Days to Move

Statisticians find that it would take all the passenger and freight locomotives and all of the various kinds of freight cars of the railroad nearly 10 days to handle this business at one time; all of which is another way of stating the fact that of 51,172,902 carloads of freight of all kinds handled by the railroads in 1925, more than three million carloads were induced by the manufacture and use of motor cars.

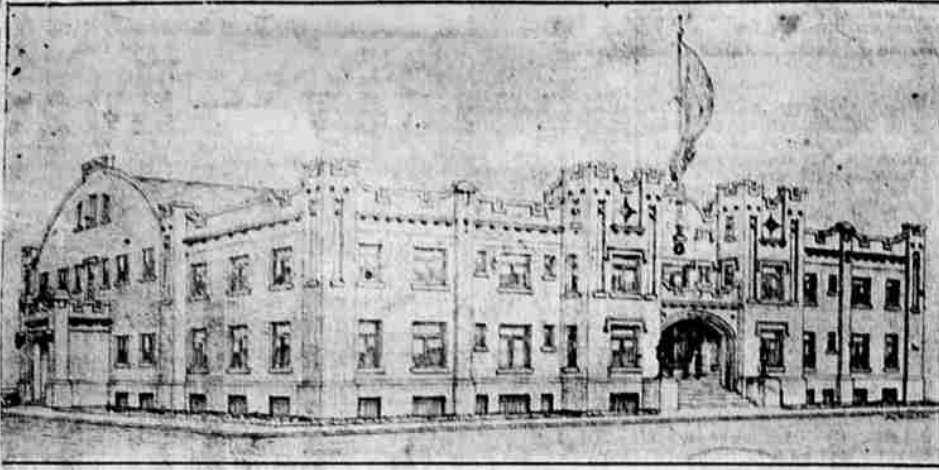
The importance of this business to railroads is emphasized by comparison with the shipping of other principal commodities in 1925. Coal leads with 3,868,332 carloads, followed by forest products 3,741,068, grain and grain products 2,390,199, ore 2,018,854, live stock 1,635,252. Shipments of automobiles and parts alone during the year approximated 320,000 carloads compared with 740,578 in 1924.

Close Study Given to Safety First Problems

While there is no doubt but what the automobile is nearing mechanical perfection, it is not likely that inventors ever will design a contrivance that will make a car safe in the hands of an unreliable operator or make pedestrians fool-proof, according to W. H. Cameron of the national safety council.

"Automotive engineers are constantly improving automobile brakes, lights, bumpers, windshields, tail signals, fenders, body construction," he says, "but the vehicle remains a potentially dangerous instrument. Today the auto-

Eugene Armory Scene of Annual Automobile Show



Dealers to stage motor exhibit and fashion revue within these walls for four days, commencing Thursday of this week. There will be a representative showing of the very latest models in motordom. Another feature of the show is a fashion revue with graceful mannequins posing in the latest creations of feminine apparel from the offerings of local shops and stores. In addition to this entertainment the "Motor Follies" will be staged in a merry melange of musical acts, vaudeville specialties and dancing acts. Novak's Vaudeville, artists in jazz harmonies, round out an ensemble of players that will prove to be an added lure to the display of the best that motordom can turn out in the lines of automobiles.

motive industry is strongly behind the national safety movement and it is not the fault of the manufacturers that accidents are caused by reckless drivers and pedestrians, who will not stop, look and listen before proceeding to cross the street.

"Equal rights to the highways are possessed by motorists and pedestrians. But the trouble is that while we are pedestrians we are inclined to blame motorists for carelessness and vice versa when we are in a car. We must realize that there have to be certain places and certain times when the driver has the right of way belongs to the pedestrian."

"Intelligent traffic regulation is the need of the hour. To date efforts to regulate traffic have not met with universal success. Today numerous organizations, committees and authorities are giving much of their time and funds to studying and prescribing methods of traffic control. Most of these endeavors are well worth while and some constructive results should follow the various activities."

INTERIOR MIRROR HELPS NEW SAFETY DEVICE AID TO CAREFUL DRIVERS

In these days of congested traffic, not only on the highways, but on the highways, the attention of the careful driver is constantly riveted on the road.

Along with this necessity comes the need of increased vigilance in keeping a watchful eye on traffic coming up in the rear.

Perhaps no device for automobiles has combined to such a high degree, the elements of safety and convenience as the rear view mirror. Its efficiency is even more appreciated after a person has driven a car equipped with a mirror and then one not so equipped.

Overhauling of Autos Not Practiced of Late

"There is very little overhauling any more," said a man who has had wide experience in the automobile repair business the other day. "You take the average passenger car today. It is run one or two years—say ten to fifteen thousand miles—and then turned in as a trade on a new one. The dealer tightens it up, touches up the blemishes and sells it as quickly as possible for what it will bring. Then it runs along, maybe another five thousand miles, and then the cylinders may be rebored, it is a pretty good car in most respects, bearings renewed and all loose parts again tightened up. It is then run, by one or two other owners, for two or three years more, when it is completely 'shot'."

"And this being very largely true, for reasons beyond the power of any individual to control, it is easy to see why the demand for replacement parts is sporadic, incalculable, and very difficult to meet by systematic means. It is in other words, a market entirely without form, and therefore a pretty difficult market to 'gues'."

"But, on the other hand, it is a market of tremendous volume and one that seems destined to go on growing. That makes it well worth study and cultivation, so far as profitable methods for its culture may be found possible of development."

"Fading" Borrowed from Mystic Realm of Radio

Recently a new term "fading" made its appearance in automobile merchandising literature.

As applied to motoring, fading refers to the little interruptions to service, the development of irregularities which sends one to the service station and which, as the automobile expert points out, is less noticeable in the better-built cars.

"We can speak of motor car performance as being free from 'fading' when one can drive long distances day after day without having the petty annoyances appear," says the author of this merchandising literature. "I believe the word may come to

distinguish the kind of motoring one obtains from a high-grade automobile as compared with the ordinary."

Chain Abrasions See that your skid-chains are not so tight that they gouge into the tread and fabric carcass of your tire.

Repair cuts and worn spots promptly.

Harry H. Bassett, president of the Buick Motor company, said recently that there is grave danger of the American automobile owner losing the benefit of the automobile tax reduction authorized by congress through the increased cost of equipping the cars with tires.

"We are threatened with high rubber prices as long as the present situation lasts," said Mr. Bassett. "The national automobile chamber of commerce will attempt to produce lower priced rubber by organizing a ten million dollar

COMBAT PRICE OF RUBBER

BUICK OWNERS ADVISED TO CONSERVE TIRES

Engineering Department Compiles Set of Rules to be Followed in Order to Get Results

The Buick Motor company is, in its advertising, urging Buick owners all over the country to help combat the present high price of rubber by conserving tires as much as possible. The company advocates careful driving and frequent inspection and repair of minor injuries as aids in obtaining maximum mileage from a set of tires.

The engineering department has compiled a set of rules to be followed in order to get full service from tires. They are: Avoid sudden stops. Don't let the tires slide along the pavement. Avoid sharp turns. Take corners slowly.

Don't bridle a tire by running into a curb or other obstruction. Don't scrap the tires by running too close to a curb. Keep out of car tracks and deep ruts.

Repair cuts and worn spots promptly.

Harry H. Bassett, president of the Buick Motor company, said recently that there is grave danger of the American automobile owner losing the benefit of the automobile tax reduction authorized by congress through the increased cost of equipping the cars with tires.

"We are threatened with high rubber prices as long as the present situation lasts," said Mr. Bassett. "The national automobile chamber of commerce will attempt to produce lower priced rubber by organizing a ten million dollar

DODGE BROS. SET RECORD

WEEK ENDING JANUARY 18 TOPS ALL OTHERS

Total deliveries for the week ending January 18 exceeded those of any January week in Dodge Brothers history, it was announced today. Even more remarkable, it is pointed out, is the fact that it was one of the largest of all weeks, winter or summer.

Total deliveries by dealers to purchasers last week were 4188 Dodge Brothers motor cars and Graham Brothers trucks. This exceeds the corresponding week of 1925 by practically 100 per cent and is an increase of 1843 units over the preceding week of 1926. These figures do not include Canadian or overseas deliveries.

New orders taken by dealers for late delivery show an equally remarkable increase, from 2111 for the week ending January 9 to 4441 for the week ending January 16, a gain of 2330 units. Figures indicate a new high in point of actual delivery last week.

The figures quoted here are to do with factory deliveries. The trend of business, as presented by the Dodge Brothers executive staff, is in a most optimistic way. "In the past few weeks the extraordinary increase announced by the new year," says the Dodge Brothers executive staff, "is a reflection of the confidence of the public in Dodge Brothers."

A Linguistic Paradox

Crawford—"So you can't understand why your boy in college flunked in all the foreign languages?"

Crabshaw—"No; it's a mystery to me. He picked up all the college yells in no time."—Legion Weekly.

DODGE BROS. SET RECORD

WEEK ENDING JANUARY 18 TOPS ALL OTHERS

Total deliveries for the week ending January 18 exceeded those of any January week in Dodge Brothers history, it was announced today. Even more remarkable, it is pointed out, is the fact that it was one of the largest of all weeks, winter or summer.

Total deliveries by dealers to purchasers last week were 4188 Dodge Brothers motor cars and Graham Brothers trucks. This exceeds the corresponding week of 1925 by practically 100 per cent and is an increase of 1843 units over the preceding week of 1926. These figures do not include Canadian or overseas deliveries.

New orders taken by dealers for late delivery show an equally remarkable increase, from 2111 for the week ending January 9 to 4441 for the week ending January 16, a gain of 2330 units. Figures indicate a new high in point of actual delivery last week.

The figures quoted here are to do with factory deliveries. The trend of business, as presented by the Dodge Brothers executive staff, is in a most optimistic way. "In the past few weeks the extraordinary increase announced by the new year," says the Dodge Brothers executive staff, "is a reflection of the confidence of the public in Dodge Brothers."

A Linguistic Paradox

Crawford—"So you can't understand why your boy in college flunked in all the foreign languages?"

Crabshaw—"No; it's a mystery to me. He picked up all the college yells in no time."—Legion Weekly.

These are the thousands who are buying

The New-Day JEWETT SIX

SALESMEN, doctors and business men find that The New-Day Jewett gets them through crowded traffic more quickly, easily and surely than any car they've ever driven.

Women who drive praise its remarkable ease of handling—and all women are enthusiastic over the roomy comfort of its tastefully appointed body.

Cautious drivers take the wheel of this New-Day Jewett with a new confidence—

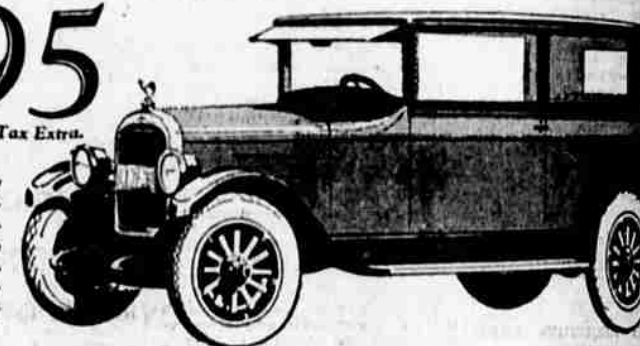
skillful drivers find in it a ready and quick response to their slightest wish that puts a new joy into driving.

Is it any wonder that even the enlarged facilities of the great new Paige factories should be taxed to capacity to supply the demand for this truly new-day motor car?

Drive this New-Day Jewett—just once—and you, too, will never be content with a less able car.

\$995

f. o. b. Detroit. Tax Extra.



The New-Day Jewett may be purchased on time payments through one of the most attractive plans ever offered. Ask for details.

H. J. BRINGLE MOTOR CO.

Cor. Ninth and Olive Telephone 627

for Economical Transportation




C. E. Gambill, President of National Automobile Dealers Association, inspects greatest collection of testimonial letters ever received in one year by any automobile company.

This illustration is drawn from actual photograph.

50,000 Testimonials!

In 1925 Chevrolet had its greatest year. During that time more than 50,000 testimonials were sent to the Chevrolet Motor Company by owners. This tremendous avalanche of evidence indicates the public appreciation of the car and its performance.

In 1926 Chevrolet offers the Improved Chevrolet at New Low Prices—thus giving the public in greater degree than ever before—

QUALITY AT LOW COST

- The Touring Car . . \$510
 - The Roadster . . . \$510
 - The Coupe . . . \$645
 - The Coach . . . \$645
 - The Sedan . . . \$735
 - The Landau . . . \$765
 - 1/2 Ton Truck . . \$395
 - 1 Ton Truck . . . \$550
- All prices f. o. b. Flint, Michigan

Gannett Motor Co.

942 Olive Street Telephone 627



Leads the World in Motor Car Value



The New 4-Door SPECIAL SIX SEDAN, \$1315

4-Door ADVANCED SIX SEDAN, \$1525

F. O. B. FACTORY

- 4-wheel Brakes
- Full Balloon Tires
- 5 Disc Wheels
- Oil Purifier
- Gasoline Filter
- Air Cleaner
- Force-feed Lubrication
- Chase Velmo Mohair
- Velvet Seat Upholstery

C. L. DUNN MOTOR CO.

Corner Seventh and Oak Telephone 2271



First—In Grace and Beauty

CAR beauty contests have been a fad at the famous watering places of Europe for the past few seasons.

There where the wealth and fashion of all nations gather at play, the most luxurious special bodies, the world's finest motor cars, have been judged for beauty and distinction.

Americans can be proud that a standard American car has won first prize in such competition—and not once but eleven times!

Packard cars, entered by their private owners, have won first place for grace and beauty at Vichy, at Le Touquet, and at Aix-les-Bains in France. At Weisbaden, Neuenahr, Trier and Baden-Baden in Germany. At Oporto in Portugal. And now at Monte Carlo—that cosmopolitan center of luxury and beauty on the Riviera!

Such international acclaim confirms America's verdict—that the unchanging beauty and distinction of Packard lines have yet to be equaled or surpassed. Packard has set an enduring style.

Packard Eight and Packard Six both may be had in nine beautiful body types, four open and five enclosed

BANGS GARAGE

RAY O'DONNELL, Prop.

Eighth and Real Sts. Telephone 21

PACKARD EIGHT

ASK THE MAN WHO OWNS ONE