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KLAMATH FALLS, ORE., SUNDAY, FEBRUARY 13, 1927.

(Every Morning Except Monday)

Oakland Company Divides Country As Sales Groups

In line with the rapidly expanding program of the Oakland Motor Car company, W. R. Tracy, vice president in charge of sales, announced a division of the 22 districts of the country into two sales groups to be known as the eastern and western divisions with a seasoned automobile man in charge of each, according to word received here by Rex La Prairie of the R. R. Oakland-Pontiac dealers.

W. B. Sawyer, formerly Boston district manager for the Oakland company, has been named by Tracy as eastern sales manager, and E. M. Lubeck, formerly Chicago district manager for Oakland-Pontiac, becomes western sales manager.

Both men, it was stated, will maintain headquarters at the Oakland factory, Pontiac, Michigan, where they will be in direct touch with Tracy, and each will have full charge of all sales activities in his respective division.

"Both men are old timers in the automobile industry and have a thorough knowledge of motor car selling," the local merchandiser declared.

"Sawyer has been with the Oakland company for nearly seven years, serving for the past year as Boston district manager and for five years previously as general manager of the Oakland Motor company of New England, Oakland-Pontiac dealers for Boston.

"Lubeck was Chicago district manager for Oakland for a year and a half, coming direct from the Apperson Automobile company, where he held the position of general sales manager. His experience in automobile selling includes previous connections with some of the largest manufacturing concerns in the country.

"Tracy announced the creation of the new divisions and the appointments of Lubeck and Sawyer at the annual banquet of Oakland dealers and officials at Hotel Commodore, New York, recently. Both appointments, he explained, were due to the exceptional sales and executive ability displayed by Sawyer and Lubeck in their former capacities as Oakland district managers."

FIRST OLDS IN FIJI ISLANDS



This Oldsmobile roadster, now nearly 20 years old, was the first automobile in the Fiji Islands. It is one of 500 cars on the islands and is still doing daily service at Suva.

"The first of the five hundred" is a fitting title for an Oldsmobile roadster, now about 20 years old, which is still in daily service at Suva in the Fiji Islands. The Oldsmobile was the first automobile ever to travel the roads and surprise the natives of the islands.

A description of the car and automotive conditions in Fiji is given by Hugh Gallagher, assistant manager of the Oceanic Steamship company, who says:

"The Oldsmobile has been driven by an old couple for many years. The owner takes very good care of the car, covering the hood at nights, and there is no doubt but that it will be good for years.

"This was the first car in Suva, and the total number of cars now in Fiji is about 500. American cars are the most popular, not many English cars being in use. The natives like to ride in automobiles and it is odd to see a Fiji family driving along the road. Many of the cars are owned by Indians, who take great pride in the personal appearance and the care of their cars. We were driven around by an Indian chauffeur in near white uniform and regulation cap. At each stop he examined the engine and dusted the car.

"There are no strict speed laws. Drivers are expected not to drive recklessly and the rule is observed

fairly well. The Fijian authorities have not as yet erected traffic semaphores or designated stop streets.

"The roads in Fiji are very good and the drives through the native villages, sugar fields and other points of interest afford a close-up view of the life of the island."

Which description makes the Fiji Islands a tempting place to include in the 1927 vacation tour.

Breaking Motor is Easy During Winter

"The heretofore prevailing custom on the part of car buyers of having delivery withheld until spring is growing less and less each year," says W. Templar, of the Templar machine shop. "This is now a thing of the past, due to a proper analysis of the many conditions surrounding winter deliveries working to the benefit of the customer.

"The new car—tight, staunch—will better withstand the strains of winter roads, will break in better and will cost less to run than an older car.

"Practically the sole possibility of damage is freezing the radiator, which can easily be prevented by the use of a proper amount of an anti-freeze solution in the cooling system."

(Continued on Page Three)

Essex Super Six Establishes Fast Run on New Track

An average speed of 53.8 miles an hour for 24 continuous hours was hung up by one of the new type Essex super-sixes on the Culver City, Calif., track, according to official word received here by John Martin, of the Acme garage, Hudson-Essex dealer.

This test, according to Mr. Martin, was completed by Walter M. Murphy, the Los Angeles distributor, and was officially observed and scored by Los Angeles newspapermen and by the Western Union. After the Essex had dashed off its 1281 miles on the track, it completed a trip up Mt. Wilson and return, and was placed for display in the distributor's Los Angeles show room.

"When this test was undertaken," said Mr. Martin, "the program was simply to equal the 50-mile-32-hour average which has been promised by the Hudson organization for the Essex super-six. To be safe, this speed was somewhat exceeded early in the 24-hour run, so that even when top and a damp track handicapped the latter part of the run, the average was substantially better than planned.

"Such a test takes more out of a car than ten times the mileage under usual driving conditions, yet the car was immediately started on the Mt. Wilson climb, which involved entirely different operating qualities. No difficulty at all was experienced in either part of the test. The top speed made on the track was around 63 miles an hour.

"We consider that this test backs up our statement that the Essex super-six is the most enduring Essex

Motor Tire Sizes Known to Dealers

During the year 1926 the public has had a good opportunity to compare the service value of balloon tires over that of the high-pressure tires, says Capt. Calkins, who conducts a tire shop in Klamath Falls.

There has been some criticism from the consuming public as to the new type of tire. High pressure tires have been giving exceptional service where balloon tires, due to the difference in construction, show the need of further improvement. The fault might be placed at the door of the car manufacturer in his failure to adopt a proper size tire to meet the requirements of his particular car.

Tire dealers have been closely watching developments in this important field and they are in an excellent position to advise the consuming public as to the proper sizes

ever build. The old Essex "four" was admittedly a remarkable car, yet it never equalled the performance just completed at Culver City. At the Indianapolis races, even the cars—though their speed is much higher—operate only a total of 500 miles, as against this Essex's 1291. This record was made, too, not with a stripped car, but with a regulation Essex sedan.

"Our Los Angeles distributor, Mr. Murphy, declares that he has seen many tests run at Culver City, but that never has a motor car finished more successfully or in more perfect mechanical condition than this Essex super-six. No mechanical changes or adjustments whatever were made during the run, and the car was running smoothly and easily at the finish."

of balloon tires needed on the various makes of cars.

Dealers, as a class, have found that the car manufacturers have increased the motor power of their cars, developing a speed from zero to 25 to 40 miles an hour within a block and a half. This naturally cannot take place without pressure and wear, and it is the underside tire that today bears the brunt.

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TIME TO TAKE ACTION

The driver of a taxi was recently fined for being intoxicated at the wheel. Suspicion was aroused when he started to slow down at corners. A motorcycle officer started in pursuit. A few blocks farther the taxi driver came to a complete stop at a street intersection to allow an aged couple to cross. He was placed under arrest immediately.

DEPENDABLE

FIRESTONE TIRES are DEPENDABLE. Every important speedway event in this country in the past five years has been won on Firestones. Race drivers will not trust their lives on any other tires.

You'll never know real tire satisfaction until you equip with Firestones. Come in anytime.

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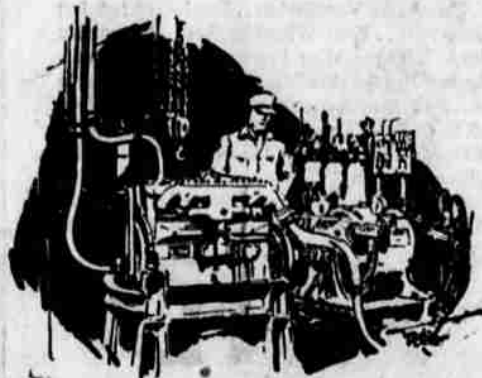
BALLOONS—HIGH PRESSURE TIRES

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- 1923—Star Car first created beauty in low-cost cars.
- 1924—Star Car first emphasized longer motor life with advanced Full Force Feed Lubrication for low-cost cars.
- 1925—Star Car pioneered practical high gear-power in low-cost cars with the Million Dollar Motor.
- 1926—Star Car originated lightweight sixes in a practical line of models at unheard-of low prices within reach of everyone.

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