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(Every Morning Except Monday)

AMERICAN TYPE OF MOTOR CAR STILL POPULAR

European Standards Must Not Be Considered In Competition With U. S.

The popularity of American type of motor car is in no way endangered by the introduction of European standards of motor design in this country, nor is the newcomer to be considered with established American design. This is the opinion of Paul G. Hoffman, vice president of The Studebaker Corporation of America.

Mr. Hoffman's opinion is especially interesting in view of the popularity which has been accorded the Erskine six, built by Studebaker and embodying many European standards.

"Several different types of small economical motor cars were introduced at the latest automobile shows with much resulting discussion as to whether they would replace the larger, more powerful cars of typical American design. There is room in American motoring for both types. An indication of the truth of this contention may be found in sales of both the Erskine six, Studebaker's 2 1-3 litre European type car and The President, Studebaker's big six seven passenger custom sedan. The success of the Erskine six since its recent introduction to America at the New York automobile show is still a matter of comment both in automotive trade circles and among motorists themselves. Yet The President, with a motor which ranks with the highest powered American cars, remains the fastest selling seven-passenger car in the world and has lost none of its popularity since the "Little Aristocrat" was introduced.

"It is not too far fetched to compare the motoring situation with the housing situation. The cities have their apartment buildings, while the suburbs have their bungalow and mansions. Yet no one would predict that the apartment—or compact mode of living—will ever replace the bungalow or mansion. Carrying this analogy further, the big six in the mansion type of motor car, the standard six may be considered the bungalow type and the Erskine six the apartment type.

"Perhaps it is not entirely correct to call the Erskine six a European type of car, for it is essentially American in everything except its size, appearance and economy. Due to the high taxes on motor vehicles, Europeans have concentrated their design on tiny cars of limited power for the sake of light weight, low horsepower and fuel economy. For the past two years we have heard that some day America would come to the same sort of motor

Ex-Traffic Cop Lauds This Car

Traveling between San Francisco and San Diego in the interest of the Pickwick Stage company is a Chrysler "73" phaeton that has upwards of 60,000 miles on its speedometer, more than twice as much mileage as would be piled up encircling the globe twice.

Its owner, Ray Olds, is traveling supervisor for the Pickwick system, but most of the mileage on his Chrysler was piled up in chasing speeders in Ventura county, for Olds was formerly a state speed officer.

About a year ago, Chrysler representatives sent Olds a letter asking how his Chrysler was performing. He didn't answer the letter at that time, but the other day he dropped in to reply in the first person, singular.

"Tell 'em for me," he said, "that there was never another automobile like it. You can say that I have chased speeders for the better part of two years in that car and never lost one of 'em."

cars. But Americans would never tolerate four forward speeds, the necessity of shifting gears at the slightest grade and the other details of operation incident to the true European small car.

"True, the Erskine six was the hit of the Paris and London motor shows and has been eagerly accepted by motorists abroad, but its success was due to the fact that it combined with economy and light weight American standards of comfort, performance and stamina. In designing the Erskine six, no attempt was made to rival European cars in economy alone.

"The success of the Erskine six is due to the fact that for the first time in American motoring history the driver who wants economy in first cost and operation combined with easy handling in crowded traffic can secure these qualities without the sacrifice of beauty, quality, or performance. The Erskine six bridges the one-time gap between the relatively smaller, lighter car of the less than \$1000 class and the larger, more luxurious machine whose most desirable qualities hitherto had to be sacrificed in the purchase of a smaller car."

NEW WORK HIGH SPEED RECORD SET BY DURAY

Another world speed record for 91 cubic inch piston displacement cars was recently shattered when Leon Duray drove a front drive Miller Special an average of 128 miles an hour for one lap over the board track at Culver City, Calif.

This record, Duray wired the Champion Spark Plug company, whose product he always uses, is indicative of the higher speeds which will be made on all American race tracks during the 1927 season.

Do not install chains too tightly on tires. Tight chains are not as effective and injure tires.

NEW MUFFLER SAVES FUEL ON DODGE CAR

The influence which the muffler or exhaust silencer may exert on the fuel consumption of a motor car is frequently overlooked by the motorist of today in the opinion of Ed Ostendorf of the Ostendorf Motor Co., local Dodge Brothers dealer.

"Back in the old days when many makes of cars were regularly equipped with muffler 'cut-out' valves and the owners of many cars of other makes added such equipment," Mr. Ostendorf says, "it was not uncommon to hear a driver boast of the extra speed he could attain with the noise making device open. And perhaps it was true of many of the cars on the road over a decade ago.

"Between two evils, a noisy engine and chassis and the roar of the open exhaust, it is perhaps not strange that some drivers in the old days preferred the barking of the open cut-out. But conditions have changed. The car of today equipped with a cut-out is unusual and the sound of an open, unmuffled exhaust is seldom heard except from aircraft—and doubtless within a few years there will be legislation against noisy airplanes.

"The old 'cut-out' before it was abandoned, however, did accomplish one good thing. It attracted attention of the motorist, and of the engineer and designer as well, to the inefficiency of some of the many types of mufflers. Some mufflers silenced the exhaust effectively enough but they caused too much back pressure and loss of engine power—and when the cut-out valve was opened many cars showed marked increase in speed and hill climbing ability.

"The natural result was the evolution of more successful, more efficient mufflers. Today the fitting of a cut-out valve to the exhaust pipe should give so little increase in power, if any, as to be scarcely noticeable to the driver.

"The function of the muffler is to receive the hot gases which are exhausted from the cylinders at high pressure several hundred times each minute and after allowing them to cool and expand discharge them into the air in a nearly constant stream—minus the loud reports which would occur if they escaped through a short open pipe. Further, the gases must flow through the exhaust pipe and muffler with so little obstruction that they will not be held back and prevent proper emptying of the cylinders.

"Dodge Brothers engineers after exhaustive experiments have developed an improved muffler which closely approaches the ideal. To insure strength the shell and intermediate expansion chambers are of steel with the joints so made as

Speed is Hard on Car and Driver

Figure it out for yourself! Drive thirty-five miles an hour for five hours and you make a trip 175 miles in length. Average fifty miles an hour and you make the same distance in three hours and one-half, but the saving of that hour and a half is made at fearful cost to the nervous system of the driver and to the passengers as well, according to the National Automobile club.

The strain on your motor car increases in geometrical progression as the speed increases in arithmetical progression. In other words, the strain of driving a car at forty miles an hour is four times the strain on the machine at twenty miles an hour and at eighty miles an hour the strain is sixteen times as great as at twenty miles an hour. The hazard of accident increases according to the same scale and a man who proceeds at an average speed of sixty miles an hour increases the danger to himself and to his passengers to a point that makes the saving of time not worth the while.

to be stronger than the metal away from the joint. The pressed steel heads are held in the outer shell by a rolled lock joint made on special machines designed for the purpose. There are no castings in the construction—all the joints are mechanical, no welds or bolts or rods are depended upon to secure the heads, shell and intermediate chambers together where they must withstand bursting strains.

"An interesting advantage of the design, the engineers point out, is that the heated gases are expanded and cooled in the large outer chamber before passing into the smaller inner chambers on their way to the outlet pipe. If the heated gas enters the muffler at a temperature of 500 to 1300 degrees and due to the cooling while passing through a muffler of this construction is cooled 100 to 200 degrees the volume is considerably decreased. This cooling and consequent decrease in volume aids materially in reducing both back pressure and exhaust sound."

SPEED, GALORE HERE

The motor of the new La Salle is a high speed engine. At a maximum car speed the engine speed is about 3700 revolutions per minute. The engine develops its maximum power at about 3000 revolutions per minute.

REPAIRS

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We use the NORTON 72-inch Crankshaft and the heavy type "Micro" Cylinder Grinders Connecting Rod re-babbiting Fly Wheel Starter Gears

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Templar Motor Co.

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FEBRUARY IS RECORD MONTH FOR HUMMOBILE

Shipments Jump 49 Per Cent Above January; Builds New Models

Indicative of the Hupp Motor Car corporation's plans to make 1927 the most successful year in its history is its statement that shipments of Hummobile during February were 4196 cars. This is the greatest February shipment in its history, and is a 49 per cent increase over January.

Its March production and shipping schedules have been set at the highest figure the company ever attained, says R. S. Cole, general sales manager.

"We are continuing to increase our capacity, both in our eight and six cylinder divisions," he said. "The demand for each of those cars this year will be the largest we have ever enjoyed. Additional plant capacity will become available the latter part of this month and in April. This will permit of material gains over our record sales of 1926."

Mr. Cole reports that shipments of two of the three Hummobile eight custom body models were started in February. These three models, of Dietrich custom design, are the town car, sedan-limousine and five passenger sedan. Advanced modes of design and construction, even for custom cars, are found in each model. One feature of these custom cars that the company is stressing is the non-shatterable glass in all windows, together with front window pillars of bronze casting, combining great strength with remarkable clear vision.

Addition of these three custom models to the Hummobile eight line gives the buyer a choice of 14 body styles from which to select, together with a wide range of color and upholstery options.

Use Your Feet to Tour Occasionally

If you would enjoy motoring to its fullest extent do not spend all your time in the automobile but make shorter excursions on foot, and cultivate your powers of observation so that you may develop an acquaintance with Oregon's flora and fauna and so extend the realms of your enjoyment. Certainly, a trip is far more pleasant to the traveler where an opportunity is given to halt beside the way to explore some fern-laden canyon or follow a winding brook to its source.

Travel slowly and you see more of the scenery through which you pass. Try a "loafing" excursion, suggests the National Automobile club, for your next journey a wheel.

You will find a new interest in traveling in this manner where the objective of the trip is not distance but pleasure and where the motor car falls into its proper sphere as a means of transportation to and from an enjoyable surrounding.

AUTO PRODUCTION GROWS IN CANADA

Production of automobiles in Canada during 1926 reached a new high record of 205,116 units, an increase of 26 per cent over the total for 1925 and 55 per cent above the figure for 1924.

Opening of Shorty's Auto Laundry

Washing and Polishing Cars

1521 Oak St.

We use the Curtis Air Washer TRY US

4-WHEEL BRAKES MARK NEW LINE

The four-wheel brakes incorporated in the design of the new La Salle are essentially the same design as is used on the Cadillac. They are mechanical brakes, operating internally on the front wheels and externally on the rear wheels.

A wedge shape cushion placed at the back will aid materially in resting the driver is the belief of the Western Auto Supply company. Persons of short stature will find that it adds them in reaching the pedals and adds to driving ease.

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New riders, new buyers and thousands who merely witness its vivid dash on the road are saying "There is nothing like it in the world."

Standard Models
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Acme Motor Co.

400 So. Sixth Street

Telephone 680

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1924 Franklin Glass Enclosure New Paint Fine Condition A Bargain

1925 Ford Touring Looks Like New Balloon Tires 1927 License \$240

1923 Chevrolet Light Delivery Good Shape—\$225

1922 Dodge Touring Good Rubber \$225

1925 Ford Sedan Good Rubber 1927 License \$325

1924 Chevrolet Touring Good Rubber Good Paint \$250

1925 Star Touring First Class Condition \$300

1923 Chev. Roadster Balloon Tires New Paint \$200

1923 Overland Touring \$250

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