

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, AUGUST 23, 1925

## PRICES ARE CUT ON ALL DODGE MODELS

Reduction Is Made Possible by Constantly Increasing Production

Announcement of a reduction in the prices of Dodge Brothers Motor vehicles, both passenger and commercial, effective Monday, August 17, has been received by Bonesteel Motor company, local dealer.

"These new prices come at a time when Dodge Brothers products have reached the highest peak of mechanical perfection in its history," declares Mr. Bonesteel. "In an attempt to supply public demand, factory production has been stepped up since the first of this year from 900 cars a day to the present rate of over 1,100 and now Dodge Brothers are pushing as rapidly as possible an eight million dollar expansion program to give them buildings and machinery for a production of 1,500 cars a day."

"This price cut is just the application of Dodge Brothers policy of faithfully returning to the buyer the saving made possible by increased production. Since the first of this year production has been steadily increased month after month. The first six months of 1925 were the largest in the factory's history—more than 11 per cent greater than the first six months of 1924. The problem for Dodge Brothers executives has been, not to find a market for their product, but to increase production to supply a ready market. "The constantly increasing, yet never satisfied, demand for Dodge Brothers Motor cars is convincing evidence that a motor wise public is more appreciative of the great value made possible by Dodge Brothers sound policy of constantly improving a basic design instead of bringing out a new model every year."

## LIGHTING LAW IS TOPIC PORTLAND AUTOMOBILISTS VOICING PROTESTS

The new automobile lighting law which is to go into effect the first of September has been causing a great deal of discussion the past week. Some Portland people have been strong in their protests against the measure. It is claimed that having the lights adjusted to comply with the new law is causing too much expense and the light testing stations are making the profits. If those so strongly against the measure would go to one of the light testing stations and let these people show them how the lights are improved by proper adjustment and how the glare is taken away and how the lights that they will have will give them proper illumination so that they can see what is ahead of them, surely they will agree that it is a good law, and know that it will help avoid accidents that would be much more expensive than the adjustment charges.

### WEEK END AT CASCADIA

Paul Hauser, of the Hauser Brothers sporting goods store, accompanied by his family, motored to Cascadia, Friday, where he is spending the week end.

### HANDLES U. S. TIRES

R. N. McDonald, local Marmon, Cleveland and Chandler dealer has put in a stock of U. S. Tires, since moving to his new location on Cottage and Ferry streets.

## Bicycle Repairing

—at—  
Reasonable Prices

SCHOOL  
is only 6 weeks off—better get your bicycle fixed up now, so it will be ready for you

LLOYD E. RAMSDEN  
387 Court Street

## MORE CARS FALLACY ONLY 30 AUTOS CAN BE PARKED WITHIN BLOCK

The new head in parking ordinance which went into effect in Salem last Tuesday is not affording the extra parking room that its supporters expected it would. Where the white lines are painted there is but room for 30 cars to the block while with the old parking system as high as 34 cars were often parked in one block. With the exception of a few bent fenders and a few bumps the accidents have been very few.

## AIR CLEANER SAID TO SAVE MACHINES

All Foreign Matter Is Removed From Air Taken in Through Carburetor

All motorists dislike to "eat dirt."

So do all motor cars. The only difference is that the motorist can hold his breath until the dust cloud has passed while the motor must keep on breathing whatever variety of air comes to the "nostril" of its carburetor.

A striking series of experiments conducted by the designers of the Oakland Motor Car company revealed that the breathing of dust is really one of the most serious factors in engine wear.

The experiments were conducted with the most delicate scientific instruments some of which will measure a minute dust particle .0005 of an inch in diameter.

The conclusion reached by these engineers has resulted in the adoption of the air cleaner with which the new Oakland cars are equipped. This cleaner, which operates on the principle of the centrifugal cream separator, whirled every particle of dust and foreign matter from the air and feeds only the purified air into the carburetor.

Oakland and General Motors engineers have overwhelming proof of the necessity for such protection, regarding it as particularly important in the present day of heavy traffic and dust-stirring balloon tires.

Among other things it was found that an average automobile breathes 10,000 gallons of air with every gallon of gasoline. Every bit of this air contains dust to a greater or lesser degree.

Some dust is so fine that it falls at the rate of less than one inch per hour. The air over dirt and gravel roads of course reveals the highest content of dust. But even over concrete roads the air, particularly when traffic is moving, contains dust in harmful quantities.

General Motors engineers have made some interesting tests in the district south of the Mason and Dixon line and west of the Mississippi. A number of cloth filters were sent out and placed on automobiles which were driven from widely separated districts. They revealed that the dust breathed in by automobiles in 500 to 1,000 miles in all localities is substantially the same. It is from 90 to 98 per cent mineral matter, more than half of which is silica, or quartz, a destructive abrasive or grinding compound. Its size varies from .0005 of an inch to .0015 of an inch.

The engineers knew that foreign matter mixed with lubricating oil wore the moving parts of the car and combined with the oil to form the hard carbon which causes carbon knock and pre-ignition. But they wanted to know just what degree of wear was caused by the abrasive road dust.

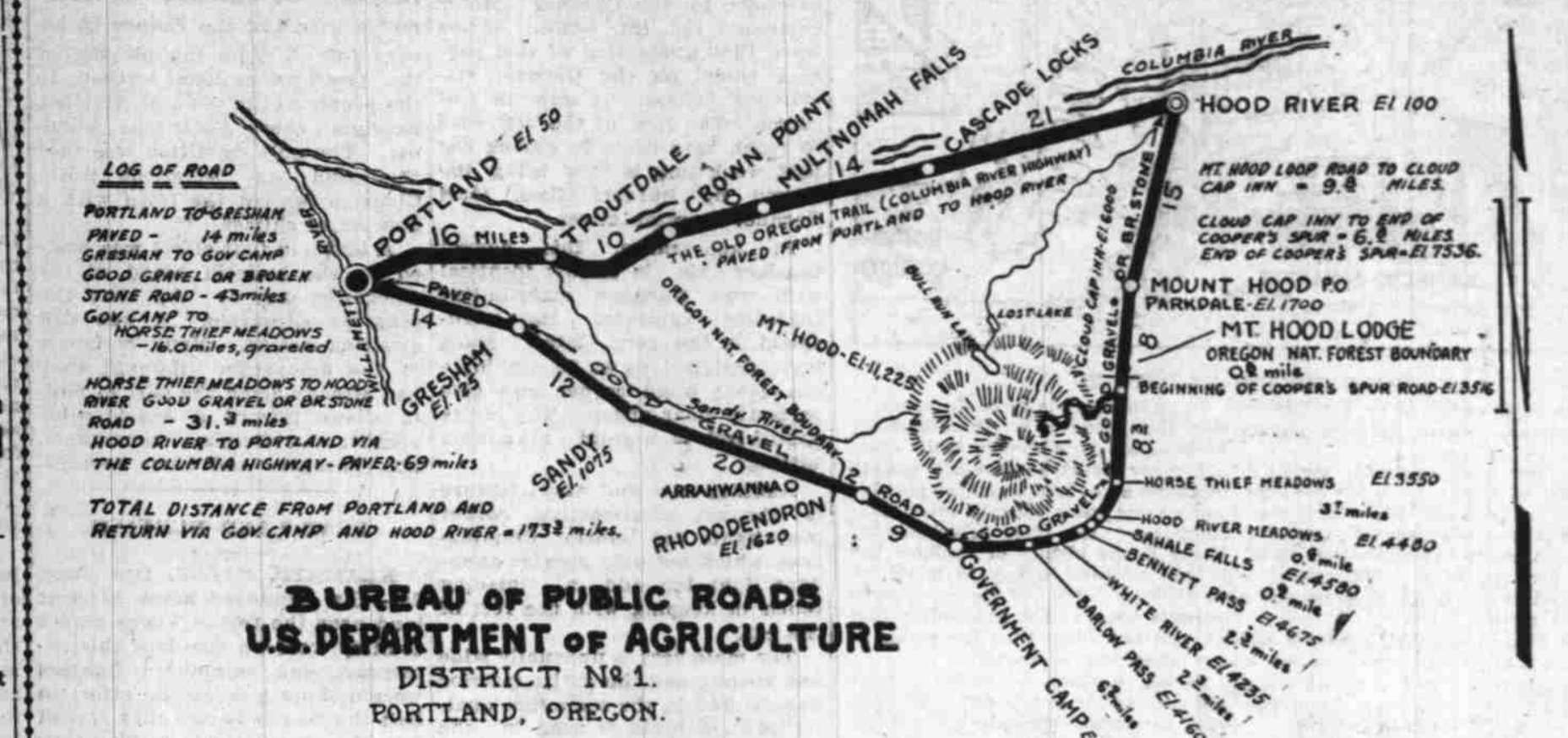
They wanted exact figures. Accordingly they made an indoor laboratory test. Two engines were opened continuously for 36 hours. One was protected by a centrifugal air cleaner. The carburetor of the other carried no air cleaner. Two-thirds of a pound of dust was fed evenly and gradually into the air intakes of both motors. Measurements then revealed that the cylinder wall wear of the unprotected motor was 15 times greater than that found on the motor which had been breathing through the air cleaner.

Tests of this kind reveal why the more progressive motor car manufacturers are turning to the air cleaner as a practical essential under today's driving conditions.

### RETURNS FROM VACATION

C. C. Moon, driving a Studebaker six, returned Wednesday from a motor trip to the south. Mr. Moon accompanied by Mrs. Moon motored as far south as Los Angeles going by the way of the Pacific highway and returning the coast route by way of Eugene, Crescent City, Gold Beach, Bandon and Roseburg. "The new Roosevelt highway is very beautiful and when com-

## A Trip Around the Mt. Hood Loop



By W. C. CONNER

It will be observed by those contemplating a trip over the new scenic Mount Hood loop highway that all routings out of Portland are by way of Gresham, or the southern route. This, we understand, is due to the fact that this route affords the easier grade in the nearly 5000 foot ascent to the highest point on this new loop road, which is attained at Bennett's pass, ten miles east of Government Camp and very near the beautiful Sahale Falls, which burst suddenly into full view of the autoist as he approaches the modern arched concrete bridge over this stream and which falls are in easy distance for a fine kodak picture.

A few minutes before arriving at these falls or three miles to the west the loop highway crosses White river, which in reality is an ancient glacier bed, the narrow valley having been torn from one side to the other by an avalanche of ice and snow and a torrent of rushing waters at some time in the misty past, which uprooted giant trees, moved great boulders and left a once fertile tract a sand and rock strewn waste. Through this the White river now passes, so-called from the white, or ashen gray color of its ice cold waters which emerge from a glacier about four miles above. From this point a wonderful close-up view of Mount Hood is afforded and so rugged and wild is the panorama presented that the autoist will want to linger at this point for some time and get busy with his camera. To enjoy the scenery afforded from this vantage point to the utmost the autoist should endeavor to arrive here during the forenoon or before he is compelled to face the sun in the afternoon and thereby have a bad light for kodak work.

The first 46 miles of this excellent loop road out of Portland traverses the fertile Gresham and Sandy fruit and agricultural districts, wherein is also observed many well improved and prosperous dairy farms.

All this pastoral scenery is changed soon after passing through the little town of Sandy when the Mount Hood foothills are reached and by the time the autoist arrives at Rhododendron he is well into the rugged mountains and from this point 9 miles to Government Camp is encountered the first real grade and the climb, which causes the water to boil in many automobile radiators, which have never before reached the boiling point. However, this grade is a good even one and the road is wide, safe and in most excellent condition, being fine macadam, well oiled the entire distance, while the biles, even with an ordinary experienced driver at the wheel. Numerous stone hydrants with their cold, sparkling ice water spouting are in evidence along this great scenic loop road which enables the autoist to pull out to the side of the road and quench his thirst and refill his automobile radiator with fresh water, if needed.

Government Camp is a most interesting place. Here is located a large three story hotel building, refreshment booths, a small garage and filling station and with all a nice camp ground with Mt. Hood in the foreground lifting its hoary head high into the sky. The timber and summer snow line on this great mountain is easily gained by a good trail from Government Camp covering a distance of four miles,

pleated I believe it will be the most beautiful of Oregon high ways," said Mr. Moon on his return to Salem. Mr. Moon is connected with the Hartman Jewelry store in Salem and has been absent on his vacation about two weeks.

### EDSEL FORD'S STATEMENT

"There is not now and never has been any foundation for the rumor that the Ford Motor company has acquired the control of the Hudson Motor Car company. This rumor has persisted until in some quarters sheer repetition has given it a status of fact. For this reason we now make formal denial and state that the rumor in all its forms is unfounded."

### OIL MAN HERE

V. C. Erman, representing the Pennsoll Company, Inc., was a Salem visitor Thursday. Mr. Erman makes his headquarters in Portland, and has as his territory Oregon and Washington. "Although we are new in this field we are finding our business to be very good," he said.

### MANY WHITE TRUCKS USED

An idea of the rapid growth of bus transportation is gleaned from the fact that last year over 12,000 buses were built and placed in service. The White company, alone, sold and delivered more than 1,100 buses during 1924 and will sell a greater number the present year. Of the 3,000 buses operated by electric railways, to supplement rail service, approximately one-third are Whites.

### OPEN BRANCH OFFICE

The White company, Cleveland truck manufacturers, has recently completed a new branch sales and servicing plant in Cincinnati and has new branch buildings under construction at Nashville and San Francisco. Additions to branch buildings also are being made at Washington and Dallas.

## 1200 MILES OF PAVED HIGHWAYS

Estimate Is Made of Amount of Paved Highways in State of Oregon

There is approximately 1200 miles of paved highway in Oregon at the present time. On January 1 last there was 919.8 miles of Bituminous and 234.9 miles of concrete paving completed within the state. This only included the main highways through the cities all other city paving not being counted in these figures. The amount of paving completed since the first of the year by the various counties and by the state highway commission will bring the total amount of paved highways in Oregon to approximately 1200 miles. The Pacific highway is paved the entire distance now from the Washington state line to the California state line with the exception of a few bridge approaches and overhead railway crossings in the southern part of the state.

### ATTENDS MEETING

Otto Paulis, of the Marion Automobile company, local Studebaker dealer, motored to Portland, Wednesday to attend the Studebaker dealers meeting. H. S. Vance, sales manager of the Studebaker corporation was present at the meeting.

### DISTANCES ARE CHECKED

A. R. Rankin, local standard oil manager, is distributing small cards which give distance to all important cities both north and south from Salem via the Pacific highway.

there being an inn at the end of this trail where meals and refreshments are served and where beds are available for those who may want to remain over night and make an early, bold dash for the summit on the next day, a climb which requires from 7 to 9 hours depending on the strength and endurance of the amateur mountain climber. We were told that the record climb from this point is held by a professional mountain climber who negotiated the rugged, icy and steep grade to the summit in three hours. On the summit is located a stone and steel constructed forestry lookout station from which on a clear day a most wonderful panorama spreads out in every direction from this vantage point exactly 11,225 feet above the sea level. One-mile east of Government Camp and one mile south of the loop road is a wonderful warm mineral spring at which is a small store, a mineral water swimming pool and a good tree camp ground. The descent into Hood River valley over the excellent winding loop road along the turbulent Hood river is full of interest and every autoist should stop at Mount Hood Inn on the Cooper Spur road about one-quarter mile off the loop highway, which is a most interesting place. From the observation tower at this place a wonderful view of the four greatest snow-capped peaks of the Pacific northwest is obtained. Mt. Hood being in the foreground to the south and Cloud Cap Inn only six miles distant, it being the highest available point accessible to automobiles, by way of the Cooper Spur road, this new road affording a side trip from the main loop road. Homer Rogers, keeper of Mt. Hood Lodge, extends a most cordial greeting to every visitor and makes his guests feel much at home. It is a grand place for a brief rest, a wholesome meal and an ideal camp, if desired.

So well known are the wonderful orchards and beautiful homes of the Hood River valley that a description here is unnecessary, this district being traversed for miles by this new loop road which contains with it much traveled and scenic views of the Hood River valley at the city of Hood River. Many tourists stop over in Hood River auto park for a rest while viewing the scenic wonders of this district. The trip from Hood River back to Portland over Columbia River highway covers that portion of the district in which most of the natural wonders of this famed enchanted land are found, including Multnomah falls, Vista House point, Horse-tail falls, Sheppard's Dell, and many other points of interest, not the least of which is Bonneville Fish Hatchery. The round trip by this loop road from Portland is 173 miles and from Salem about 260 miles. The fare by Mt. Hood loop stages from Portland is \$7.50.

In conclusion we wish to state that on this great scenic Mt. Hood trip one is reminded of Alpine taverns when gazing at the picturesque setting of the many Mt. Hood summer resorts, and the rugged, volcanic formation of this wonderland. Rates at these resort hotels run from \$2.50 to \$5.00 per day and outside sleeping quarters may be arranged for if desired, or cottages may be rented adjacent to the hotels by the week, month or season, if one does not prefer camp life.

Outdoor sports such as hunting and fishing in season, swimming, hiking, hill climbing and horseback riding may be enjoyed by all. The cool, bracing mountain air gives one an appetite that only these never-to-be-forgotten camp or home cooked dinners can gratify.

## PHENOMENAL SALES ESTABLISH RECORD

Hudson-Essex Manufacture and Sell 30,000 Cars During Month of July

With more than 30,000 cars manufactured and sold in July, the Hudson Motor Car company, shattered all previous records for the volume of business in the six cylinder field, according to word received here by Fred M. Powell, Hudson-Essex distributor.

This phenomenal output, it was declared, made July the seventh consecutive month in which Hudson-Essex has set new high marks for six cylinder business. The volume of Hudson-Essex business is now said to be greater than in July.

In line with this national Hudson-Essex six cylinder leadership, the Fred M. Powell Motor cars, made July the banner month of the concern's history. Sales would have been even larger, it is declared, if deliveries could have been made to all those who wished cars. Summer ordinarily is a dull season, but the business Hudson-Essex cars have had in the past few weeks has proved this year the exception. Business is improving too, rather than falling off.

"The gratifying fact about leadership is," said Mr. Powell, "that this great volume of business is no sudden spurt following a showing of new models, but is simply a growing continuance of business done for all of this year."

"It is simply a proof that the public regards Hudson-Essex cars, in their present design and at their present prices, as outstanding values in the motor car field. That feeling has been growing every month. That belief not be-

## MARKETS TO BE STUDIED RICKENBACKER MAN TO CONSIDER EUROPEAN SYSTEM

DETROIT, Mich., Aug. 22. — Harry L. Cunningham, secretary-treasurer of Rickenbacker Motor company, sailed last week for Europe where he will study market conditions for American cars in general and Rickenbacker in particular.

"So rapidly has European demand increased during the past six months, we are confronted with a condition we hardly know how to handle," says R. F. Everitt, president and general manager. "One problem which puzzles us, and for which there is no precedent, is how to subdivide, or district, European territory so as to get the maximum distribution and at the same time assure users quick and adequate service, such as that to which our customers in this country are accustomed."

"European dealers are singularly like our own home folk—each asks for all Europe as his territory—or denied that, he wants at least all of Germany, all of France, or some other country."

## CONTINENTAL TOUR IS NOT EXPENSIVE

Trip From Los Angeles to Detroit Is Made at Total Cost of \$22.20

Los Angeles to Detroit at a total cost of \$22.20.

That is what it costs in a Chevrolet according to Joseph L. Rogers, Hollywood, and A. V. Gallina, Los Angeles, insurance men who recently made the trip of 3,104 miles at an expense of \$44.40 for gasoline, oil and food or seven-tenths of a cent per man per mile.

The Chevrolet used was a sedan owned by Mr. Gallina. It had been driven only 630 miles before they decided to make a vacation tour to the Detroit home of Mr. Rogers' brother, Clifford W. Rogers. Alternating at the wheel, they made the trip in five days and 18 hours, only a day and one half longer than the time of the transcontinental flyers which travel a much shorter distance due to the windings of the motor roads.

The tourists gave no particular thought either to the speed or economy of the trip until they were questioned in Detroit by the manager of a Chevrolet service station where they stopped on arrival to change the crank case oil. He induced them to visit W. S. Knudsen, president of the Chevrolet Motor company, General Motors building. After inspecting and driving the car, Mr. Knudsen pronounced it in excellent mechanical condition.

"The trip was in no sense a stunt," said Mr. Rogers. "We had no accidents except a puncture, the repair of which incidentally is included in the expense budget. Our only adventure was finding two Indian children nearly dead of thirst on a lonely stretch of desert road in New Mexico. They fell on their knees when we gave them a bottle of water."

## British Adopt Turtle as Useful Garden Pet

LONDON—The turtle as a household pet here is threatening the canary, the cat and the poodle. Nearly every householder in London has a turtle or two in his back yard, or "garden," as it is called in England.

Turtles this summer have been sold by hawkers, in the markets and in many stores which formerly confined themselves to goldfish, birds and dogs. The price has been from six pence up to three and four shillings, according to size. It has been estimated by dealers that within the last few weeks there have been approximately 60,000 turtles brought to England from Mediterranean ports, while London has received numerous other supplies from the continent.

Most gardeners in the city and suburbs have turtles in their allotments, the theory being that they consume the snails and other pests which do harm to tender, growing plants. Turtle tending contends that turtles are most grateful creatures for any kindnesses, and that they are very faithful pets so long as a person is kind to them. After being released in a garden and given a few draughts of sweetened water at first, the turtle makes himself perfectly at home, among the vegetables and flowers, and will seldom stray beyond his own confines even though there is no fence.

In planning the erection of new airdromes and flying fields the weather experts are given careful hearings.

SANTA CLAUDE LATE IN NORTH PORT SIMPSON, Northwest Territory—Residents of this far north port recently had a second Christmas celebration. The first main boat of the season, the Pioneer, arrived, bearing 42 pouches from the "outside." It was the first mail since last fall. Though six months late, the Christmas packages provided a gala event for the white settlers.

INSURANCE MAN HERE  
J. W. Hartford, of the Hartford Insurance company, of Portland was a Salem visitor Monday adjusting some automobile insurance accounts.

## DEMAND FOR FOURS HAS NOT LESSENE

Willis-Knight Report Unusual Sales of Four Cylinder Automobiles

One of the outstanding factors reported in the six months Willis-Knight dealers reports was the big part played in the sale of Willis-Knight four cylinder cars to former Willis-Knight owners.

From one end of the country to the other come letters and telegrams from enthusiastic dealers over the exceptional activity of the four cylinder Willis-Knight line with its new refinements and added beauty, and these dealer reports would fill several volumes relating to the resale of Willis-Knight to satisfied owners.

Coupled with this information from dealers, comes the information that many automobile purchasers, capable of buying higher priced cars, have centered their interest on the Willis-Knight four cylinder lines because of its adaptability, long wear and efficient motor performance. Dr. Lawrence Busby, well known physician of Memphis, Tenn., is now driving his third Willis-Knight, a roadster, and both the doctor and Mrs. Busby are unanimous in their high praise of the new car.

It is this fine and satisfactory service which is being rendered thousands of Willis-Knight owners in the United States and foreign countries that is responsible for the fine showing in dealers sales of this model. Every day's mail at the factory brings letters telling of repeat sales because of the dependability of the sturdy Willis-Knight.

H. E. Joseph Smith, prominent florist of Danville, Ill., are typical Willis-Knight boosters. H. E. Smith recently purchased a four cylinder Willis-Knight sedan, this car making his third of the famous sleeve-valve creations. The second Willis-Knight was just purchased by the brother and is a Willis-Knight six. Both brothers are unanimous in their enthusiastic praise for the "motor that improves with use" and declare that the "only reason we have bought no more Knights is because they won't wear out fast enough."

In addition to the two Willis-Knight passenger cars owned by the members of this popular Danville firm, three Overland delivery cars are in daily use in their business, for, as the brothers put it, "These Overland delivery cars give us better mileage and less upkeep expense than any other make of delivery car we have ever used."

Three other leading citizens of Danville have recently purchased Willis-Knights for the second time, including Mrs. Blanch Clements, Dr. Francis Barton and L. V. Jones.

Portland—Portland Van & Storage Co. will build \$150,000 five-story warehouse.



—as you bowl along  
—over slippery roads  
—sharp ruts.  
—Spare yourself from  
—skids—blow-outs!  
—SEIBERLING  
—ALL-TREADS  
—are real  
—ten strike tires.  
—Pin your faith  
—to them,  
—the price  
—won't split you.

ZOSER'S TIRE SHOP  
108 South Commercial  
PHONE 471