

WELL ADVERTISED PRODUCERS SATISFY

National Distribution Secured Through Good National Advertising

"Nationally advertised auto necessities and conveniences are the owner's safest buy, no article more popularly demanded to which nationwide publicity is given, can gain its position in the market if there is the slightest let-up in effort toward improvement," says Walker Rydell, local manager of Western Auto Supply Co.

"Manufacturers who seek national distribution, and back up their sales efforts with national advertising, know that when they create a widespread demand for their goods, superior quality must be there to prove their printed assertions if they would hold public favor. That is why articles one sees advertised in the Saturday Evening Post and other widely read periodicals—with supporting local newspaper advertising—are, on their merit, always leaders in their respective fields."

"The tremendous sales volume of such articles as Schrader tire gauges, valve insides and caps, Malco windshield wipers, S. & M. spotlight, National Mazda lamps for cars and homes, Neverburn brake lining, Hassler stabilizers, Champion spark plugs and countless other leaders among accessories and supplies has been attained through more than printed claims—each of these articles has individual points of superiority to distinguish it from other similar merchandise, and the telling of these features through the media of the printed page has educated the public to a point where they demand the best always. The manufacturer who maintains the popularity and sales of his product does so only by constant improvements and enhanced quality."

"Western Auto," says Mr. Rydell, "attribute much of their phenomenal growth to the satisfactory service given thousands of customers who have purchased nationally advertised goods from them, and realizing this they have constantly added to their large selection of accepted brands of merchandise until today, their shelves hold practically every article that is important in popular demand."

"Motorists, in purchasing accessories and supplies, should bear in mind the fact that nationally advertised goods are always safest and most economical, because quantity production economies make possible lower prices and because every article is absolutely guaranteed by the manufacturer. Then, besides this warranty of satisfaction, there is the added security of "Western Auto's" iron-clad guarantee, augmented by intelligent willing service from any of our more than 150 stores in the west, regardless of the store from which the purchase is made."

RADIATOR, FENDER BODY WORK STARTS

Experienced Mechanic Is Secured to Carry on Work.

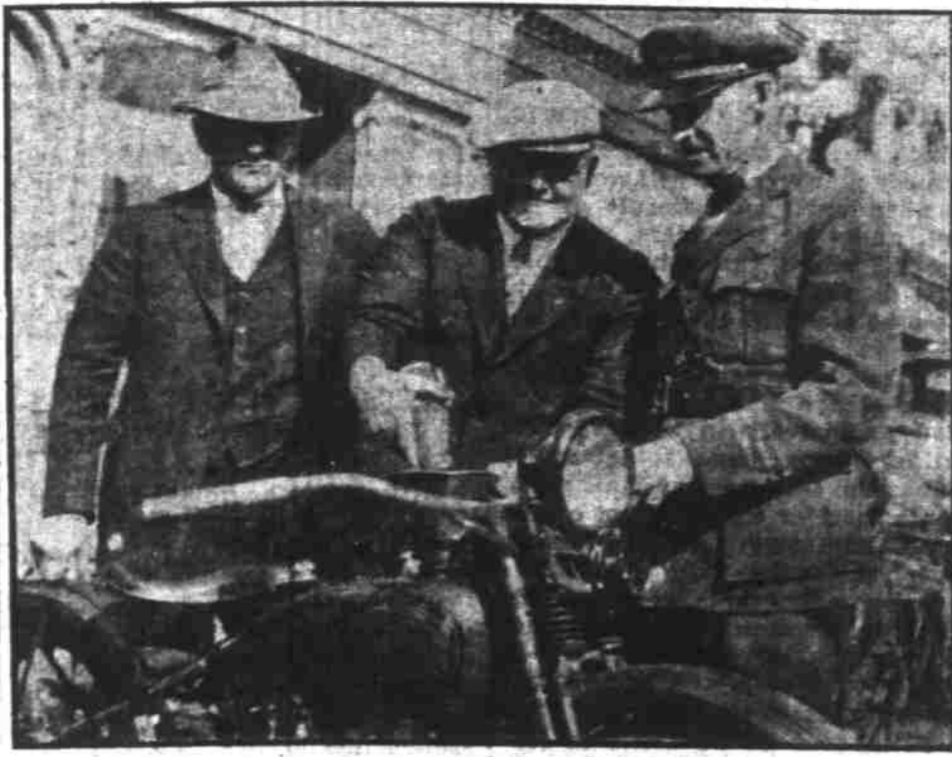
One of the latest evidences that Salem is growing is the new department of radiator, fender, and body work at O. J. Hull's Auto Top Shop on South Commercial street. Mr. Hull and his patrons are very lucky in being able to secure such a high class and thoroughly experienced mechanic as Art Bashore, who has been working at his trade for the past 14 years in the cities of San Diego, Los Angeles and Seattle.

The new department has been built by Art Bashore, and handles all classes of radiator work with speed and efficiency. One of the outstanding features of the equipment is a specially constructed chemical vat for cleaning the insides and outside of radiators, thereby insuring complete cooling efficiency.

Another innovation is a device for considering the tubes of a radiator.

Wrecked bodies and fenders are a specialty in this new department. Within the past month several wrecked cars have been repaired and have caused much comment because of the fine workmanship. Mr. Hull expresses himself as more than pleased with the business done, and as "O. J." is a Missourian himself he says that he is in a position to show anyone, regardless of what state they hail from.

Motorcycle Economy Test



Ralph H. Kletzing, Harry W. Scott, Chief T. A. Rafferty

A quart of gas in the tank of one of Harry Scott's Harley-Davidson motorcycles carried Ralph H. Kletzing of the Statesman Publishing company over 39.6 miles of Oregon road in the recent Newspapermen's Motorcycle Derby. This gave Kletzing twelfth place in the national contest which was held in cities scattered over the United States.

Much of the credit for this achievement goes to Harry Scott, the Salem cycle man, who selected the machine and equipped it for the trial which was held September 27.

Starting from the fairgrounds, Kletzing rode to Hubbard and returned on a quart of gas, which was measured and poured into the tank by Chief Rafferty of the state traffic engineer, who then sealed the tank before the start.

Glenn Durling, Harley-Davidson dealer at Toledo, Ohio entered the machine that took highest honors in this contest in which 284 riders participated in different cities. Earl Aiken, sporting editor of the Toledo News-Bee, without any previous experience rode Durling's machine and nosed out his nearest competitor by a scant nine-tenths of a mile. Aiken's mileage was astounding, being an average of 191.6 miles per gallon or 47.9 miles on the quart allotted to him.

Second place went to Charles West of the Kansas City Journal-Post, who rode his mount exactly 47 miles on the quart, averaging 188 miles per gallon. Third place and a handsome silver trophy went to Floyd Clymer's entry, Damon Gall of the Denver Rocky Mountain News.

By riding the derby these newspaper men learned that the motorcycle is a useful and economical form of personal transportation. Those who held opinions adverse to the motorcycle soon proved to themselves that the motorcycle is easily handled and lacks the element of danger so often credited to it.

"Demand is the mother of commercial venture," said George O. Brandenburg, general manager of the Oregon State Motor association, in commenting upon the number of roadway establishments springing into existence that cater to the motorist touring the highways of America. "Farm houses, old taverns that served as stage stations in the early days to alight to decay with the discontinuance of the old stage lines, to be remodelled into taverns for the accommodation of motorists, residences and all sorts of abodes have been pressed into service to provide accommodations for the present day tourist trades."

"Many of the rejuvenated taverns are extremely commendable, lending as they do an atmosphere of comfort intermingled with a spirit of the pioneering transportation that embodied much romance and adventure, and today these places provide excellent accommodations after the overhauling. The deplorable situation that has resulted from an effort to exploit the motor tourist is the fostering upon a motoring public accommodations that are a curse and a hazard instead of being accommodations."

"It is the contention of the motor association that a strict supervision should be given all places catering to the public, that the public might be protected from unsanitary, unwholesome, and oftentimes filthy conditions that are found in altogether too many roadside establishments that advertise meals and lodging for those who may pass by their door and be forced to accept accommodations through mishap to their motor, or on account of the lateness of the hour."

"The number of complaints forthcoming indicate clearly that in a great many instances these roadside stopping places are not equipped to take care adequately for the traveling public. In many instances the conditions do not come anywhere near modern requirements."

"In many cases, the 'room and bath' advertised simply means one dilapidated old bath in a house of ten rooms. In but few instances does the tourist have any knowledge of who is running the place, what previous sickness the place may have harbored, or whether he can depend on getting pure food and untainted water. This situation is aggravated by 'Gyp' outfits which start many unqualified people in the business from.

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NASH BODY PLANT LARGE ADDITION

Plant Soon to Rank Among Most Modern and Up-to-date Factories

In line with the production expansion program of the Nash Motors company, made necessary by the greatest demand for Nash cars in the history of the company, a large addition to the plant of the Seaman Body corporation of Milwaukee, has just been completed. The Seaman business, owned in half by Nash Motors, is devoted entirely to the building of enclosed car bodies for the Nash Advanced Six, Special Six and Light Six series.

The addition to the Seaman plant is a five-story building of steel and concrete construction, 173x100 feet. It is identical in construction and design to the other Seaman buildings of which it has been made an integral part. Installation of equipment to be used in the various departments in the new building is well under way and when this has been completed the plant will rank as one of the most modern and finest equipped automobile body factories in the world.

The entire first floor of the building will be devoted to departments for steel storage square shearing and rotary shearing; on the second floor will be machinery for stamping of small metal parts while the third floor departments will be a continuation of similar metal processes. The fourth and fifth floors will be devoted to the enlargement of upholstery and trimming departments.

The 114 per cent increase of foreign business shown for the last fiscal year, ending November 30, 1925, with continued and consistent increases during the months of 1926, has made necessary the erection of a new building at the Kenosha plant which will be devoted exclusively to the preparation, boxing and railway loading of Nash automobiles for export.

The new building is to be one story in height, 600 feet long and 100 feet wide. Running within 80 feet of the rear of the building and located exactly in its center will be a spur track and on each side of the spur and running parallel to it, the boxing assembly line. Directly above the spur track and along its entire length will be a traveling crane which lifts the completely boxed automobiles from the assembly line to the freight cars.

CADILLAC PARTS INSPECTED

Of the 8000 craftsmen employed in the Cadillac plant, one out of every fifteen is engaged in the inspection of manufactured parts for the purpose of maintaining standards of accuracy and quality.

A silver trophy was awarded a Chevrolet touring car in a Japanese non-stop road run between Osaka and Tokyo, a distance of 414 miles.

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WHIPPET APPROVED FOR ITS ECONOMY

Under Examination Machine Makes 30.6 Miles Per Gallon of Gasoline

In a test made to prove the claims of the Willys-Overland for the new, European type light car, the Whippet, for which a gasoline economy of 30 miles to the gallon was given as standard operation, the representative of one of the leading publications of the country recently established a performance of 30.6 miles per gallon.

The test was made under the personal observation of William Leininger, a petroleum engineer connected with the Pierce Petroleum corporation, and the car used was a Whippet sedan secured through the St. Louis branch of Willys-Overland.

The mileage on the speedometer of this car showed that it had been driven 1074 miles before the test started, and that the motor had been thoroughly run in. In order to give a fair average, the course selected for the run included an uphill climb followed by a return down hill over the same route. Road conditions were perfect, the surface of the road being bituminous macadam. The car carried three passengers and was driven by a magazine writer. It was conducted according to the methods approved by the Society of Automotive Engineers.

The carburetor was drained, the gasoline disconnected from the vacuum tank, and a connection made through a rubber hose which led downward from the gasoline reservoir supported by one of the uprights at the left end of the windshield to the carburetor.

The quart of gasoline officially measured with a graduate was poured into the auxiliary fuel tank, and the car was started and allowed to run until the gasoline was exhausted, the tank being filled again with another measured quart.

On the uphill trip the Whippet showed a performance of 28.8 miles to the gallon while on the downhill trip the performance was 32.4 miles to the gallon, or an average of 30.6 miles per gallon.

Neither the clutch nor the brake were touched, during the run and the average speed was between 20 and 25 miles per hour.

In commenting on this economy test, the writer making the run says: "The first appearance on the market of a car making serious economy claims among the light makes of cars which constitute the vast bulk of automobiles is an item of news of the first importance to the petroleum industry. Willys-Overland have recently placed on the market the Whippet car. Their advertising claims for this automobile a fuel economy of 30 miles to the gallon of gas. This represents a steady advance on the average performance of cars in their weight and class. The tendencies now

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New Service Station Opens



Located at Corner of North Capitol and Market Streets

Many have been the new improvements and business enterprises that have developed on North Capitol street in Salem the past two years including the new Parrish high school building and the Miles Linn Mills.

Now among these and numerous other valuable improvements comes the new Spanish design stucco gas and service station of Messrs. Gower and Ritchie, adjoining the factory of the Capital City Bedding Co., Inc., whose building was moved east on another lot on Market street to provide a site on the corner of Capitol and Market streets for the new service station. This removed a dangerous blind corner at a prominent intersection as the new service station and grounds admits a free, unobstructed view in every direction.

This new service station is modern in design and substantial in construction, being of Spanish architectural design and of stucco finish. In connection is an auto-

mobile accessory department, grease station, air, water and convenient rest rooms. The buildings and grounds are well lighted and the parkings and corners will be planted to flowers and ornamental shrubbery at once.

Messrs. Gower and Ritchie, are experienced service station attendants and are courteous and obliging to their many patrons and the traveling public.

They will make a specialty of Standard and Associated gasoline and various leading oils and grease as well as automobile tires, etc.

This fine new plant was constructed at a cost of around \$6000 and is a valuable acquisition to the Capitol and Market street district.

The mattress and bedding manufacturing institution of Messrs. D. Polin and E. W. Miller has been improved and overhauled and is doing an excellent business on its new site adjoining the new service station.

MOTOR CLUBS WAR RECKLESS DRIVERS

Drivers to Be Educated to Face Difficulties and Not Run From Accidents

WASHINGTON, Oct. 23.—On its own behalf and on behalf of the 842 clubs affiliated with it throughout the country, the American Automobile association today broadcast a strong appeal urging relentless warfare on the "hit-and-run" drivers everywhere.

The appeal, which went out under the name of Thos. P. Henry, president of the A. A. A., was based on reports which show that this particular brand of lawlessness and cowardice has not reduced in the past the attention which its deserved. Hence the need of an organized campaign by the motorists generally to do away with this species of driver. Mr. Henry's statement pointed

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PAIGE PRESENTS THIRD NEW LINE

Coupe, Added to Line, New Engine Has Greater Power Than Old

With the announcement of an entirely new line of Paiges on the 125-inch wheelbase chassis, the Paige-Detroit Motor Car company represented here by the Trumm Motor Car company completes its presentation of three new series of cars, having but recently brought out a new line of Jewetts and new models of the intermediate size car, the model 6-65 Paige.

With the addition of two more new Jewett models not yet in production, the Paige company will be in the field with a complete line of fifteen open and closed models in three wheelbases, with a price range for five models of five-passenger closed cars from \$1195 to \$1695.

As with the Jewetts and 6-65 Paiges already announced all models of the new 125-inch 6-75 series are de luxe in finish and appointments, the Paige company having discontinued the production of the plainer models because its sales records proved that its cars for finer appearance, finish and comfort greatly outsold the so-called standard models.

The traditional beauty of Paige cars has been enhanced in the new series by new body lines, in accordance with the ultra-modern trend toward the consistent use of curves and rounded contours, combined with color effects worked out in minute detail.

The same degree of painstaking attention to detail is revealed by a study of the interiors. The producers have achieved noteworthy harmony of color by using two dominant tones throughout each car, the carpet, upholstery and other fabrics being in pleasing contrast with the trim, which is of a single tone throughout each model.

Mechanically, the new 6-75 series retains the characteristic Paige features of the past, including hydraulic four-wheel brakes. The chassis has been improved, however, the most important change being an increase in engine power, the cylinder bore having been enlarged by one-eighth inch, now being 3 3/8 by 5 inch stroke. With the enlarged cylinders the new engine has alloy pistons, about two-thirds the weight of the cast-iron pistons formerly used. The pistons are of the constant clearance type, with invar struts to maintain constant diameter through all passages of temperature. Clutches have been improved by cushioning the fabric

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HAVE GOOD BRAKES AVOID COLLISION

Replace Worn Lining, Avoid Trouble Says Automotive Engineer

By EDWIN GREEN (President Great College of Automotive Engineering, Chicago)

Car owners and repairmen do not take time enough in checking their automobile brakes. In your spare time this morning you read or see in his motor car accident a "bad brake" played the leading role. Yet you assume at the time and forget it. Worse still, you ignore the moral it sets before you. Look to your own car and see if the brakes are in good condition.

Possibly you think that long as the brake drums do not feel warm to the hand after you come in from a drive that the brakes are not dragging. But the most conclusive evidence that the brakes are running free is to take both rear wheels from the car and then turn each wheel forward and backward. When the wheel on the other side should turn in the opposite direction. This is if the wheels are free. While this check is made the rear should be held in a neutral, any swishing or noise resulting from the wheel while you are rotating it is a sign that something is wrong and a something which should be immediately removed from your car to be free from any drag. You who have not had the experience will find it almost unbelievable what a very slight amount of brake drag will do to your car's performance, especially on a hill.

While the car is in the shop it is imperative that you first see the external brakes so that there is absolutely no contact between the brake band and the drum. Then when you rotate the wheels you can easily discover whether or not the internal brakes are dragging. If the internal brakes run free it is a simple matter to adjust external brakes and this is accomplished by first setting the adjustment at the brake drum. Most brake drums are of the type that contact is not made when the brakes are in the room.

If the brake lining is worn and require replacement, it is done immediately. It is imperative to have to fool around adjustments while on the road for yourself and passengers who can tell when the springs will arise? Therefore have your brakes operating at the top notch of efficiency at all times. If you don't you'll be sorry, or rather your family will, because flowers and caskets cost more than brake linings. Do you understand what I mean?

DRIVE THE MACHINE AND NOTE RESULTS

Slogan "Now Drive the Car" Creates Interest in Dodge Brothers Work

"Now Drive the Car." These words, which have just made their appearance on the well known blue and white bulletin boards and in the most important magazines and newspapers are arousing widespread interest in the results secured from recently announced improvements in Dodge Brothers Motor Cars, according to Russell Bonesteel of the Bonesteel Motor company. "The simple invitation to try the car and note the results," he declares, "is typical of the advertising policy of a manufacturer whose statements have always enjoyed implicit public confidence. Thanks to a twelve year old reputation for avoiding extravagant or spectacular advertising claims."

"It is an inflexible policy at the factory that the reputation of Dodge Brothers Motor Car for dependability, long-life and endurance must be upheld. Everyone of these changes, in fact, means increased manufacturing cost. They were adopted for the sole purpose of giving the owner a quieter, smoother running car. Although I have watched a procession of refinements for the past twelve years, I cannot say that any change has done more to improve the car than the changes that were made before a quiet

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DOWN THE ROAD—

IN THE SUMMER

IN THE FALL

How You Feel About Your Truck