

**SPECIALLY DESIGNED CARBURETORS POPULAR**

**STROMBERG EQUIPMENT SAID TO GIVE GREAT RESULTS**

**Extraordinary Power on Hills and Economy Held of Most Advantage**

Mr. Smith of the Smith & Watkins company, who are the local distributors for Stromberg carburetors, says that he has just been advised by The Stromberg Motor Devices company of Chicago, that their original plan of getting out special carburetor equipments for the medium priced cars has met with such great success all over the country that they have organized a special department to handle this end of the business.

The Stromberg Motor Devices company is known and recognized in the motor car industry as being builders of high quality carburetors at the present time supplying more than one hundred and thirty five different manufacturers of cars and trucks, including a great many of America's highest priced automobiles.

During the latter part of the war when the price of gasoline soared to a high mark and the word "Economy" was flashed before us constantly, the Stromberg engineers were set to work to produce a carburetor specially designed for each car where a market improvement could be shown.

The American car owners who have been taught to look for remarkable and extraordinary performance from his automobile in the way of going over steep hills on high gear and stepping on his accelerator at five miles per hour was not an easy subject to convert to an economical setting on his carburetor, when he found it meant a sacrifice of the things he liked to feel his car do.

With this problem confronting them, the engineering staff of The Stromberg Motor Devices company has designed and built over forty five special carburetor equipments for all the popular and medium priced cars and the response from the car owners in buying these equipments to better the performance and economy of their automobiles has led the officials of the Stromberg Motor Devices company to enlarge the special department to carry on the work.

When it is decided that a certain car can be improved by a special carburetor equipment, a copy of that kind is purchased by Stromberg company and the engineers proceed to build a special equipment for it, and after the carburetor has been worked out to a point where they believe it is entirely satisfactory, several of the equipments are sent to the factory branches and distributors to various parts of the country for a further check.

This has been carried out to points all around the world, and the special equipments are finding their way to: Australia, South Africa, England, Europe and many other foreign countries.

**BETTER AND BETTER**

**LOCAL DEALER COMMENTS ON DODGE BROTHERS SLOGAN**

"The slogan 'Better and Better' which recently appeared on poster boards and in magazines and newspapers everywhere, following closely the announcement of the purchase of Dodge Brothers by Dillon, Read & Co., has aroused renewed comment regarding one of the outstanding policies of Dodge Brothers, Inc., according to

Mr. Russell Bonesteel of the Bonesteel Motor Co., local Dodge Brothers Dealer.

"Constant improvement of a basic design has been the established policy of Dodge Brothers ever since their first car was offered to the public," he said, "and will continue to be under the new ownership. "Registration figures for the last year show clearly the wide recognition which has been accorded this sound policy. Totals for the United States show that Dodge Brothers made a gain of 25 per cent against a loss of 11 per cent sustained by the industry as a whole. This year, week after week, all sales for corresponding periods of previous years have been exceeded by as large an amount.

"Most automobile buyers today understand how much better it is for the engineering and experimental departments at the factory to concentrate their thoughts and efforts on the betterment of a well tried basic design rather than on the development of next year's model.

"It is also evident that the development of new designs, the experimental work on a new model and the making of dies and special tools and machines necessary for the production of radically different chassis is very costly. This expense, which in modern volume production of motor cars may easily run into the millions of dollars, is of course, paid for in the final analysis by the car buyer. The great saving made by Dodge Brothers, Inc., as a result of this policy is faithfully returned to the buyer in the form of greater value in the car.

"Furthermore the car does not suffer the high depreciation which invariably follows the announcement of a new annual model and

**SPRING DAYS CALL TO AUTOMOBILE CAMPERS**

**FINE WEATHER WELCOMED BY ANNUAL TRAVELERS**

**Fishing Streams, Mountains and Lakes Visited by Many Hundreds**

The warm spring days of the past few weeks have routed out the old camping bug from his winter quarters and he is again at large in search of new victims.

Favorable weather conditions have called him from his winter nap earlier than usual this year, and being so disturbed, he is in an extremely ugly mood and will attack anyone who crosses his path and without a second's warning.

The weather must be just right before this insect begins his yearly inoculations. Take a day of late spring with a crisp morning mixed with a lazy summer afternoon and the bug is on its way, picking no favorites, biting all whom he chances to encounter.

A peculiar thing about this epidemic is that no one seems to take steps to prevent being bitten. In fact, his approach is welcomed by all. After the victim has been stung, he is done for and he falls under a strange spell. He will sit at his desk staring out of the window for hours at a time, his mind

the owner's feeling that his car presents a 'last year's appearance'. "During ten years there has been a constant betterment and refinement of Dodge Brothers chassis details. Improvements in ease of operation, riding comfort and appearance have been made without any radical change in the well tried, dependable chassis."

on anything except work. Everything goes wrong—everyday tasks that usually seem minute, loom up like mountains and as warmer days approach and reports of limit catches of mountain trout fall on his ears, he becomes worse and as a last resort, the old family physician is summoned—old Doc Open Road.

His case is filled with strange medicines. Here are boxes of mountain roads, phials of warm weather, of fleecy clouds and blue skies, lakes filled with bass, and mountain streams of trout are included in his kit—all to be used in the treatment of the patient.

A few weeks of the doctor's medicines and the patient is convalescing nicely. Another few days and he is normal, the treatments end and he is ready for work until the next year.

Thousands of motorists fall under this strange spell each year and the old reliable doctor easily cares for them all. His treatments are easy, his powders sweet, his pills sugar coated, and they offer a positive cure for the ailment. All that is needed to reach his office is an automobile and camping equipment. Judging from the activities shown in the camp goods department at the Western Auto Supply company, the doctor will be in need of a staff of assistants to care for the many motorists who will be bitten by the camping bug this spring.

**GARDNER AGENCY HERE**

The Burdett-Albee Motor Car company of Portland have established a branch in Salem for the Gardner cars at 217 State street. Mr. W. E. Burdett will manage the branch and Oscar Zeller will be the salesman. A full line of Gardner's will be handled including the 4-6 and 8 cylinder.

**SPEED MANIA TO BLAME FOR MOTOR ACCIDENTS**

**402 PEOPLE MEET DEATH DURING MONTH OF APRIL**

**Two-Third of Catastrophes Occurred at Intersections in Dry Weather**

CHICAGO, May 29.—Speed maniacs were responsible for more of the 402 persons killed in automobile accidents during the month of April than any other one cause it was reported to the national safety council by 76 cities having a total population of 27,500,000. Contending for the right of way was the cause of most of the non-fatal accidents with "exceeding the speed limit" a close second.

Thirty-nine of the cities reporting to the council totalled 250 fatal public accidents other than automobile; 30 cities, 177 home accident fatalities and 22 cities, 73 industrial fatalities.

Male motorists were involved in 20 times more accidents than were female motorists. Male pedestrians killed numbered three times the female pedestrians, and the number of male pedestrians injured was twice the number of female pedestrians.

"Failed to signal;" "or wrong side of road;" "cutting left corner sharply;" and "motorist intoxicated" were other circumstances attending the country's motor accidents for the month of April. Almost two-thirds of the accidents occurred at intersections, in daylight, when the weather was clear and road surface dry.

"Walking, running or playing in the street," resulted in more

accidents to pedestrians than any other single circumstance, and most of these were children, says the council.

**OPERA MANAGER DIES**  
MUNICH, May 29.—Anton von Fuchs, the famous stage manager at the Munich Opera died recently at the age of 76. He was well known throughout the world as an operatic producer of rare genius.

**In Time of Trouble**

With Your Car — Call Us—

**We Can be of Service to You JUST CALL 203**

For Our Service Car.

**We Give Authorized Electrical Service on the Following Cars:**

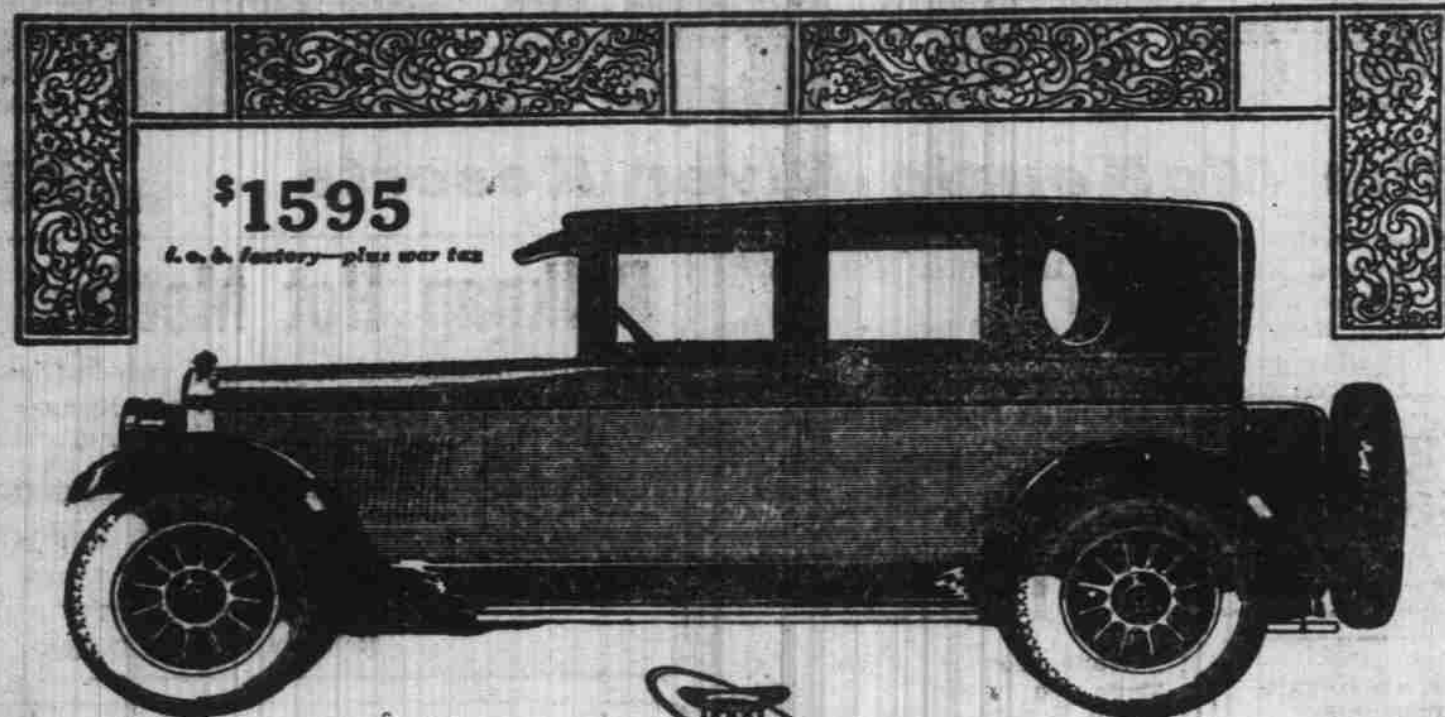
Rollin, Dort, Willys-Knight, Buick, Flint, Star, Oldsmobile, Chrysler, Maxwell, Oakland, Jewett, Packard, Chevrolet, Durant, Gardner, Hupmobile, Nash, Overland, Studebaker.

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**Performance**

Across the continent—coast to coast—then from Canada to Mexico—4664.5 miles—without adjusting brakes!

There's the greatest test and the greatest proof of the excellence of Rickenbacker 4-wheel brakes.

"Cannon Ball Baker" in his sensational record-smashing drives did it.

"I adjusted my brakes at the end of 4664.5 miles," says the famous driver, "and not because they needed it even then, but I was going after that other record—El Paso to Los Angeles (908.5 miles which he made in 21 hours, 23 minutes) and I didn't want to take any chances.

"A quarter turn of the adjusting nut was all they needed."

Just think!—that 4664.5 miles was equal to at least 20,000 miles of average driving.

At least 20,000! For in his coast to coast rush (3,106.5 miles in 71 hours, 33 minutes—actual driving time) "Cannon Ball" had to make thousands of quick decelerations and hundreds of emergency stops.

Remember, he had low pressure, balloon tires. Only 25 pounds of air in them—to protect himself from the road shocks.

Couldn't make right angle turns and hair pin bends at full speed.

He says those wonderful brakes really made these records possible.

Because he could, in a few feet, slow down from 70 miles per hour to 25 and take each turn in safety.

Then with his 65 horse power motor, get away again as quickly—

But—that's putting grief on brakes.

The route down the Pacific Coast—Vancouver, B. C., to Tia Juana, Mexico—1,558 miles, crossed three mountain ranges—roads up and down—with acute switch backs and steep grades.

Just a series of alternate accelerations and brakes.

And yet these brakes were not adjusted till the end of 4664.5 miles—of such terrific driving.

If you have not sensed the smoothness and efficiency of these 4-wheel brakes you really cannot know what perfect braking qualities are.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

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AFTER WE SELL, WE SERVE

**Rickenbacker**  
A CAR WORTHY OF ITS NAME

**WORLD'S LOWEST PRICED CARS with Sliding Gear Transmission**



**Compare- Their Power, Comfort and Value**

**The Lowest Prices in the Industry**

Overland is in greater favor today than ever because it is a greater value... It offers you a great saving in price... the lowest priced car with sliding gear transmission... Plus the satisfaction of greater power... Plus the safety of an all-steel body... Plus the reliability of extra-heavy axles... Plus superior economy in gasoline, oil, upkeep.

Sales of the New Overland Six are increasing with great rapidity. Everyone is impressed with its beauty. It excels all cars near its price in power and pick-up. You will find it a delight to drive.

**52 weeks to pay**

Buy your Overland out of your income. Small down payment—and you can drive your Overland home.

All-Steel Touring **\$495**

All-Steel Coupe **\$635**

Standard Sedan **\$655**

All-Steel Sedan **\$715**

**\$985** Overland SIX Standard Sedan

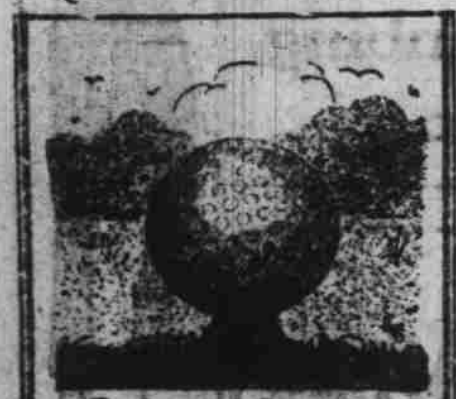
**\$1150** Overland SIX DeLuxe Sedan

All Prices f. o. b. Toledo

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**VICK BROTHERS**

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You don't crave to be stymied by a bum tire!

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