

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 24, 1925

### SAFETY TIPS GIVEN FOR AUTOISTS MAKING TOURS

GOOD EQUIPMENT NECESSARY  
TO INSURE SAFETY

Chains Said Most Useful in  
Emergency; Good Tools Are  
Essential

"If you are thinking of taking to the open highway in your automobile this summer, on an extended camping trip, be sure and provide yourself with plenty of chains," suggests the national safety council to motor tourists.

"Two sets of chains, with a box of extra cross chains, ought to be sufficient; but equip yourself with at least one set of chains for the rear wheels. The reason for such precaution is apparent to most automobile drivers. From their experience on the slippery, pavement of city streets, they know that a skidding car is completely out of control and on good fortune alone—unreliable at the best—depends whether or not an accident results.

"Country roads are in many ways more dangerous than city streets when they are wet and slippery. In the East, most of the roads are paved so that the tourist will find conditions about the same as in the city in which he lives. In the middle west, fewer roads are paved. Improved roads and those consisting mainly of dirt, clay and sand are all dangerous in wet weather. Non-skid chains, although good preventives of skidding on paved roads, are much more valuable on the dirt, clay or sand road, because they get a better clinching contact with the road surface.

"In the far west a good deal of travel is in mountain districts, chains will be found almost a necessity even in dry weather, and an absolute necessity in wet weather."

Another suggestion by the national safety council to tourists is daily inspection of the car after or before the day's run.

"It is of the utmost importance that the automobile camper give thorough attention to the condition of his automobile while on the road," says the council. "In automobile touring and camping, especially on long trips, as every veteran motorist will admit, the wear and tear on the automobile is astounding.

"A rickety automobile is never safe. A loose wheel may come off while the camping party is crossing the railroad track in front of an approaching train. A rattling bumper causes driver strain. The automobile may break down while traveling on a narrow road abutting a precipice. It may run wild down a steep hill if the brakes are not functioning properly.

"The automobile should be inspected daily, the best time being in the evening after the day's trip is done. The nuts and bolts should be tightened; the brakes should be carefully tested and repaired; the tires should be gone over thoroughly; and the deep chits mended; the steering gear should be examined and made safe and a hundred and one other little things best known to the owner.

### New White 50 A Bus Purchased by Parker Stage Lines



Above is a picture of the new White bus purchased this week by J. W. Parker of the Parker Stage Lines. The picture was taken on the Capital Grounds. Standing in front of the bus from left to right: J. W. Parker of the Parker Stage Lines; Alfred Smith, manager of the White company, Portland; Clyde Hamiwatt, salesman for the White company and Ralph Thompson, salesman for the Marion Automobile company. The bus will be used for special summer excursions to the beaches and resorts and when needed on the regular runs.

A new type of motor bus, superior to any before owned by any Salem operator, has been purchased by the Parker Stage Lines. Long, low, graceful lines, with all the latest equipment, such as the stargard, seating arrangement, which allows each passenger to have an individual seat, make this bus a forerunner of a new era in motor bus transportation in the vicinity of Salem.

Picnics, excursions to the coast or mountains, and all kind of special trips will form the major part of the use of this great White Way machine will be put to, according to J. W. Parker, manager and owner. Now that the summer beach season has come, this 25-passenger stage is expected to fill a long unanswerd need for picnic parties.

Years ago Mr. Parker brought the first bus to Salem. With wonder in their eyes, the people stared at the then new and almost impossible achievement in automotive progress. Yet now, this first bus like Fulton's first steamboat appears alongside a modern liner if the people could see that the first bus parked near the latest addition to the Parker string of motor bus equipment.

The coming of the White Way accentuates the fact that service has been an object of this company. In such a bus, the public may ride and enjoy the scenery at the same time, instead of jolting and jiggling along as the early motor stages did. And it is this type of bus that Mr. Parker intends to use exclusively as he replaces his present buses one by one. That will mean that practically all the branch line out of Salem will, in all probability in the next few years, be served by such a bus.

### SPARK PLUGS STAND UP GRIND IS MOST SEVERE IN CLASSICS OF SPEEDWAY

A clean sweep at the Charlotte 250 mile race May 11, at the Fresno race April 30, new world 25 and 50 mile speedway records, and overwhelming victories in the Havana, Cuba, road races and in the Italian Targa Florio races, are the most recent feats for Champion spark plugs.

These victories give the Champion Spark Plug Co. a list of 19 consecutive wins and eight world records since it decided to re-enter racing events late in 1923. Since that time cars equipped with its products have broken nearly every speedway record. Its string of consecutive victories has never been approached by any other single piece of automotive equipment, says M. C. Dewitt, vice president.

The thoroughness of the Champion victory at Charlotte, N. C., is evidenced by the fact that every car in the race was Champion equipped. Not a single plug was changed. Earl Cooper, in winning, averaged 121.6 miles an hour. Champions likewise carried Peter De Paola to victory in the 150 mile Rainis day classic at Fresno, Calif. His speed average was 104.9 miles an hour. Every car in this race was also Champion equipped, and every spark plug went the entire distance without change.

The performances that Champions have given every race driver in the last 20 months naturally led, Hartz, De Paola, Fred Comer, Pietro Bordino, Robert McDonough and the other speed kings to use them in striving for the new world's 25 and 50 mile record.

Hartz, with the terrific average of 135.2 miles an hour, set the new 50 mile record, lowering the former world mark, held by Milton, by nearly four minutes. Hartz' time was 22 minutes 11 seconds. Milton's former 25 mile record was also completely shattered, at least eight drivers beating his time of 13 minutes, 1.4 seconds. De Paola made the fastest time—11 minutes 6.6 seconds, averaging 135 miles an hour.

### SALEM CYCLE CLUB MEET

MOTORCYCLISTS ORGANIZE A CLUB HERE

At a motorcycle picnic held last Thursday evening complete plans were made for the formation of a motorcycle club in Salem. A total of 25 members have already signed up, and within two weeks time it is expected that at least 75 will have joined.

The following officers were elected: Harlon McClune, president; V. E. Sheldon, secretary and treasurer, and George Kaster road captain, with Cole McFarland assistant road captain. Many club picnics, runs and events have already been planned which will furnish much fun and entertainment for the motorcycle riders of this territory.

### Chevrolet Production Is Increasing; Record Shows

DETROIT, Mich., May 23.—The production schedule of Chevrolet motor cars and trucks this month will exceed that of April, during which 52,236 units were built, an average of more than 2000 for each of the 26 working days.

Maintenance of the May schedule will displace April as the second highest production month in Chevrolet history; the largest was October of 1923.

The 52,236 April production includes cars and trucks made in the plants at Flint, Mich., the seven assembly plants and the factory at Oshawa, Ont., for both domestic and foreign sale.

A continuation of the present schedule will result at the end of this month in an aggregate Chevrolet production of 193,050 cars and trucks since January 1.

The highest record for one day's production since the organization of the company was established on April 30 when 4,064 cars and trucks were shipped from the various Chevrolet factories.

### New Ford Truck Has All Steel Cab; Doors Wide

A closed cab is the latest equipment offered by the Ford Motor company for the Ford truck. The new cab, which is all-steel, affords complete protection for the driver and is adaptable for use with standard Ford truck bodies, both the express and the stake types.

Doors of the cab are exceptionally wide and the plate glass windows in the doors may be lowered. The upper portion of the windshield swings either in or out so as to suit ventilation requirements. The seat accommodates three persons comfortably and there are special springs in both the seat and back cushions. Panels in the back of the cab may be easily removed to permit access to the truck body.

### TRUCK PRICES LOWERED

NEW REDUCTION IN GRAHAM TRUCKS IS ANNOUNCED

Notice was received recently by the Bonesteel Moto company, local Dodge Brothers dealers, of a substantial reduction in the prices of Graham Brothers truck.

The 1 ton Graham Brothers chassis, which formerly sold at \$1175, f. o. b. Detroit, is reduced to \$1095 and the 1 1/2 ton chassis, which was \$1375, is cut to \$1280, f. o. b. Detroit. Other chassis prices are reduced proportionately.

"In view of the recent announcement that Graham Brothers in the first quarter of 1925, built more 1 1/2 ton trucks than any other manufacturer in the world, and were second in the 1 ton and 1 1/2 ton truck fields combined," said the dealer, "the reduction is readily explained. It has always been Graham Brothers' policy to pass along to the consumer immediately any savings effected through increased production and other factory economies. Only last September they made a sharp price cut in their 1 ton chassis. In

### REPLACEMENT LINE IS ADDED BY CITY FIRM

SMITH & WATKINS GROWING  
AND GAINING

Much Stock Is Added And Increased Shelving found to Be Necessary

Ever since Smith & Watkins, or Jim and Bill as they are better known, opened up a tire shop in the city they have been adding to their equipment and increasing the scope of their business until now they occupy nearly half a block of space along North High.

Recent increases of stock has called for a rearrangement of the interior in order to make all goods easy to display and to reach. The firm now occupies floor space 100 by 22 feet exclusive of a large balcony.

Additional shelving has been installed, 56 feet of display included, giving a total shelf space of 158 feet. The larger stock of tires and replacement parts, which has been added, demanded the improvements.

From a small tire shop only, Smith & Watkins have grown and made so many friends that the firm found it advisable to add lines of accessories, both necessary and ornamental, camping supplies and many of the popular automobile novelties.

Do you want an initialed motorometer or bar cap? Ask Jim. Is it a pair of driving gloves? See Bill. Going camping this summer or taking a long trip? Smith & Watkins have the necessary equipment. Tire trouble? Sure, drop in. Stromberg carburetor, John Mansfield brake lining, Perfection timing gears, anything in the line of McQuay Norris piston rings, pistons, pins or connecting rod bearings, or spotlights or, well, just drop around and Bill or Jim or somebody will be on hand to show you what you want, with McClaren tires being featured.

The new arrangement of the store makes for convenience to the customer and affords the salesman a better opportunity to give service.

### SAVING OF WILD PLANTS URGED BY MOTOR CLUBS

CLEANER CAMPS AND ROADSIDES NOW ADVOCATED

Preservative of Natural Beauty Is Aim of Concentrated Efforts

WASHINGTON, D. C., May 23. All motorists are urged to get behind the program of the American automobile association for cleaner camps and roadsides and for the preservation of wild plant life in the 1925 touring season, according to a nation-wide appeal from national headquarters today.

At a recent meeting of the executive committee it was decided to throw all the resources of the national association and its affiliated clubs into the movement for the maintenance of the beauty spots of America intact and against ruthless destruction of wild shrubs and flowers. The appeal went out under the signature of Thos. P. Henry, president of the association.

The A.A.A., President Henry announced, will extend and intensify the program which brought such good results last year. While the association is making a leading part in the movement, many civic organizations including chambers of commerce, women's clubs, the Garden club of America, the wild flower preservation society, boy and girl scouts and other bodies interested in outdoor recreation will cooperate.

"This work should be regarded as one aspect of the safety program in which the country is engaged," Mr. Henry said. "We are doing everything possible to make heedless destruction which is fastly depleting the natural beauty of the landscape."

"Be good to your country," is the slogan of the campaign. Under this slogan the following notice will be carried on hundreds of thousands of maps issued by the association, in all its publications including camp manual, hotel book and tour books and it will also be prominently displayed in the touring bureau of every club affiliated with the national association:

"Don't pick too many wild flowers."  
"Holly, dogwood, mountain laurel and many other plants and flowers are being rapidly exterminated in this country because of unlicensed and ruthless gathering."

"Be good to your country and let all enjoy it!"

"Extinguish camp fires when leaving."  
"Burn or bury all rubbish."  
"Leave your camp in as good order as you would like to find it."  
"Observe these few courtesies of the road and keep your country

### SUMMER-TIME RADIO ARRIVES



### Fans and Broadcasters Prepare for the Summer Season's Big Events.

By E. E. BUCHER  
Manager, Sales Department, Radio Corporation of America

Radio waves do not cease to travel through space just because the first signs of warm weather are at hand. Nor do broadcasters cease their efforts to entertain just because the enticing rays of the great outdoors filters into their studio. Nor, again, does your receiving set, which has done so well during the long and dreary winter months, cease to obey the command of its user with the advent of the outdoor season.

Radio broadcasting continues to pursue its useful end in summer as well as winter. And granted that winter conditions are, in some measure, more ideally suited to radio transmission and reception, recent progress in radio has been so far-reaching as to go a long way towards offsetting the original radio handicaps of the good old summer time.

"Super-Reception" for Summer  
The development of the Super-Heterodyne receiver is proving a real boon to summer-time radio. This receiver, operating in conjunction with a loop wave-interceptor, is remarkable free, relatively, from local static disturbances. The loop is directional, and since stray interference originates from definite sources on most occasions, the rotation of the loop will disclose a better signal-station ratio than is possible with the usual form of non-directional antenna. Furthermore, the Super-Heterodyne receiver is highly successful, incorporating a series of tuned circuits, which "weed out" undesired discharge to a considerable extent.

Exit Jupiter  
The more timid folks tear down

looking as lovely as God intended it to be!"

"There are few motorists," said President Henry, "who would not commit themselves to the observation of these few simple rules. And yet in actual practice thousands disregard them. This is due to heedlessness rather than to wanton desire to destroy. Hence we may hope to accomplish much through education. In the communities where a campaign was waged last year, fewer cars were seen loaded with the product of the despoiled woods."

"Nature provided us with so much beauty that we took profusion for granted and dealt with this profusion with lavish hands. But today we stand in danger of exterminating much that contributes so much to the charm of the trail. Many plants and flowers are practically depleted."

### NEW CONTROL ROD USED

A combined priming and carburetor adjusting rod is now standard on all Ford closer cars, and is being furnished without extra cost. Where formerly the driver primed from the instrument board and adjusted the carburetor from the dash beneath, both operations may now be performed from the same accessory on the instrument board.

their antennae with the first rumblings of thunder, yet these same timid folks fail to tear down telephone and lighting wires, plumbing fixtures, rain gutters and drain pipes. The properly erected antenna, suitably protected, is a highly efficient protection and not a hazard as some believe.

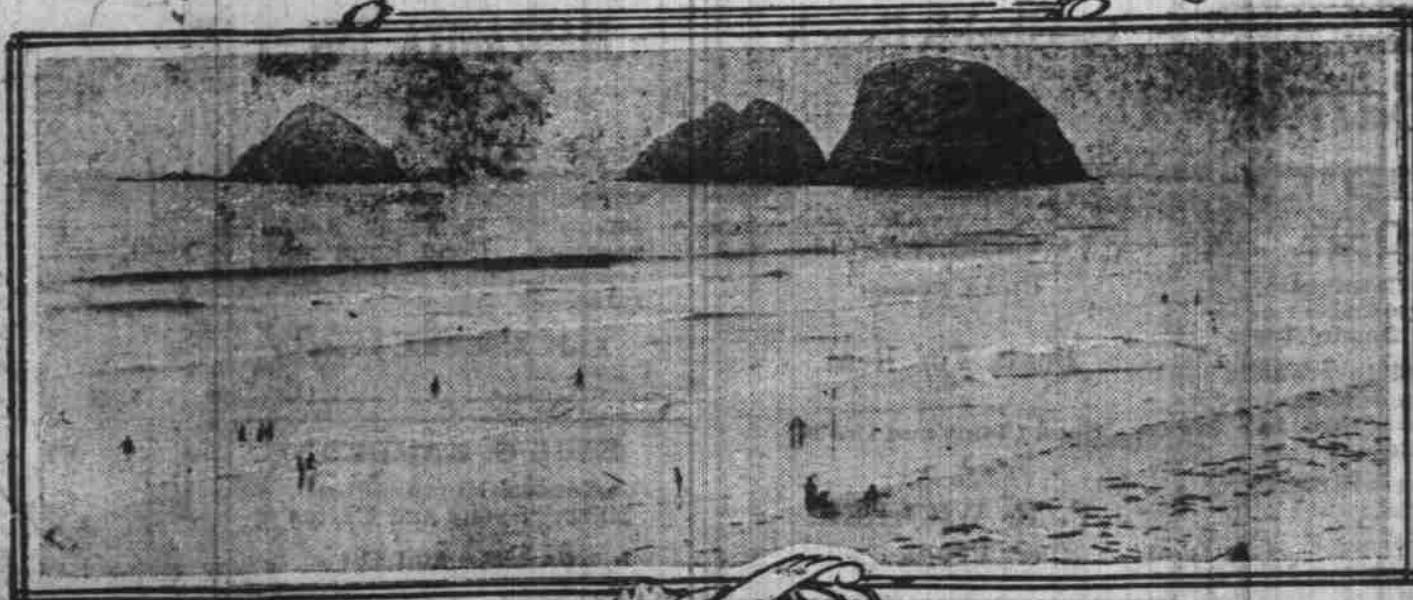
Perhaps it is the lightning-like symbol employed in radio literature or the very mystery of radio that causes such apprehensions. However, now that polarized radio is in its fifth year and lightning has failed to work widespread havoc among the forests of antennae throughout the width and length of this country, it is time that this lightning fable should be forgotten. What is the radio antenna? First, it is an excellent conductor of electricity, swinging high and clear of surrounding objects. Secondly, it is connected to the ground through a tiny air gap or vacuum cap of the lightning arrester. Many will recall the oldtime lightning rods, with their barbed spikes surmounting the roof of the house, their heavy cables kept clear of the building, and their positive ground connections. The modern radio antenna is nothing more than a modified lightning rod. And in actual practice it is useless in much capacity. The radio antenna properly installed—which means that a lightning arrester of approved type should be used—will protect surrounding property.

Summer-Time Program for Summer-Time Folks  
And don't think for a moment that you can do without radio

during the summer. No matter whether you are doomed to stay in the city or are fortunate enough to spend your time in the mountains or at the seashore, you cannot afford to dispense with radio this summer of all summers.

Radio broadcasters have the interests of their audiences more at heart than is generally supposed. Thus, for the past month or two, studio managers have been planning their summer programs so as to adapt them to the needs and interests of the listener in the summer time. Among this summer's programs there will be the leading sporting events, play by play, which you cannot afford to miss. There are to be timely talks on tennis, swimming, basketball and other games. There are to be talks on fishing and hunting. There are to be talks on automobiles and touring. Even the home-builder, whose thoughts turn to shingles and cement and plumbing with the approach of warm weather, will get some real advice via radio.

The summer-time programs of this year are to be just as indispensable as those of last winter. So, as far as programs are concerned, summer-time radio is here.



Three-Arch Rocks, from Oceanside, popular resort near Roosevelt highway. Below is a scene from the rocks along the beach along Roosevelt highway, near Rockaway.

Next to Godliness

- One day this week
- The Gold Dust Twins
- Met Lux, Old Dutch
- Gleaner, and Ivory
- Soap Flakes
- Here in our store
- And all said to us:
- "Migosh" no wonder
- So many ladies
- Buy Tires from you
- at

### MT. DAVID MOTORCYCLE HILL CLIMB ON MAY 31

COTTAGE GROVE TO STAGE  
BIG EVENT THIS MONTH

The annual motorcycle hill climb on Mt. David, at Cottage Grove, will be held May 31. The Cottage Grove Lions are taking charge and sponsoring the climb this year and promises an event far ahead of any previous year. Arrangements have been made for a large parking space at the foot of the hill where the best view can be obtained.

Two events will be held for novice riders who will ride their own machines, besides the two events for professional riders. All of the best riders from the northwest will take part, offering a wonderful opportunity to see the very best climb ever held in Oregon. Three or four local riders will take part in this climb, one being Cody Evans, who was winner of first place last year.

### The Cleanest Tire Store

ZOSEL'S TIRE  
SHOP  
186 South Commercial  
PHONE 471

OPENING FOR  
THE SEASON

### Rockaway Beaches DECORATION DAY MAY 30

For Information  
Rockaway Beach Commercial  
Club