

August Business of the Local Dealers to Break July's Sales Records

NEW PACKARD NOW
ON DISPLAY HERE

Improvements in Beauty,
Comfort and Performance
Announced in Car

Superior performance, greater beauty, greater comfort and added protection of precision are claimed by the Packard Motor Car company for the Packard six through improvements to the car which have just been announced.

In appearance a refinement in beauty is noticeable but, in keeping with Packard's policy, there is no drastic change to make it a new model. The most noticeable feature to the driver is the increase in power and the resulting unusual performance. The company says the improved Six will out-perform, in traffic and speed, any Packard ever built, except the Packard Eight.

Because of the growing tendency of motor car owners to cover great distances and to spend more and more time in their cars, the utmost in comfort is demanded by the public and Packard asserts some of the present changes incorporated in the Six with this in mind have brought maximum ease of riding.

Lines of the enclosed bodies have been lowered somewhat and the roof line has been extended beyond the windshield to give a permanent visor.

A combination of new motor head with a changed form of combustion chamber, new intake and exhaust manifolds, new spark and valve timing, and redesigned carburetor has resulted in an increase of nearly forty per cent in power, giving the Six now more than eighty actual brake horse power. Because of the increase in power the clutch has been made more rugged. A new form of rear axle gears which, it is said by the company, will prove as revolutionary as the spiral bevel gears when they were first adopted years ago by Packard, has been adopted. Besides taking care of the greater power, the new gears are declared to make the rear axle perfectly noiseless.

Through a new type of combination oil filler and breather, together with an absolutely tight valve chamber cover, it is said the owner of the car will be able to keep the motor, if he chooses, as clean as a table top. As before all except brightly finished parts of the motor have a heavy coating of enamel.

As a big safety factor, effectiveness of the four wheel braking system has been increased in direct proportion to the increased speed and performance of the car. They are positive in action with no possibility of variation in their effectiveness. Another important safety factor is found in the front springs which have been so designed that should the long leaf to which the frame is fastened, break, a second leaf would take up the weight of the car practically unnoted.

Such wide variety of body types is offered that the personal choice of any owner is met and in addition to this, there is the practically unlimited opportunity offered through custom designed and custom built bodies by the best

HUPP EIGHT SALES
PROVE CAR POPULAR

Public Give Approval of Hupmobile Eight by Enormous Purchases

Purchase by the public of \$50,000,000 worth of Hupmobile Eights in the first 19 months following that car's appearance on the market constitutes a record for cars in the fine-car field, C. D. Hastings, president and general manager of the Hupp Motor Car corporation, pointed out yesterday. The car that brought the total to \$50,000,000 was purchased August 10.

"The public has never before given such rapid and overwhelming approval to a newly developed engineering principle as it has bestowed on the straight eight," he said. "And never before has any manufacturer of cars of the highest quality enjoyed such thorough acceptance of his product as Hupmobile has in the eight cylinder field."

ANNUAL TOLL TAKEN BY
AUTO ACCIDENTS

The National Safety Council estimates that traffic accidents last year caused the lives of 24,000 men, women and children to be needlessly shortened and resulted in approximately 630,000 persons being injured. About 7000 children, under 15 years of age, were killed by motor vehicles.

Almost 200,000 boys and girls were hurt by automobiles. It is estimated that the losses of life, personal injuries and destruction of property in traffic accidents have resulted in an economic loss of \$600,000,000 per year. In addition losses resulting from congestion and other causes incident to inadequate traffic facilities bring the estimated total loss in this country due to all traffic causes to more than \$2,000,000,000 yearly.

Most of the victims were pedestrians.

The majority of these accidents could have been prevented. Enactment and enforcement of the recommendations of the Second National conference on Street and Highway Safety will result in a marked reduction of automobile accidents throughout the United States, declares the National Safety Council.

Sec. Marion Auto



—Photo by Kennell-Ellis
CLAUDE H. MORSE

Claude H. Morse was born in Nijlville, Wisconsin, in 1883, and lived there until he was fourteen years of age. In 1902 he came to Salem, finished grade and high school and attended the Capital Business college. In 1912, he went into partnership with Mr. Ramaden in the bicycle and motorcycle business. After five years, in November, 1917, he went to work for Halvorsen & Burns, where he stayed one year.

In 1918, the Marion Automobile company was organized, of which Mr. Morse is secretary.

Mr. Halvorsen, deceased, former mayor of Salem, was president and manager until his death. Mr. Griffith was elected in his place. Otto K. Paulus is treasurer.

EDISON INVENTS
OWN CAMP TRUCK

Extreme Simplicity Characterizes Habits of Famous Expert

Simplicity is the keynote of the life of Thomas A. Edison when abroad, according to Edgar Towne writing in the August issue of Motor Camper and Tourist.

This quotation applies particularly to the inventor's diet which is extremely light. His breakfast consists of fruit, cereal, toast and coffee, while lunch is either omitted or extremely light.

Sometimes the inventor's only beverage in the morning is hot water. During the day he munches chocolate bars and occasionally drinks bottled ginger ale refrigerated in the touring equipment.

Mr. Edison has designed his own motor truck and other equipment which he takes on his camping trips.

Spare tires according to the C.T.C. engineers will give more mileage if given sufficient exercise. Instead of using the spare tire only in an emergency when a puncture or a blow-out occurs they should be placed in regular service from time to time.

AUTO RACER DIES
AT M'NINNVILLE

Inspection of Car Shows Accident Not Due to Broken Parts

Bob Parsons of Los Angeles California was instantly killed when his racing car, traveling at terrific speed, left the course and plunged over the track embankment, during the auto races at McMinnville, Oregon, last Sunday.

The accident occurred while Parsons was making his qualifying lap for position. His was the first car up for time trials and he had just signaled the timers that he was ready and was coming down the stretch at enormous speed. He went into the turn without any decrease of speed and seemed to have the car under perfect control, riding quite high on the turns until he reached the center, when for some unexplained reason, the car left the course and rolled down the steep bank, throwing him and coming to a stop in an upright position resting on all four wheels.

An examination of the car disclosed no broken parts that might have caused the accident. The opinion of the other drivers was that Parsons did not notice how high he was on the turn and his front wheel went over the bank causing him to lose control of the car.

Parsons was thirty-two years of age and single. His parents reside in Charleston, Washington, having come west recently from Ohio.

A VISIT THROUGH
C.T.C. TIRE PLANT

Details of the Construction of the C. T. C. Tires—an Oregon Product

(Continued from last Sunday's Automotive section.)

"In a recent article concerning compounding of rubber for tires, rubberizing of cord fabric and cutting the cord fabric into tire plies was endeavored to show the careful processes necessary to produce produce quality material for the construction of tires.

"Cord fabric is cut on the bias at an angle of forty-five degrees so that when cords are applied in building up the tire, the first ply of cord runs at an angle of forty-five degrees to the right and then plies alternate to the left and

right as additional plies of cord are added.

The reason for the forty-five degree angle is to distribute the strain of each cord over a larger area when tire is subjected to jars and jolts produced by various road surfaces.

"After plies of cord are built into the tire, layer upon layer, the breaker, reinforcing strips, sidewall and tread are applied, all being of adhesive material, they are worked together to form one solid unit, each individual part being applied at a specified measure-

ment from a certain point on the building form, so that when taken from the form and the air-bag is inserted, the material is properly proportioned to conform with the mold.

"The internal air pressure ap-

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HOW YOUR TIRES ARE MADE



DOWN THE ROAD

By FRANK BECK



Oh! Bother the Top, Dad, It's Only a Mile Further

NEW PONTIAC SEDAN
ARRIVES THIS WEEK

Landau Announced as Latest Addition to Line by Oakland Company

A Landau sedan as companion to two other cars, the sedan and the coach, is announced as the latest addition to the Pontiac Six line by the Oakland Motor Car company.

Declaring that this new six cylinder car is in answer for a low priced car combining distinctive appearance with genuine richness of appointments, George Vick, of Vick Brothers, distributors here, pointed out that this four-door type of enclosed body has all the distinguishing characteristics that have come to be associated with the Landau sedan as the richest and most completely equipped car in any line.

"It has the low-slung Fisher body, colorful in its sedge-green Duco finish, with hood and wheels advantageously set off by pleasing contrasts of black upper structure, fenders and other parts," he continued. "The rich color is further enhanced by French gray stripping on body, hood, hood louvers and wheels.

"In interior appointments the newest Pontiac creation fully equals its striking exterior coloring and lines. It is upholstered in fine texture wool velour that harmonizes with the exterior finish; has shirred side pockets in the front doors, roller shades on rear doors, dome light, foot rest, robe rail, nickel plated high speed window regulators, door locks, door controls and invisible door checks.

"The car possesses all the noted mechanical features of the Pontiac Six line, including the powerful six cylinder engine of 186.5 cubic inches piston displacement, interchangeable main bearings and automatic spark control."

NEW SERVICE STATION

A new service station has opened in Salem on South Winter street just north of the Municipal auto park. The station is known as the Tourist Service Station with Charles Brant the proprietor. Assorted oil products and Miller tires are handled. A repair shop is operated in connection with the service station. A visible gasoline pump has been installed, also an air pump so that excellent service is offered to the public. Mr. Brant is a mechanic and is thoroughly familiar with the needs of the motorists.

DODGE PRESENTS
SPORT ROADSTER

Beauty and Service Combine in Company's Newest Model

The new sport roadster with rumble seat which is now being displayed in the showrooms of the Bonesteel Motor company, Dodge Brothers dealers, offers an unusual combination of beauty and service.

The dashing appearance and smart rakish lines of this new addition to Dodge Brothers line will win the instant admiration of everyone who takes pride in a touch of individuality in the appearance of the car he drives.

There is a striking contrast between the tan colored top, the brilliant pheasant green lacquer of the body and hood and the lustrous black of the fenders and shields. The highly polished nickel of the bumpers, lamp rims, radiator shell, windshield stanchions and top bow trimming adds a distinctive touch.

The cushion and back of the rumble seat, like the front upholstery, are of hand buffed gray Spanish genuine leather, constructed over spring frames to insure maximum riding ease. The back is high and well pitched. The deck is so constructed that when the seat is folded the rear compartment is absolutely waterproof, even in the rainiest weather.

Exceptional space, easily accessible through a large covered opening behind the driver's seat, is provided for carrying golf clubs, tennis rackets, parcels or baggage.

The reckless motorist is usually the fellow who has no place to go and is in a hurry to get there, suspects the National Safety Council.

A big business depends upon just one thing: A big man.

HOW THE
ROADS ARE

Pacific Highway
Portland, Oswego, Oregon City, Albany, Harrisburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Madford, Ashland, California state line: Paved.
West Side Pacific Highway
Portland, Newberg, McMinnville, Corvallis, Junction City, Eugene: Paved.
Old Oregon Trail—West of The Dalles
Columbia River Highway
The Dalles, Hood River, Rainier, Astoria, Seaside: Paved. Svaner-Astoria section under construction; one way traffic and subject to short delays.
Roosevelt Coast Highway
Clatsop, Tillamook and Lincoln Counties
Astoria, Seaside: Paved.
Seaside, Cannon Beach Junction: Macadam.
Cannon Beach Junction, Hamlet Junction: Under construction. Rough but passable in all weather.
Hamlet Junction, Mohler: Macadam.
Mohler, Miami: Highway route via Brighton now open; under construction and traffic for Gardibaldi and points south is urgently advised to take road via Foley Creek which is traveled through-out.
Miami, Tillamook, Hebo, Neskewin, Devils Lake, Siletz river: Part paved; balance macadam. Ferry across Siletz river.
Siletz River, Otter Rock: Construction work in progress. Dirt road, passable but rough. Make local inquiry after rains.
Otter Rock, Newport: Macadam.
Newport, Waldport, Yachats, Beach road; ferry across Yaquina Bay and Alsea river.
Roosevelt Coast Highway
Coose and Curry Counties
Lakeland, North Bend: Macadam.
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