

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 21, 1925

## AUTO GOES AROUND THE EARTH IN TEST

### Buick Will Have Had 350 Drivers When Long Jaunt Is Ended in East

#### Severe Difficulties Surmounted in Globe-Circling Trip; Desert Grind One of Hardest

A Buick car, which departed unheralded from New York city last December to be driven from one Buick dealer to another in a trip around the world, is nearing the end of its long journey.

The car, a standard six touring model, is strictly "on its own" being unaccompanied by mechanics or special drivers. When it returns to New York city the machine will have been handled by approximately 350 different drivers.

The last difficult leg of the trip has been completed, a long run over the questionable roads across the continent of Australia. The car is now en route to New Zealand and Honolulu, from whence it will be shipped to San Francisco and driven across the United States through Detroit and Flint to New York.

The trip around the world was conceived to demonstrate that a Buick will travel to the remote corners of the earth and that on such a journey it is always safeguarded by service facilities.

The globe-circling car has made its trip without faltering. Driven from dealer to dealer by dealer's representatives only, it has demonstrated Buick's ability to withstand the man-handling from hundreds of drivers of various nationalities and degrees of skill.

After coming from the regular assembly line in the factory at Flint, Mich., it was equipped with four spare tires and a shovel. Supplementary tanks on the running boards provided oil, gasoline and water for the long runs over the deserts and other uninhabited regions.

After being boxed and sent to New York City it was shipped across the Atlantic to Liverpool, where its land journey started on December 21, 1924. The car was passed from dealer to dealer en route to London.

It then was shipped from London to Amsterdam. With frequent changes of drivers it passed south through Europe, visiting Brussels and Paris and finally reaching the Mediterranean at Marseilles, France.

On January 26 it was placed on a steamer bound for Port Said, Egypt. From there it was driven south to Cairo. Then the route swung "east of Suez," where the real test began. Through Palestine and the Biblical country the car proceeded to Beirut. On February 5 it left there for Damascus and Bagdad, accompanying one of the desert convoys of the Nairn Transportation company, which incidentally uses Buicks in its desert fleet.

The Syrian desert was crossed without difficulty. The Buick distributor in Beirut, however gives some idea of the country traversed in the following letter excerpt:

"The road was terrible in places, being nothing more than a cart track strewn with large boulders. In the run over the Lebanon mountains the car climbed to a height of more than a mile. After spending the night at Damascus, the 540-mile run to Bagdad was made at an average speed of 35 miles an hour."

The Mesopotamian distributors took the Buick at Bagdad and drove it to Basra on the Persian gulf, from whence it was sent to Bombay, India. From there it was driven over indifferent trail-roads across India to Agra, and finally Calcutta.

It then went to Ceylon, where the Buick distributors drove it for three days before sending it to Perth, on the southwest coast of Australia, where it arrived April 1. The desert waste of southern Australia, between Perth and Adelaide, was regarded as the most difficult part of the trip. The distance is something more than half way across the United States. This long stretch of bad going was negotiated successfully, as was the shorter journey from Adelaide to Melbourne, near the southeast end of the continent. The car since was driven to Albany and then to Sydney, from which point it was shipped to New Zealand.

After completion of the globe journey it is planned to preserve the car as an object of historical interest.

The Willamette valley is the center of all farm crops in Oregon and Salem is the heart of the valley. Come to Salem to live, and bring all your friends.

## A GLIMPSE OF THE OREGON WONDERLAND



KENNEL-ELLIS, SALEM, PHOTOS



### THE MCKENZIE RIVER HIGHWAY

These pictures were taken three weeks ago near the snow line in the Cascade mountains on the upper McKenzie highway. At that time the road was blocked for several miles by snow but the road is now open and passable. Above is Ralph Kietzing, advertising manager of The Statesman standing by his Star car in which he made the trip. The others making the trip were J. E. Shelton and Ed Turnbull of Eugene. The picture to the left was taken at the entrance to the Cascade National Forest reserve. The roads, especially on the upper portion of the highway are excellent.

### DODGE BROTHERS SET NEW DELIVERY MARKS

#### PRODUCTION AND SALES EXCEED PREVIOUS YEARS

#### Remarkable Increase Is Declared One to Sound Business Conditions

Total sales of Dodge Brothers motor cars for the first 5 months of 1925, according to official figures just released, have broken all records for the corresponding months of previous years. Sales in the United States and Canada, from January 1 to June 1, 1925, increased 15.4 per cent and overseas sales increased 48.6 per cent over the same months last year.

"This healthy increase appears even more remarkable," said Russell Bonesteel of Bonesteel Motor company, local Dodge Brothers dealer, "when it is considered that 1924 was the banner year in Dodge Brothers history. The 1924 sales exceeded 1923 sales by over 25 per cent, compared with a loss of 11 per cent sustained over the same period by the industry as a whole. This, of course, made their 1924 figures a high mark to equal and a difficult one to surpass in 1925."

"The sound condition of the business is equally apparent in the fact that total sales, week after week, since the first of March have exceeded production. On June 1 there were fewer than 15,000 new Dodge Brothers cars in the hands of dealers in the United States and Canada—less than an average of 5 cars for each dealer. Unfilled orders have exceeded cars on hand for several months.

"The size of new car stocks is remarkably small when it is considered that the number of different types of passenger cars has been virtually doubled by the addition of the special types fitted with disc wheels, bumpers and other extra equipment."

At no time during the early months of 1925, although production was increased from 900 to 1100 per day, were dealers able to accumulate the stock they desired in anticipation of spring demands.

Careful analysis which Dodge Brothers have made of market and industrial conditions throughout the country led them to expect their domestic sales throughout the remainder of 1925 to show an increase of approximately 15 per cent over last year, substantially the same as shown during the first five months.

Dodge Brothers total sales, including United States, Canada and overseas, for 1925, according to the same estimate, will exceed those of 1924 by 20 per cent. They will exceed those of 1923, which was the year of maximum production for the industry as a whole, by over 50 per cent.

If a driver used speed near your children!!!!!!

### OAKLAND OPENS SCHOOL FOR ALL SALES FORCES

#### TRAVELING INSTITUTION WILL HOLD DEMONSTRATIONS

#### Caravan to Extend Throughout All States; Dealer Endorse Move

Starting last week representative of the sales development department of the Oakland Motor Car company again began a nation-wide tour among Oakland dealers to present the second course in better merchandising.

The first schools earlier in the year were held only in the large centers an lasted a week each. So enthusiastically were the schools received and so many letters from dealers warmly commended the work that it was decided to start a new series of schools immediately.

The second schools will differ from the first in that each will last but two days, with the result, however, that there will be practically three times the number of schools. In other words the schools will be brought right to the dealers' "front doors."

The routings of the schools among the 22 sales districts will be made by the various district managers. It is expected that it will take well into September to cover all the Oakland dealers.

"This school will be primarily for dealers," explains W. M. Chamberlin, director of sales development at Oakland, "although we are glad to have the presence of all salesmen who desire to attend. It is intended to help the dealers to train their own salesmen, and emphasize such things as prospect lists, salesmen and prospect control system, demonstrations

and conduct of the showroom. In addition, the selling problems of each dealer will be taken up and the particular application of our various forms and charts made on the ground.

"It is astounding to note the desire of dealers and their salesmen for just the type of organized merchandising we are giving them. The day of the "long haul" in selling automobiles has arrived and the "slip-shod" methods of former days will no longer go. Every motor car company must prepare for the years to come and take a vital interest in the selling problems of its dealers. The success we have had so far is indicative of the urgent need for these merchandising schools."

E. V. Joffe, M. L. Buck and J. H. Vickers are the instructors who will conduct these schools.

### Mount Hood Loop Is Open; Trip From Base Beautiful

The Mount Ford loop was opened for travel last Wednesday, and advantage of the beautiful drive will probably be taken advantage of by many motorists. The scenery of the Mount Ford climb is unparalleled in the country, and the views are not equalled in the world.

Work on the road has been completed and the week-end vacationist would do well to acquaint himself with the district.

### KEEP WATER CAN CLEAN

With the coming of warm weather the water can at the garage is quite likely to be pressed into service. When in haste to fill the radiator be careful to see that the contents of the can are what you want and not what you may not need.

## Here Is Real Sport

Sport that you can get in no other way—a real thrill when you get astride one of these

### Harley-Davidson Motorcycles



We have a limited number of high grade rebuilt Harleys that we can place to you on very EASY TERMS.

Come and Look Them Over

Harry W. Scott  
"The Cycle Man"  
147 So. Commercial Street



for I've told you that many tires are being skimped today in the price war. SEIBERLING ARE NOT and cost no more.



ZOSEL'S TIRE SHOP  
198 South Commercial  
PHONE 471

## SPEED GRIND MADE IN MACHINE TESTS

### Chevrolet Uses Four-Mile Track in Performing Severe Road Tests

#### Tireless Whirl Around Saucer Provides Excellent Study For Strains in Mechanical Construction

In an unremitting search for possibilities of further improvement, Chevrolet cars are being driven constantly around the four-mile "speed loop" of the General Motors corporation proving ground near Milford, Mich.

The driving test, which is routine in the Chevrolet policy of continuous effort at refinement, is being made night and day, winter and summer, regardless of weather conditions.

At present seven Chevrolet cars are piling up a total of 75,000 miles monthly. The tireless whirl provides unusual driving strains in the quest of Chevrolet engineers for further opportunities to improve the sturdy chassis under conditions to which the cars ordinarily would not be subjected by the average owner. All models are included in the test group.

Two shifts of drivers maintain a pace of between 35 and 40 miles per hour, stopping only for gasoline, oil and inspection. The day shift drives from 7:30 a. m. until 5:30 with a half hour for lunch, while the night shift drives from 7 p. m. until 5:30 a. m. with a midnight lunch period.

The "speed loop" includes three miles of gravel track, banked high at the turns and one mile of level concrete straight-away. There are no speed restrictions. One portion of the road leading from the "speed loop" to the inspection shop has a grade of 11.6 per cent.

Each noon and night the cars are inspected and filled with gasoline and oil. At every 1,000-mile mark the machines are washed, driven into the shop and given a thorough inspection, the results of which are listed in a report form. It is only during these inspections that the cars are under cover. At

all other times they are out of doors.

Chevrolet trucks also are under continuous test, being driven on "Bump Boulevard," an old farm road which crosses the 1,146-acre proving ground. The defects and irregularities of this road purposely have been left intact. The test cars and trucks use about 4,500 gallons of gasoline monthly.

After being driven 40,000 miles or more, each car is taken into the shop and torn down for precision inspection by the engineers. They may find nothing of interest. Possibly the test may reveal an opportunity for some minor refinement. If it does, no detail is too small or insignificant for consideration in the general policy of continuous improvement.

### OLDS SALES INCREASING

#### PRODUCTION IN FACTORY IS SAID LARGER THAN EVER

Continued increase in retail sales of Oldsmobiles and a general feeling that business conditions are good throughout the great portion of the country is reported by D. S. Eddins, general sales manager of Olds Motor Works. The Oldsmobile factory entered June with advance orders will assure it full production throughout the month, and indications are that July production will be satisfactory.

Sales of Oldsmobile during May were more than 35 per cent greater than during the same month last year. This is the third consecutive month that Oldsmobile sales have shown a substantial increase over those for the same periods in 1924.

"The northwestern section of the country is showing remarkable prosperity, according to both the reports and orders received by our distributors and dealers in that section," said Mr. Eddins. "This excellent showing is extending practically without a break from the western shore of Lake Michigan to the Pacific coast."

"Other sections of the country which have not shown such remarkable gains as has the northwest are reporting improved conditions, and every indication points to steady, continued prosperity for Oldsmobile."

"Our export business is steadily gaining. During May we shipped nearly 600 Oldsmobiles abroad, and so far this year our exports are larger than they have been at any time in our 28 years of manufacture."

# ROLLIN

"Thoroughbred of the Thoroughbred"

### AMERICA Was Discovered by Investigation. INVESTIGATE the ROLLIN

and you will discover that it WON the much coveted sweepstakes cup over all entries in the ECONOMY RUN of May 22-23, wherein a standard stock ROLLIN touring with 1015 pounds of passengers and luggage made 27.43 miles per gallon.

That the ROLLIN MOTOR is built like a finely jeweled watch.

That the materials, workmanship and the units are of the highest class.

That the two-tone color scheme in Duco finish are fascinating.

That it has Style, graceful stream lines—swift and sweeping without a single discordant break.

"Class" America calls it. "Topping" England would say. "Chic" France would exclaim.

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