

SHIPMENTS OF HUPS BREAKING FORMER RECORD

With shipments of 26,943 cars during the first six months of 1926, the Hupp Motor Car corporation broke all its previous sales records. Both its first and second quarters were the largest in its history.

Shipments for the first half of the year surpassed those for the same period in 1925 by 39 per cent, and for the corresponding period in 1924 by 54 per cent.

During the first half of 1926 the company broke its previous largest single month's record for business volume three different times. March was the first to exceed the mark established last November. It was followed in turn by May and June, the latter attaining the highest figure the company has yet reached. The company's shipments of cars during June had a value in excess of \$7,500,000.

Retail sales by its distributors and dealers are estimated by O. C. Hutchinson, general sales manager, to have been from 45 to 50 per cent higher than those for the first half of 1925.

Of the company's total shipments, 90.6 were enclosed cars, the total reaching 24,408. Nearly 98 per cent of the Hupmobile sixes produced for the United States and Canada were closed models.

Charles D. Hastings, president and general manager, in commenting on the company's record business, pointed out that "Hupmobile expects to finish the year with an even larger gain than it registered during the first six months. July should virtually duplicate the record made in June. Every indication is for a continuance of splendid business for our distributors and dealers throughout the country the rest of the year. The demand for our cars, both sixes and eights, is continuing to grow steadily as more and more of them reach the public. We expect that close to 10,000 six cylinder cars and more than 15,000 eights will be sold during 1926. Both cars have registered a conspicuous success, with every indication that their demand will increase still further."

On July 1 the company had unfilled orders for \$2,500,000 worth of cars.

They Hop When This Sounds



The exhaust horn installed on the front of the car is meeting with a lot of favor. Here is a fair Studebaker owner with one of the horns from the Western Auto Supply company installed on her car.

The character and disposition of a motorist can often be determined by the manner in which he uses his horn.

A loud blast of the horn when but a few feet from a pedestrian, and the unnecessary use of it in traffic are but two of the ways in which a horn should not be used.

These ideas were expressed yesterday by L. R. Hiatt, local manager of the Western Auto Supply company.

"Although the electric horn is standard equipment on most cars, and its sound cannot be controlled, its volume can be considerably reduced," says Hiatt. "There is one horn whose volume can be regulated by the driver. This horn is known as the Aeromore exhaust signal."

"Driving safety in these days of heavy traffic lies to a large extent in a signal that can be heard at a greater distance—one that will warn the approaching car in time to avert an accident. This is especially true

of mountain travel, as safety in that region demands a good horn with a long carrying range.

"There are numerous times when a horn of the opposite type is needed, one that will give a warning in a low, pleasing voice. Pedestrians crossing the street, or children at play in the street must be warned without being startled, or disaster may result. Here again the Aeromore horn satisfactorily can be regulated to meet the occasion. The volume of its sound, like that in the human voice, can be raised from a whisper to a loud sound at the will of its owner."

ACCELERATOR EFFICIENCY

Keep the connection of the accelerator control well oiled, so that the gas can be applied slowly without jerking the car. If oiling does not remedy it, examine the spring and road adjustments for tension and leverage.

New Motor Fuel Discovery Lowers Cost of Mileage

After five years of experimental work and the expenditure of \$2,000,000 in developing manufacturing processes, the Petroleum Conversion corporation of New York has perfected a new motor fuel and has submitted it to the bureau of standards for analysis and test.

The new fuel, it is claimed, increases the mileage which can be obtained from a motor car, does away with carbon trouble and eliminates knocks. It is manufactured by a process invented by William J. Knox, a chemist.

According to Charles P. Tolman, representing the corporation in presenting the new fuel for test, the product can not be termed gasoline, since it has a different chemical composition. Its components include 36 per cent benzol, 20 per cent naphthenes and 44 per cent unsaturated compounds.

It is produced by applying heat directly to the crude petroleum, instead of heating the containers in which the petroleum has been placed, as is the case with gasoline refining. This is accomplished by passing heated gases through the crude.

In addition to reducing automobile operating costs through increased fuel mileage, the new product has a compression ratio of seven, which will make possible the reduction of the compression space in the engine. It is estimated that

4-WHEEL BRAKE CARS MARKED BY EUROPEANS

A triangle, large letter or other design at the back of a rear fender on a car does not signify that the owner has so many automobiles that he is obliged to mark them. Such a design or letter means that the car has been used in France or other European countries where the law requires that cars with four-wheel brakes shall be specially marked for the benefit of drivers of cars that may be following them and who might not otherwise be prepared for a quick stop by a four-wheel brake car.

This can be cut down by some 30 per cent.

Among those who are interested in the corporation and who have made financially possible the work carried on so far, are James C. Bennett, controller of the Westinghouse Electric & Mfg. Co.; J. F. Metton, chief engineer, and J. Harry Mull, president of the William Cramps & Sons Ship and Engine Building Co.; E. A. Stevens of the United States shipping board engineering staff, Maurice Coster, vice-president of Westinghouse, and a number of other men prominent in the business world.

The fire hazard season is here. Extinguish your fags and put out your camp fires.

Endurance of Car Is Pride of Most Owners of Today

Evidence that car owners and drivers take pride in the life and endurance of their cars is found in a unique list compiled by the Studebaker corporation of America. This list is the revised roster of Studebaker's 100,000-mile club, and shows 817 cars with mileage records equalling or exceeding 100,000 miles that are still in active service.

In March the company published a list of 274 owners as "charter" members of its 100,000-mile club. Immediately scores of letters began coming in from other Studebaker owners, offering proof of similar long service of their cars.

A taxi company in Rio de Janeiro, for instance, boasts of 15 Studebakers, each with a mileage of "150,000 kilometers" to its credit. A veteran car in South Africa, still carrying the royal mail, has already passed the 400,000-mile mark.

Such pride of ownership indicates an encouraging condition—that the motorist of today is intelligently endeavoring to secure the full life which the manufacturer builds into his cars.

Do not lean on the wheel when driving. Always have the hands on the lower part of the wheel; in driving this can be made very comfortable with the left elbow resting on the window of the car if desired.

Ford Truck With Wearability Tires Makes Long Jaunt

An interesting demonstration of CTC tire wearability was a tour recently completed by the Mitchell, Lewis & Staver company, Portland, operating a Ford truck equipped with auxiliary transmission and a Kingham trailer, for which they are agents, both units being equipped with CTC tires.

On this tour they covered practically every city in Oregon and southern Washington, giving demonstrations on the carrying capacity of the trailer under all road conditions and with different size loads of various products. In these demonstrations the CTC heavy duty commercial cords were selected. These demonstrations showed one of the interesting human characteristics, namely, that every dealer in the towns visited subjected the trailer and tires to severe and grueling tests, to be thoroughly convinced of the merit of these two products.

Several interesting examples are as follows: At Salem, 4,000 feet of fir lumber was hauled for the Copeland Lumber company over difficult demonstrating roads. At Hermiston, 76 bales of alfalfa hay that grossed 12,170 pounds, were hauled over unusually difficult roads. At Eugene, 960 feet of green fir logs, weighing over four tons, were hauled from the forest to the lumber mills over the usual type of mountainous corduroy roads.

The Greater OAKLAND SIX

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Impressively handsome in its finish of St. James Gray Duco with appropriate striping on body, hood and wheels, the GREATER OAKLAND SIX Landau Sedan inspires a fine pride of ownership which is vastly increased as the succeeding months and years fail to dim the flashing performance of its marvelous engine.

Standard equipment includes body by Fisher with one piece VV windshield, Duco finish, sun and rain visor, automatic windshield cleaner, rear-view mirror, nickel plated radiator shell, regulators on all side windows, roller shades, color enamel window garnish mouldings, dome light, foot rest, robe rail, door locks, transmission lock, wool velour upholstery, smoking case, nickel plated door handles, cowl lamps, double filament depressible beam headlights with foot control, tools, extra rim, four-wheel brakes, balloon tires, air cleaner, oil filter, full pressure oiling, interchangeable bronze-backed bearings, harmonic balancer and the exclusive Rubber Silenced Chassis.

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