

MOMENTOUS CHANGE SEEN IN MOTOR CAR BUYING

Tremendous inroads into the engine motor car market above \$1500 by eight cylinder cars within 18 months, with the likelihood of their complete dominance of that market shortly thereafter, is declared by Dabois Young, president of the Hupp Motor Car corporation, to be the next far-reaching factor in motor car buying.

In an interview with the Wall Street Journal, Mr. Young pointed out that he spoke from an experience of more than a dozen years with eight cylinder cars, four years of that time in the actual designing, testing, producing and marketing of the car which has been the largest selling car of the straight eight type ever since it was first produced.

Market of 100,000
"There is a market of at least 100,000 ready to adopt the straight eight as its car just as quickly as those persons realize the facts," he said. "That is why I am willing to go on record in this frank manner as predicting what is already the inception of an immediate and revolutionary change in the buying habits of that portion of the American public which is purchasing cars costing \$1500 and up."

"There are a dozen reasons why this is bound to happen. Three fundamental ones, however, point the way clearly. These are, first, the inexorable law of human choice; second, the continued and continual seeking of the American public for something better, and third, the history of the motor car industry."

"Sooner or later the law of human choice—the everlasting search for the most serviceable and efficient—puts every product, whether it be motor cars, clothing, jewelry or what not—into its proper place, assigns to it the market to which it belongs, fixes the price at which it can be sold, and even establishes—as in the case of motor cars, its social status beyond hope of change. Manufacturers do not arbitrarily make markets. People make them by their unremitting hunt for that which meets their needs and comes within reach of their pocketbooks."

Social Distinction
"The motor car industry has been remorselessly divided into market classes and social distinctions by the action of this irresistible law which is, at one and the same time, human and economic."

"Time was when the conception of the best that could be evolved from a motor car was to equip it with a thoroughly efficient four-cylinder engine. Prior to that was even a period when one and two-cylinder made a determined effort to prove their case with the public, which quickly passed them over and turned to the four."

"An interval of years ensued when fine four-cylinder cars literally commanded the world markets. They were sold at the highest prices and won the highest reputation."

"But the search for better motoring never stopped. Bit by bit the four began to give way in favor of the six. Valiantly it fought inch by inch. But it was a losing fight. Why? Because the six gave a more uninterrupted and continuous flow of power than the four."

"The six is passing through precisely the same process as the four."

It sold for years at the highest prices. Then, like the four, it began to recede from its pedestal at the topmost class to the middle class, then a little lower, and finally, within recent months, to points as low in some cases as the four itself.

Finding Best in Eight
"Why? Again because that public which could afford to aspire to the smoothest and the best was still hunting for it and finding it in the eight."

"Hupmobile built for years what was admittedly the finest expression of four-cylinder efficiency known to the industry. Its reputation for having achieved the utmost in ruggedness, economy and efficiency from the four was literally world-wide. It held tenaciously to the integrity of the four—always with the conviction that when the finest four that could be built had served its purpose, the natural process was by successive steps to the six, for one fine large market, and then to the eight to satisfy another great and growing market, craving the best that engineering and designing could produce."

"Hupmobile's conviction of the eight as the ultimate was as strong as its confidence in the four. It was building both sixes and eights for years before it marketed them."

Overcomes Faults
"It delayed their production because of inhibitions it recognized in the eight—because it was convinced that a huge market of those seeking the finest was barred from the eight because of its complications and consequent high initial cost, its attendant maintenance expense, and its large gasoline consumption."

"It labored to overcome those disadvantages and has done so. So sound was its reasoning that a great public wanted eights and would buy them when they were properly simplified and properly priced, that in the first year after its introduction Hupmobile sold more straight eights than any other company in the world has ever marketed."

"Its vision of the eight was that when freed from the restrictions that had checked its growth it would assume its proper place—just as public choice and discrimination have put the four into its place, and the six into its place, leaving everything above them—the topmost position—for the topmost principle."

Of all sad words of tongue or pen, The saddest are these: "It's flat again!"—Capper's Weekly.

And with the verse we haste to class "Great jumpin' cats, we're out of gas!"—Youngstown Telegram.

But sadder still are those who say: "I thought I had the right of way."—Cleveland Plain Dealer.

Oh, gee, how I can rant and swear, When wifey says, "They've swiped our spare."—Newark Advocate.

These sad laments do make one blue.

But none distresses us one bit As much as "This month's payment due"

Upon your car, so please remit!" —New York Sun

CHRYSLER SETS NEW RECORD

(Continued from Page One)

this has been overtopped by the figures for both September and October of the present year.

The phenomenal rise made by Chrysler in the last three years can be gauged by the remarkable advance of the company from eighteenth to fourth place in the ratings of the national automobile chamber of commerce. Evidence that this pace is not only being maintained consistently but is even being accelerated in recent months is found in the latest available figures from the same source of production ratio increases, in which Chrysler now ranks second.

This statistical evidence of Chrysler progress is confirmed by practical proofs in the form of actual figures as entered on the company's books. The number of cars completed and shipped in the last week of October was greater than in any preceding week of the month, and the steady gain in momentum carried the Chrysler sales to the point where, at the end of October, retail deliveries were more than double—185 per cent more—the number of a year ago. The unprecedented total of unfilled orders on hand on November 1, forecasts a continuance and probably an increase in the record breaking pace.

In this remarkable volume of production, shipments and sales, coming as it does just at the time when the usual seasonal slackening of general automobile activity is under way, Chrysler officials today found complete corroboration of their belief in the soundness of the company's basic policies.

MEASURING GAUGE

It is difficult to make a measuring gauge for a round or oval gasoline tank. But a very easy method is to empty the tank, then pour in two gallons of gasoline at a time, measuring and marking the stick for each two gallons. This requires but little trouble and is worth the effort.

TO LOOSEN TIGHT BOLT

Next time an unusually tight nut or bolt is encountered, try placing two wrenches on it instead of one, the handles in a V position. Then pull jointly on both wrenches. This distributes the pressure over several faces of the nut or bolt and the jaws of the wrenches.

Readjustments in Cities Cost Much

Readjustments of great cities to meet the needs of automobile traffic has cost millions upon millions of dollars, according to the engineering department of the National Automobile club, which cites two interesting examples.

In St. Louis, a city bond issue of \$87,272,500 was voted, and part of the program of the municipal improvement provided for cutting off thirty feet from the south side of Olive street between Grand and Jefferson avenue, a street forming the main artery into the shopping districts solidly built up with stores and residences.

In New York the opening of a stretch of Sixth avenue, 2200 feet long into a street width of 100 feet will cost \$4,120,000, and in the course of this work a ten-story modern building is to be torn down to make way for the traffic flow. In all 167 buildings will be removed to supply an outlet for the traffic to flow through the vehicular tunnel under the Hudson river and 10,000 people will be forced to move.

USE CORRECT OIL IN COLD WEATHER

A number of makes of cars require different grades of oil in cold weather. Be sure to use oil of the proper consistency. If in doubt about this, consult the dealer who sold the car, or go to the filling station and consult oil charts.

LEAVE CAR IN SECOND GEAR

While it is a good plan to leave the car in gear when parking on a slight down grade in the city, there is ever-present danger of forgetting to shift to neutral before cranking. For this reason it is best to leave the car in second gear rather than reverse. If a mistake is made, and the car moves before the driver expects it to, at least it will move forward, where he will have a view of the road.

KEEP LAMP BRACKETS TIGHT

Keep the lamp brackets tight. Vibration caused by a loose bracket frequently breaks the filament in the head lamp globes.

Carefully inspected wires prevent many fires, declares the Erie branch of the National Safety Council.

SNOW MAY CLOSE UP ROADS OVER SIERRA

The highways over the Sierra are still open, but are apt to be closed at any hour by snow, according to the National Automobile club. Motorists planning trips east at this season of the year are advised to follow the southern routes.

On some of the highways into the Sierra country it is advisable at the first warning of snow to turn back because frequently the first snowfall is heavy and cars may be snowbound for several weeks.

MOTORIST LIABLE FOR BAD BRAKES

When an automobile is not kept in reasonably good mechanical condition and an accident occurs, due for example, to defective brakes, for motorist is liable for any damage unless the injured was contributorily negligent.

Specialists Work On Dented Fenders

Excellent work is being done straightening fenders. A fender expert works with a wide metal hammer and small metal blocks. The blocks are held under the fender while he strikes the outside with the hammer. Light blows, repeated many times, bring the mangled and dented metal back to its original shape. If the damaged portion has not been painted over, the job will come up without checking or chipping of the finish.

If a fender is damaged don't enamel it, but take it to a fender expert and let him straighten it first. Then it will be found in most cases that only a small part will need touching up. If it is touched up before pounded smooth it will have to be touched up again and the job will not be as neat.

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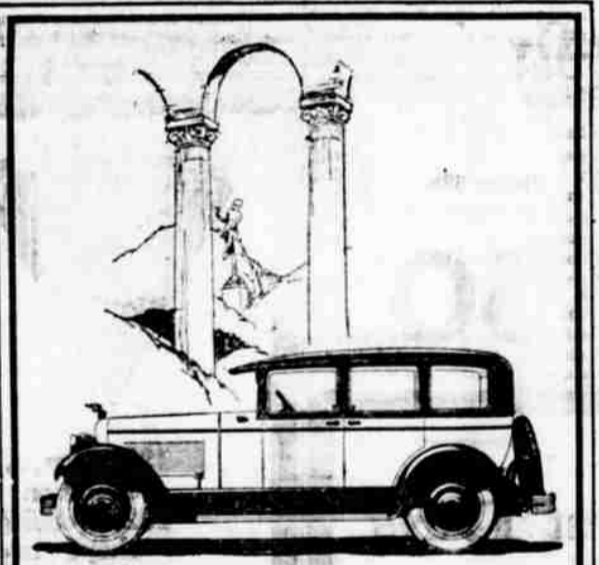
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