

F. W. Pettyjohn Appointed Nash Agent in Marion and Polk Counties

OLDSMOBILE ADDS SAFETY FEATURES

Anti-Glare Headlights Cited as One Example of Improvements

Appreciation of the numerous safety features incorporated in the latest Oldsmobile—and particularly the anti-glare headlights—is being voiced by motorists throughout the country, according to reports being received from Oldsmobile dealers by officials of the Olds Motor Works.

Every section of the country is represented in the favorable reports on the anti-glare efficiency of the new double filament headlights, factory officials report. This feature is uppermost in most automobilist's minds at this season of the year when the warm weather induces much night driving with its consequent perils from glaring head lamps. The reports indicate that the driving public is keenly appreciative of the improved mechanical safety devices on the better automobiles holding them fully as important in accident prevention as are safe driving campaigns.

Headlamps with double filament bulbs are used in the new Oldsmobile to eliminate glare. With the light control switched on at the "bright" position, a strong beam of light is thrown from the lower filament straight ahead, illuminating the road far in advance. When switched to "dim" position, the upper filament is used, and an equally strong beam of light is thrown on a downward angle on the road. This removes any possibility of glare in the eyes of approaching drivers yet gives perfect illumination of the road and side ditches. These lamps also conform to all state law requirements.

As a further safeguard against accident during night driving, the light control has been placed on the steering wheel at the finger tips of the driver. This allows full manipulation of controls without the driver having to remove either hand from the wheel. The switch at this point also gives a balanced appearance to the steering wheel as it is directly opposite the hand gasoline control. There is no spark control lever, as automatic spark control eliminates the necessity of such.

A third step taken by Oldsmobile (Continued on page 5.)

MILLER TIRE CO. EXPERT REPORTS

Factory Running at High Speed to Catch Up on Increasing Orders

An interview on the Rubber Situation by W. F. Pfeiffer, general manager of the Miller Rubber Co., Akron, Ohio.

"The rubber business, by reason of a full realization in the entire industry of the conditions confronting it by reason of crude materials, is being conducted on a better basis than ever before."

"Improvements in methods and operations have been progressively made for years so that uniform products are now easily made. Provision has been made by nearly every large unit for a continuous, satisfactory source of fabric supply fortified against excessive conversion costs such as experienced in 1919 and 1920 and the subsequent wash-out period—all of which has now been washed out."

"In crude rubber the industry is maintaining only such position as is necessary to insure a steady supply without disturbing a sensitive market. It is gauging its production on the basis of sufficient stocks and possible consumption, so that present inventories, which are supposed to be large, in the hands of manufacturers do not appear, in the light of the number of miles driven, and in the face of shortage of dealers stocks, to be sufficient to meet the anticipated consumptive demand for the balance of the summer season."

"We are running our plant from midnight Sunday night until midnight Saturday night and endeavoring to increase our production."

(Continued on page 4.)

Has Good Record



Photo by Kennell-Ellis. J. H. MADEN

J. H. Maden was born in Johnson City, Tennessee, in 1886. He came west in 1904 to Milton, Or., in the Walla Walla valley, where he engaged in wheat raising. He was so engaged until 1910, when he went to Spokane, and entered the real estate business. Mr. Maden came to Portland in 1918, and was employed by the Mitchell-Lewis-Staver company. He was manager of the used car department, and then territory man for this company, handling Jordan, Mitchell and Gardner cars in Oregon and Washington, when the Mitchell-Lewis-Staver company discontinued their auto business in 1923. He came to Salem and accepted a position as sales manager for the F. W. Pettyjohn company, then the Salem agency for the Gardner automobile. Mr. Maden has been with the F. W. Pettyjohn company ever since. The company is now located at 365 N. Commercial street, in a splendid new building constructed and arranged especially for its use. It is the Salem headquarters for the Cadillac and Nash line of cars, and every facility is maintained that is usually found in a high class place devoted to automobile services in all of its modern phases. With the driving force of Mr. Maden, there is something doing all the time in the sales department of that concern. The Pettyjohn company now has a branch in Eugene, where the Cadillac and Buick cars are handled.

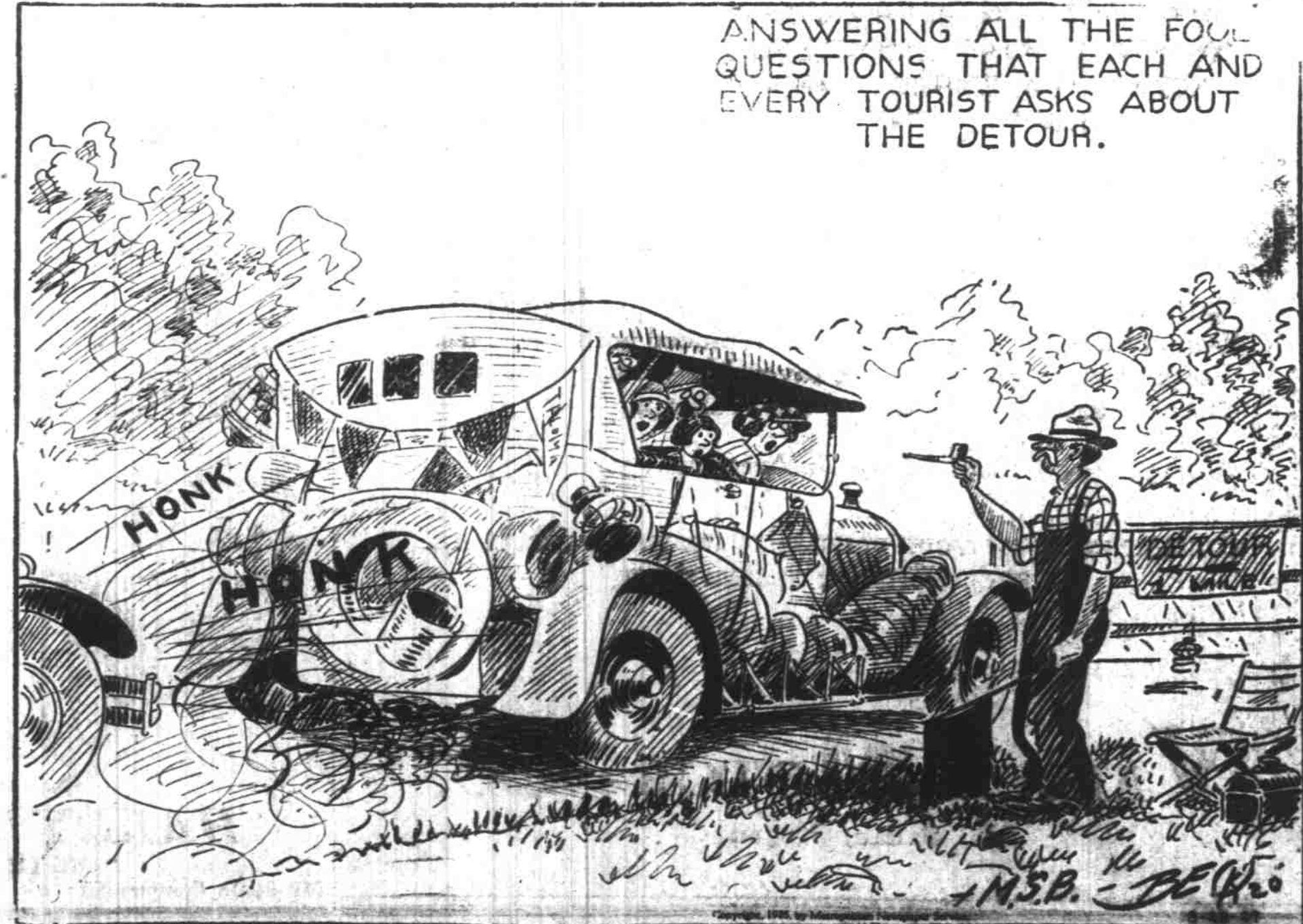
JOINS SALES FORCE

Lloyd Estes, who has been in the fruit business for the past five years, in this city, has joined the sales force of the Certified Public Motor Car Market.

State supreme court of Arkansas has banned selling gasoline on Sunday.

Chevrolet is the largest selling gear-shift automobile in the world.

DOWN THE ROAD



ANSWERING ALL THE FOOL QUESTIONS THAT EACH AND EVERY TOURIST ASKS ABOUT THE DETOUR.

By FRANK BECK

It's Enough To Irritate Any Man

1,750,000 DODGE CARS TURNED OUT

Rapid Expansion of Company Shown in Production in Short Period

Dodge Brothers motor car No. 1,750,000 rolled from the assembly lines Monday, August 25, at three o'clock p. m., just 11 years, nine months and nine days after the first Dodge Brothers car was completed. During this period the plant at Detroit has expanded from a scant 30 acres of floor space to over 130 acres to which additions are constantly being made to care for increased demand.

Car No. 1,750,000, an all steel special sedan, is the crowning achievement of nearly twelve years devoted to the constant improvement and refinement of a sound basic design. The dates when Dodge Brothers output passed important production figures show clearly the continuously accelerated demand for the product. The first car was completed November 14, 1914. Two years, lacking 19 days, were required to build the first 100,000.

Car No. 500,000 was completed June 20, 1920; Car No. 750,000, July 21, 1921, and Car No. 1,000,000 on December 12, 1923. One million cars had been produced at the end of nine years and one month.

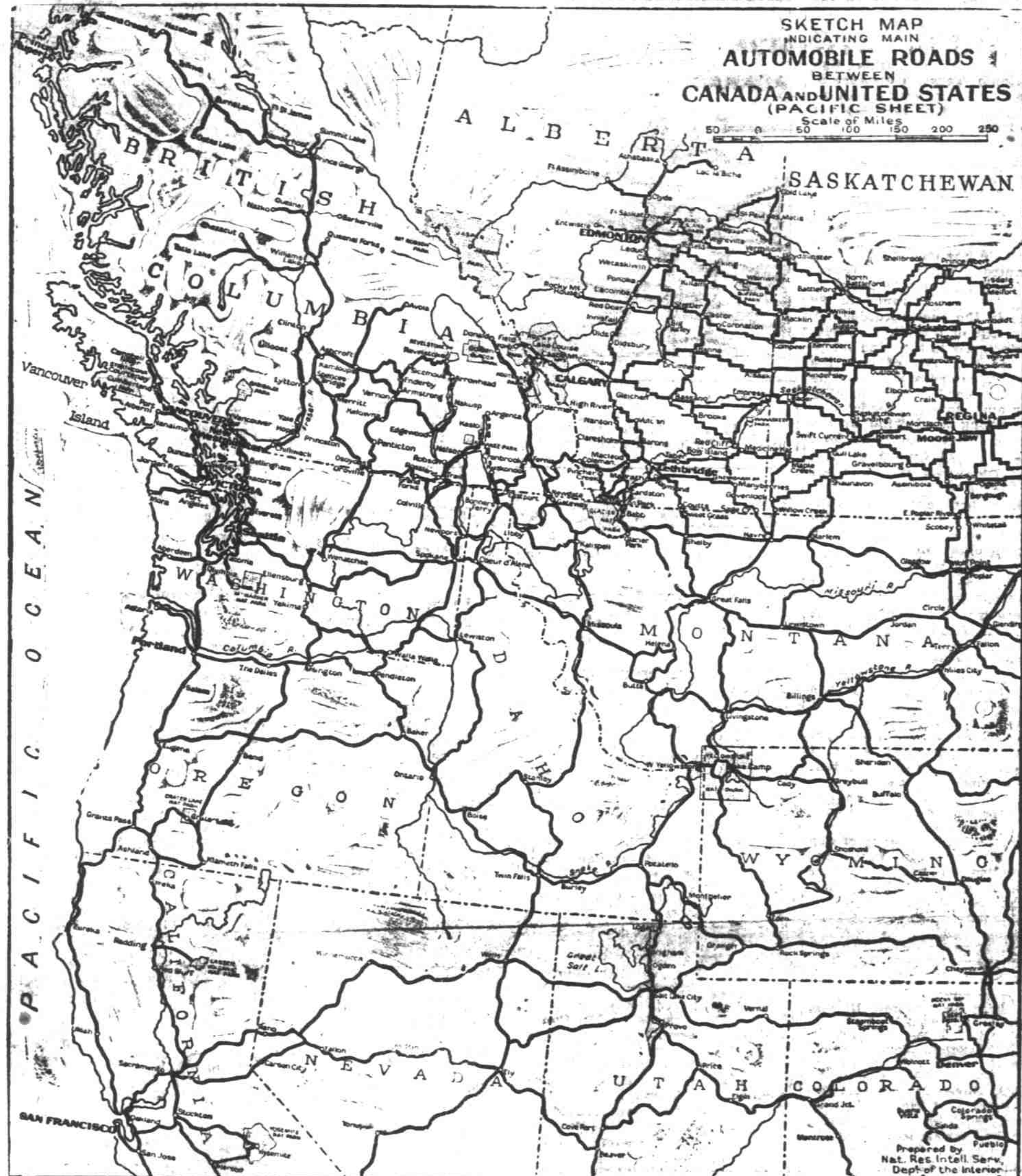
The last 250,000 cars were built in 7 months and 9 days, the first 250,000 in 41 months and 12 days.

Car No. 1,500,000 left the line on January 14 this year and was shipped to the Albertson Motor company of Los Angeles to take its place in the famous "Scout Fleet" consisting of Cars Nos. 300,000, 600,000, 900,000 and 1,200,000. These cars are in constant service on the highways of California laying out and rechecking tourist routes and investigating road conditions for newspapers and automobile clubs. The Albertson Motor company has a standing order for each 300,000th Dodge Brothers car.

Many other dealers have filed advance orders for cars which mark the completion of large round numbers in production.

Car No. 1,750,000 was shipped to Frank Van Syckle, Dodge Brothers dealers at Perth Amboy, New Jersey.

A record of having built 1,750,000 motor cars in 11 years, 9 months and 9 days invites attention to Dodge Brothers production and sales policies. Undoubtedly the most important of the policies to which their success should be attributed is the one which always comes to mind at the mention of their name, "Constantly improved, but no yearly models."



The Pacific sheet of the sectional road map of Canada and the United States portrays general road information in the area represented above. The purpose of the map is to clearly indicate road information to tourists contemplating travel between the two countries by auto. Routes have been shown connecting the more largely populated urban centers in each state with the important Canadian ports of entry. There has also been indicated the accessibility of the various Canadian districts by auto. Original copies may be obtained upon application to the Natural Resources Intelligence Service, Department of the Interior, Ottawa, Canada.

WILL GIVE MOTORCYCLE

Harry Scott announces that the motorcycle which recently made a record economy run the length of the Pacific coast, averaging 104

miles to the gallon, will be given away free at the Harley-Davidson booth, California state fair, September 11. It is a "Three Flag Signal" model.

SMOOTH CHEVROLET CAUSES COMMENT

Latest Improvements of the Largest Gear-Shift Firm Draw Interest

The dashing waves of the automotive industry are gradually calming down. A few years ago motor building concerns heralded drastic changes in their product each season, with the presentation of a new model. Then, as automobiles gained a greater degree of perfection, manufacturers spoke more of innovations when introducing new creations. Little by little, radical departures in automobile design and mechanism have disappeared until in recent years talk has been principally of the improvements of tried and true ideas.

And now in the middle of its greatest year, the largest gear-shift motor car manufacturer in the world announces that its latest offering is a vehicle smoothed to the highest degree known to engineering science. This manufacturer is the Chevrolet Motor company.

The smoothest Chevrolet in Chevrolet history. That line sums up the company's newest presentation to light car buyers. Features have been introduced to promote ease of operation and to enhance driving comfort. Striking finishes in the new Duco colors, on Fisher bodies, are being shown to tempt those with an eye to beautiful and artistic coach work.

The new color scheme calls for the Chevrolet sedan in Algerian blue, the Coach in Thebes gray.

(Continued on page 6.)

VALVE IN SLEEVE PRINCIPLE USED

Popularity of All Models So Equipped Presents New Problem

With Willys-Overland, Inc., reaching record sales in both the Willys-Knight Six-Seventy and the Willys-Knight Great Six, with the F. B. Stearns Co., of Cleveland, Ohio, doubling all past sales marks with the Stearns-Knight, public interest in the sleeve valve principle as used in the automobile power plant is presenting an interesting problem to motor manufacturers.

The recent acquisition of the Yellow Cab Manufacturing Co., by General Motors and the announcement that the power plants for these cabs would be of Knight sleeve valve construction presents still another development in favor of this type of engine which was invented by Charles Y. Knight of Chicago and first used in actual production by the Daimler Co., of Coventry, England.

The Knight sleeve valve motor has been used by the Federal Motor Truck Co., of Detroit, for some years and has also been used in many of the larger passenger carrying motor buses throughout the country.

Records of service obtained by owners of Knight motor cars have reached as high as 600,000 miles while Willys-Overland has many records exceeding 300,000 miles of continuous service.

These facts are important since they are exclusive to this type of power plant and are general enough to be indicative of cer-

(Continued on page 6.)

CHOICE RECEIVES HIGHEST PRAISE

Charles W. Wentworth, District Distributor, Makes Announcement

With the appointment of the F. W. Pettyjohn company of Salem as exclusive agents for Nash motor cars, Charles W. Wentworth, of Wentworth & Irwin, Inc., Portland, district distributor, expressed highest gratification at securing able representation in this section, issuing the following interview, while in Salem, recently:

"It is with extreme pleasure that we appoint the F. W. Pettyjohn company as our dealer for Marion and Polk counties. It is an organization such as this that the Nash Motors company and Wentworth & Irwin, Inc., desire to affiliate with.

"We have found upon investigation that the same spirit of fairness and service to the purchasers of the products that they sell moves the F. W. Pettyjohn company as moves Wentworth & Irwin, and the Nash Motors company. We believe that in this day of automobile merchandising, that it is only the dealer who serves after the sale, that will succeed.

"We know that the F. W. Pettyjohn company is equipped in an excellent manner to serve Nash owners. Since the inception of that organization they have set as their ideal, service to their customers which, in the end, makes for a large volume of repeat business.

"It is the repeat business that counts, since it indicates that the owner has received fair treatment at the dealer's hands and desires to do business with that dealer. We understand that the F. W. Pettyjohn company have a record of almost 100 per cent repeat sales to the customers to whom they have already sold cars.

"We know that the people of Marion and Polk counties may buy Nash cars from the F. W. Pettyjohn company in full confidence, and with full knowledge that their purchase is being protected by reason of the fact that there is a substantial dealer representing the car, a substantial distributor serving the car in Portland in the name of Wentworth & Irwin, Inc., and a strong, progressive factory in Wisconsin building the cars.

"The Nash line as is well known, is one of the oldest manufacturers. Nash has been one of the most consistent manufacturers in the business. They have been consistent because they have steadily improved the original product that was started in the latter part of 1916.

"If one were to stop for a moment, he would find it difficult to pick out any car of 1916 vintage, stand it along side a 1927 model

(Continued from page 1.)

HOW THE ROADS ARE

Pacific Highway
Portland, Oswego, Oregon City, Albany, Harrisburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Medford, 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.
Svenson-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 Garibaldi and points south is urgently advised to take road via Foley Creek which is traveled throughout.
Miami, Tillamook, Hebo, Neskevin, Derris Lake, Siletz river: Paved; balance macadam, Ferry across Siletz river.
Siletz River, Otter Rock: Construction work in progress, dirt

(Continued on page 6.)