

SEVENTY-FIFTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 1, 1925

6,019 WHITE TRUCKS MAKE 100,000 MILES

Records Show Entire Fleets Composed of 100,000 Milers

Following the purchase of 30 White busses by the Cleveland Railway Co. a few months ago the company has just placed another order for 30 additional White busses to further supplement rail transportation in the city of Cleveland. Like the first order the new busses will all be of the city-pay-enter type with seating capacity of 29 passengers.

If insurance companies were writing policies on the lives of high grade motor trucks, they would have to worry along without any rule of "average expectancy." In spite of occupational hazards the life of a good truck is still an unknown quantity and probably will remain so for who knows how long.

Because so many veteran trucks keep on working after many years of service it has been found that miles-old, rather than years, is a better measure of truck longevity. Records annually compiled by the White company, Cleveland, indicate that 100,000 miles is not only a common performance for White trucks and busses but almost a standard unit of life measurement. Today the owners of 6,019 Whites report each one has gone 100,000 miles or more. Hundreds of others of course, of which the company has no accurate records, have exceeded that mileage.

Seven hundred and fifty-nine Whites have run more than 200,000 miles and 336 have achieved 300,000 miles or more and are still yielding dependable service, while 38 have passed even the 500,000-mile mark, according to the owners' own reports.

Whites in all sections of the world—all models in all lines of business—have contributed to this record. A large percentage of them are 3½ and 5-ton trucks

operating in the kinds of work which permit the attainment of long mileage only by many years of constant service.

Many are 10, 12 or 15 years old but still going strong long after they have been written off the books.

The 100,000-mile record of the White company this year shows a gain of 1,768 trucks over last year's record.

Some of the owners listed have only a single truck but others report whole fleets of trucks and busses that have covered over 100,000 miles each. In the service of the Gulf Refining company are 145 Whites that have done it, 42 of them having passed the 200,000-mile post. Gimbel Brothers, New York department store, has 74 in the record, and 20 of these have exceeded 300,000 miles. The Motor Transit company of Los Angeles has 73 Whites that have turned in more than 100,000 miles apiece—three that have passed 300,000 and 24 somewhere on the lap between 200,000 and 300,000.

The Standard Oil company of various states have 72 over 100,000 miles; the Bradford Baking company of Los Angeles, 32; the White Transit company of Plymouth, Pa., 32; the Provincial Highway board of Nova Scotia, 26, and so on down the long list that embraces the world and most of its work.

"No truck owner," The White company comments, "will operate a truck long enough to run 100,000 miles unless those miles are money-earning miles."

The names of all of the owners of the 6,019 White trucks and busses which have made these mileage records are listed in a booklet just published by The White company. The booklet will be sent free to anyone on request.

ELMER FIRESTONE DIES AT LOS ANGELES HOME

LOS ANGELES, Calif.—Elmer Firestone, aged 61, brother of Harvey S. Firestone, and head of the Firestone Tire and Rubber company, died here last week from heart trouble. Burial will take place in the family plot in the cemetery at Columbia, O.

SPEED DRIVERS ARE CAREFUL ON ROADS

Pilots Well Aware of Risks and Danger; Harry Hartz Purchases Dodge

Prominent speedway pilots whose daring and skillful driving thrills thousands of automobile race fans at the important speedway races are fully aware of the risk and danger to which the sport constantly subjects them. These men, contrary to popular belief, are almost invariably careful, thoughtful, considerate drivers in the city and on the highway.

"It is only natural that a driver whose safety and life depend upon the car which he drives several hundred miles at a speed above two miles a minute," says Russell Bonesteel of Bonesteel Motor company, local Dodge Brothers dealer, should devote much attention to the mechanical condition of his mount. Back of that he is interested in the ability of the axles, steering knuckles, steering connections and other vital parts to endure the severe strains set up by the terrific speeds.

"When a driver buys a car for his own use or that of his family he is, of course, interested in the strength and endurance of the chassis and in the safety of the body."

Harry Hartz, who finished second in a Miller eight cylinder car in the 250 mile Labor day race, on the board oval at Altoona, Pennsylvania, bought a Dodge Brothers special business coupe day before the big event. When he drove this attractive new car to the track his friends began to ask him where he got it, why he bought it and what he was going to do with it after the race. Hartz explained, "I intend to drive it instead of taking the train to the rest of the speedway races here in the east and then to drive back to California." When asked why he bought the car he replied, "Be-

Radio Colleges to Give Degrees



Educators are awaiting with interest outcome of experiments in conducting college instruction by radio. University of Pittsburgh and Kansas Agricultural College are broadcasting courses by which students may work at home toward degrees. Photo shows some of instructors in Kansas' air college, station KSAC.

cause there is no doubt as to its absolute dependability—the all-steel body is safer than any wood framed body—and it has all the power and more speed than I need on the highway."

"That Hartz knows motors and motor performance and knows the importance of alloy steel in making a car safe is assured," Mr. Bonesteel continued, "by the experience he secured with Fred Duesenberg as mechanic and as driver. Harry and Jimmie Murphy in fact, took the sixteen cylinder Duesenberg to Florida and groomed and tuned it up for the establishment of the records which still stand for the kilometer and the

mile and the distances up to ten miles. For the last two years Hartz has been driving Miller cars in all the prominent, speedway races and has been placing consistently among the first few to finish."

FOUR DETROIT FIRMS MAY TRANSPORT CARS BY BOAT

The United States Shipping board has heard that four Detroit automobile firms, Chrysler, Hupp, Dodge and Hudson, may soon submit bids for a number of lake type ships for use in transporting their product to foreign markets.

DIANA ANNOUNCES TWO NEW MODELS

Original Line Augmented by Addition of Phaeton and Seven Passenger

Close on the recent announcement of a new five passenger phaeton model of the Diana, new light straight eight product of the Moon Motor Car company, comes a notice to all Diana distributors throughout the country, that after October 15, Diana Motors will be ready to make deliveries to their dealers of another new model the "Seven Passenger Diana DeLuxe Sedan."

Neither of these models was included in the Diana line, when the car was introduced in June, although six body styles were offered for public approval at that time, including a roadster, a standard two-door sedan, the standard four-door sedan, two-door brougham DeLuxe, cabriolet roadster and a four-door sedan DeLuxe.

The addition of a five passenger open car and a seven passenger sedan, is an indication of the wide demand this new light straight eight has created in the automobile market.

"Not only have our Diana dealers been crowding the factory on production of displayed models of the Diana," say factory officials, "but they have called insistently for the open touring and the larger sedan bodies; so that we have made special effort to add these models as speedily as facilities would permit, in order to meet a very obvious demand."

"With these two additional models the Diana now offer a choice in body design to meet every motoring requirement and within a price range that will appeal to the average larger six, motor car purchaser."

In line with the aesthetic appeal which is an outstanding feature of all body designs of this newest of the light straight eights, the

new phaeton and seven passenger sedan models are decidedly artistic creations.

The touring body is characterized as the "Diana Arrow Head Phaeton," due to its unique arrow head design which is an entirely original idea in raised panel effect.

The "Seven Passenger DeLuxe Sedan," being a special in closed car design in naturally the beauty of the line.

Such features as a 135 inch wheelbase, special springs unusually rich interior fittings, including vanity case and smoking set, and a beautifully toned gray, broadcloth upholstery, insure the acme of riding comfort and fine finish.

Brewster green duco below the belt, contrasted with black above, is the standard color combination of this model.

NEW MODEL BUICK ARE SELLING FAST

Otto J. Wilson, Local Buick Dealer, Sells 40 Cars Since August 1

Kenneth Wilson, publicity man for Otto J. Wilson, local Buick dealer, reports that orders have been taken for over 40 Buicks since the new models came out the first of August. Twenty-six of this number have been delivered and the rest of the purchasers are awaiting the arrival of cars from the factory. Otto J. Wilson has been the Buick dealer here since 1909, and Kenneth Wilson reports that the record established during the past three months is far above any other like period.

"The demand for Buicks is not only here. We hear that the same demand exists throughout all the country, it only proves to us that this new improved Buick is what the public is demanding," said Mr. Wilson.

WILLYS-KNIGHT IS PUT TO HARD TEST

Endurance Run Over Mountain Roads Proves Car Stands Up Perfectly

A standard stock model Willys-Knight touring car in a recent 96-hour non-stop endurance contest in Southern California set a record of 1557 miles of mountain travel, averaging better than 15 miles to the gallon of fuel, 200 miles to the quart of oil and used but four quarts of water in the radiator during the trip.

The run traversed the Big Bear country in the mountains east of San Bernardino, the famous Rim of the world route at elevations ranging from 1000 feet to 8000 feet above sea level, over 75 per cent of the road being crushed rock and dirt grades and there being approximately 2400 sharp turns in each of the 97 mile loop over which the run was made.

Night and day the run continued, the route going from Redlands to Waterman Canyon, to Crestline, Lake Arrowhead, Big Bear lake, Summit, Clark's grade, Santa Ana river control and Harvey's control.

No attempt was made to establish high gear records, endurance and stamina and economy were the records sought for.

This is the second of a series of similar tests, the first being the run to Yosemite made from San Francisco a few weeks ago in which motor cooling and lubrication were the two features checked. In the Yosemite run, the Willys-Knight used was a four cylinder sedan and the maximum temperature of the water in the radiator was 204 degrees, while the oil never ran over 184 degrees. In the Yosemite run, which covered 428 miles in approximately fifteen hours, better than 97 per cent of the distance was covered in high gear.

These two tests show that the Willys-Knight combines its well known stamina with a remarkable power development.

BUICKS ARE SELLING

Largest sale record in 16 years

Over 40 Buicks sold since August 1, 1925

26 of this number have been delivered

Others waiting for cars to arrive from Factory

Proving that the BUICK New Models are what the public wants

OUR RECORD HERE we consider remarkable but it is being duplicated all over the country.

Special Features that are putting Buick over

Buick triple sealed power plant

60 and 75 h.p. motor

Buick Duco two toned colors

Buick two and four door sedans

Buick sealed chassis

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WHEN BETTER CARS ARE BUILT BUICK WILL BUILD THEM