

PRODUCTION RECORD BROKEN BY OAKLAND

Four Marks Shattered by Tremendous Output of Two General Motors

PONTIAC, Mich., Aug. 14.—Four important production records were shattered during July by the Oakland Motor Car company. Two were world's records for the industry on Pontiac Six production and two were Oakland's own records for Oakland Six production and fiscal year production.

Since January 1, through July 23, more than 39,000 Pontiac Six cars have been produced and distributed to dealers—not only establishing a new world's record for the industry for a new make of car for a corresponding period of time, but also exceeding the largest production ever attained by any new make of car during its first full year.

Oakland Pontiac production figures are synonymous with sales because production has never caught up with sales since the introduction of the new cars last January.

Ever since the industry began, motor car manufacturers have been staggering the public's mind by stupendous feats of production, but never before has any manufacturer of a new make of car won such nation-wide preference or demand and been able to accomplish such amazing production in so short a time. This record, many believe, can hardly be equalled.

Yet with all this Oakland has rounded out its greatest fiscal year on July 31, during which the sales of the Oakland Six have more than doubled during the last 12 months, exceeding by several thousand cars the largest previous year in its history for Oakland Six alone.

The total production for the fiscal year, ending July 31, exceeded more than 100,000 cars.

At the present time a daily production of 450 cars is being kept up on the Pontiac Six pending the completion of the new \$7,600,000 factory which will permit a production of 1000 of these cars a day. This places Oakland in eighth place in production and sales among motor car manufacturers of the world.

The phenomenal rise of Oakland during the past 18 months as recorded in achievements, advances and success is epochal and executives of the company credit it to the outstanding character of the two lines of six cylinder cars offered.

The Marion Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime, with care. Standard coach \$1415. (*)

The Man's Shop saves you a ten dollar bill on every quality suit. Shirts, hats, ties, collars. High grade clothing, perfect fitting, long wearing. 416 State. (*)

HOW YOUR AUTO TIRES ARE MADE

(Continued from page 1.)

The cord strand is made. This compounded rubber must be of a peculiar toughness to withstand the many flexings of the tire, caused by every revolution of the wheel, especially when unpaved roads are encountered. It also must have pronounced adhesive properties to prevent cord separation.

After each cord has been thoroughly impregnated the process of cushioning takes place by sheeting the cushion material on the calendar rolls, to an exactness of within one thousandth of an inch

It's Nearly School Time

But You Still Have Time to Buy a

New Bicycle

Or one of our Rebuilt Bicycles and pay for it by the week as you earn it

START NOW

You'll Need a Bicycle to ride to school on

LLOYD E. RAMSDEN
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Expert Bicycle Repairing
Children's Wheel Goods

The Newest Ford—the Air Flivver



The aerial flivver is now a matter of fact. Henry Ford is seen here inspecting the latest Ford product, a tiny monoplane that measures but 18 feet from tip to tip, weighs only 300 pounds—and develops 100 miles an hour.

of the designated thickness and applied to the cords.

"The machine used for this operation is called the calendar and weighs 94,000 pounds. From the calendar the cord fabric roll is brought to the bias cutter, where it is cut into the desired lengths and widths required in building the various sizes of tires.

"The next article will deal with the general operation in building a tire, vulcanization and other steps to the finishing of the product."

(To be continued in next Sunday's Automotive Section.)

Ulrich & Roberts, realtors, 122 N. Commercial St., know property values and make for you profitable investments. Will both save and make you money. (*)

Our meals are always kept fresh even during the hottest days. Cleanliness and purity are our watch words. Hunt & Shaller Meat Mkt. 263 N. Com'l. (*)

In 1925 automobile exports from the United States amounted to \$400,000,000.



There's No Catch To It!

When we vulcanize a section into your casing, and tell you the job is **GUARANTEED FOR THE LIFE OF THE TIRE**, we mean just what we say. And you'll find us as good as our word.

We make a specialty of vulcanizing balloons. We repair them so that the vulcanized section is just as flexible as the rest of the tire.

And don't forget our **FREE SERVICE**. If you have a "flat" anywhere in the city, or within two miles of the city limits, just phone 313 and we'll come and change your tire without charge for service.

"We love to change a tire"

MILLER TIRE SERVICE CO.

"RUSS" SMITH
Katty Korner from Marion Hotel
197 S. COMMERCIAL PHONE 313

CYCLE ECONOMY IS GREAT SALES POINT

Transportation as Smaller Cost Declared Aim of Harley-Davidson

Mr. L. H. MacDonald, traveling this territory for the Harley-Davidson Motor Company, Milwaukee, has just returned from a two weeks sales conference held at the factory July 14th to 28th. The unusual activity now taking place in the motorcycle business is the natural result of the growing demand for a more economical type of personal transportation, according to Mr. MacDonald. "Transportation is one of the greatest problems of this age and our company has studied it from all angles. There are millions of people in this country who are walking to and from work and who are forced to deny themselves much healthful and needed recreation, simply because they have felt they could not afford to buy and operate existing forms of personal transportation.

"To fill this gap and to enable the average person to ride economically, our company perfected a new type of motorcycle. Having but one cylinder, the gas consumption is extremely low, yet enough power is developed to climb the steepest hills and still have power in reserve when needed. Where we manufactured the twin machines only, we found that many who are unfamiliar with motorcycle riding, were a little hesitant in getting one. Since the advent of the new single, we have thousands of new riders ranging in age from 16 years to 60."

Harry Scott, local dealer, was host to Mr. MacDonald during his stop in Salem.

The Peerless Bakery, 170 N. Commercial. Sanitary, up to date. Prompt delivery. Bakers for those who appreciate the best. Increasing patrons tell the tale. (*)

STAR AGAIN PROVES ECONOMY IN TRIALS

New Six Stock Touring Model Averages 34 Miles to Gallon in Long Test

ANAHEIM, Calif., August 14.—Orange county was the scene of another proof of Star economy during a test held there last week. A new Star six stock touring car was driven in and around nearly every town in the county, covering a distance of 154.7 miles.

The gasoline was measured and tank sealed by George H. McPhee, county sealer of weights and measures, in the presence of A. H. Patterson and R. A. Lühring. At the end of the run McPhee broke the seal of the tank and found that the total consumption was four and one half gallons, making a record of 34.37 miles per gallon.

According to Franklin Hawitt, of the Anaheim Bulletin, who acted as official observer on the trip, the car was driven at an average speed of 28.1 miles per hour through the usual amount of Orange county traffic, never being allowed to coast, never having the clutch disengaged during the entire time. The total distance was covered in five and one-half hours.

The car driven by Clyde Hodnett was the same car that was used on the Yosemite "stingy" run which made such an excellent showing.

This latest economy run is comparable to a run held in and around San Diego recently, in which the Star six averaged 33.1 miles per gallon.

The Orange county run may

also recall to mind the recent economy run from Vancouver, British Columbia, to Juana, Mexico, by Julius Dusevoir. On this trip Dusevoir made the excellent average of 32.7 miles to the gallon for a distance of over 1700 miles, the car being accompanied at all times by official newspaper observers.

The Salem Automobile Company local Star dealers, say they are constantly in receipt of testimonials as to the economy and ability

of Star Cars—not from stunt drivers, but from actual Star owners who wish to express their pride of ownership.

White House Restaurant, 362 State St., where hundreds of people prefer to eat. All you want to eat for less than you can eat at home. Quality and service. (*)

Easter brings us hard-boiled eggs, some of which refuse to pay for their wives' new lids.

VISITS SALEM COMPANY

R. M. Kelley of the Ford Motor company branch of Portland, was in Salem last week. He was highly pleased with the records being made by the Valley Motor company, local dealers. An increase of nearly 100 per cent in deliveries of new Fords will be seen this year in Salem, he indicated.

Automobile output has gained 300 per cent in 11 years.



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Coal and Dry Wood at Reasonable Prices
Crating --- Local and Long Hauling --- Moving
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A Silent Testimonial

for FORD TRUCKS

Used by Public Utilities
Used by Oil Companies
Used by Telephone Companies
Used wherever efficient delivery and economical operation are essential factors

Ford

NEW PRICES, EFFECTIVE NOW



CHASSIS	EXPRESS BODY	EXPRESS BODY	STAKE BODY	ROADSTER
Open cab Adaptable to Commercial Body	Open cab Canopy roof Open sides	Closed cab Canopy roof Screened sides	Closed cab Removable posts and side rails	with Steel Pick Up Body
\$529.75	\$631.75	\$680.00	\$632.75	\$476.48

DELIVERED AT SALEM

Standard Equipment - Self Starter - Balloon Tires front - 30x5 Cords rear

Ford Trucks cover a wide range in kind and type, each type economically adaptable to a long range of uses.

Behind these authorized Ford Dealers is the service of a corps of transportation engineers and efficiency experts to assist in bringing motor truck transportation down to the lowest cost per package—per ton—per mile.

Valley Motor Co