

## MARKET REACTING TO SPRING DEMAND

Very Little Change Noted in Logging Industry in Most Communities

The market during the past two weeks has reacted favorably to the increased spring demand and more especially to the almost certainty of curtailment in the fir field during the first half of 1927. It really commences to look as though the majority of manufacturers are taking the curtailment sentiment very seriously, so much so in fact that up and down the coast in Washington and Oregon, mills are already shaping their policy to curtail about 20 per cent up to the first of July. Many of the large mills are shutting down for one full week and then expect to operate five days a week.

It does not require argument to convince most operators that they cannot hope to get their prices up to or above the cost of production if they keep on producing as much lumber as they did last year. Consequently the curtailment idea seems to be quite spontaneous among manufacturers.

Many wholesalers have felt it necessary to raise their buying prices, now offering \$1 more on uppers and in some instances 50 cents to \$1 more on common. The California market is likewise stiffer.

High freight rates and scarcity of tonnage is making it increasingly difficult to increase shipments to the markets served by vessel. The scarcity of steam tonnage is expected to bring back into service some sailing vessels. While the amount of space thus made available will not be large it nevertheless will help some.

Atlantic coast demand appears to be heavy, but with all available tonnage for the immediate future strongly held, and in comparatively few hands that market is pretty much in the hands of the wholesalers.

This situation, while distressing to firms anxious to engage in the intercoastal business, nevertheless tends for steadiness in that direction. If the manufacturers had the courage to ask a dollar or two more they would undoubtedly could get the price.

The revolution in China is causing of good volume.

There has been no change in the logging situation. The curtailment which will take place in the mills has already been anticipated by the loggers. There will be no overproduction of logs during the first half of the year.

(Reprint from West Coast Lumberman, April 1, 1927).

## Too Many Caution Signs Cause Serious Disregard

The ever-zealous signing of highways is engaging the attention of state and national authorities according to Salem Auto Co. local Star Car dealers.

They declare the authorities are realizing the great number of "go slow" and "danger ahead" signs that line our state and national highways and which are entirely unnecessary.

"Warning signs are invaluable where danger exists" the local company states, "but in a great number of cases the motorist is warned to look out for something that is not present."

The Star Car dealer points out that through the presence of many false warning signs, many motorists disregard all of them.

"The automobile driver would be safeguarded to a greater degree if all signs were removed and markers erected only at points where caution is necessary," he said.

## Where Sourdoughs Ride in Motor Cars And Gold Is Where You Find It



The picture shows America's latest gold camp, Weepah, Nevada, as it looked ten days after the "strike" was made. The group of miners and would-be miners in the foreground is clustered around Frank Horton's famous badger hole where the boy first discovered gold.

Across the "street" is Weepah's gambling house (circle), where stud, faro, roulette are being dealt in true Wild West fashion. From time to time clouds of dust rise in

the distance, heralding the arrival of treasure seekers from distant parts.

"Seldom Seen Slim," noted desert character, (inset) is shown panning a little gold from earth taken from beneath the famous Dodge Brothers Scout Car, "Old 1,500,000." The car was sent to Weepah by the Dodge Brothers representative in Los Angeles with a party of newspaper men and company officials. Sweeping over the hundreds of miles of hilly and

mountainous country "Old 1,500,000" journeyed over four mountain ranges and passed hundreds of loaded cars and trucks toiling up passes on their way to the "diggings."

"Seldom Seen Smith" has struck it rich. He chants: "Seldom Seen has nary a machine. Came to Weepah without a bean. But now he's struck it very rich and soon he'll be riding in a limousine."

ly and with greater certainty than the motor car.

What a difference it makes! And how few survive the trial which proclaims gentlemen or roaming inconsiderates who, enthroned behind the steering wheel and feeling an eager engine beneath their feet, become inebriated with speed, poisoned with the mania of haste, stripped of the thin veneer of everyday courtesy and civilized conduct!

Nothing will make the fool driver a more sincere convert to the Golden Rule than the exhibition of uniform courtesy on the part of his brother motorist. This, more than anything else, will reduce automobile slaughter to a minimum.

Let's try it, anyhow. It costs nothing.

## Horses Take Maximum Space; Least Service

Rendering a minimum of service, horses take up a maximum

of space, according to The Motor Truck. The average horse-drawn vehicle of five-ton capacity occupies about 275 square feet, while a motor truck of like capacity takes up only 175 square feet; and the horse-drawn vehicle moves slowly and therefore intensifies congestion. A short time ago in New York City the American Railway Express company replaced 138 wagons and 330 horses with 84 electric trucks. They saved 43,000 square feet of floor space in a location where a conservative estimate of the value of floor space is \$2 a square foot per year, or \$96,000 worth of space. And this change by the company saved equivalent street space. In 1917 there were 108,036 horses in New York City, with 50,000 at the present time, and they add greatly to traffic congestion.—Motor Chat.

Total of 209 miles of telephone line was built in national forests of state.

## HUPP CAR SHIPMENT VALUED AT \$175,000

Largest Single Delivery of Eights Driven From Detroit to Chicago

Evidence of the rapidly increasing sales volume of eight cylinder cars was recently displayed in a shipment which included 79 Hupmobile Straight Eights driven from Detroit to Chicago by the sales organization of the Gambill Motor Company, Hupmobile distributors for the Chicago territory. This shipment valued at \$175,000 is part of the \$3,278,680 order placed by Gambill at the time of the Chicago Automobile Show.

The procession of new cars which included all models from sport roadsters to limousines in various color combinations were driven through the Detroit business district with police escort.

The group of Chicago dealers were guests of the Hupp Motor Car Corporation at lunch where they were addressed by DuBois Young, president and R. S. Cole, general sales manager.

"This drive-away of straight eights indicates the truth of our prediction made several months ago," Mr. Young told the gathering. "Sales of eights are increasing each month while the Hupmobile Eight retains the leadership among straight eights it has enjoyed since its introduction. The change in buying which has made a decided swing to eights has necessitated price reduction in the high priced six cylinder field and it will continue to do so."

"We anticipate the greatest year Hupmobile has ever known. We see a continued strong growth in both the six and eight cylinder fields and believe our dealers are bound to receive a greater portion of business in both fields than ever before."

Federal authorities will do much dredging and improvement of Willamette river this year.

## OAKLAND'S OUTPUT SCHEDULE GOES UP

(Continued from page 1.)

with 5,200 men employed as against approximately 4,000 at this time a year ago.

Mr. Tracy returned from trips among the Oakland-Pontiac dealers and dealers' meetings in the large centers and is in high spirits as a result of the optimism

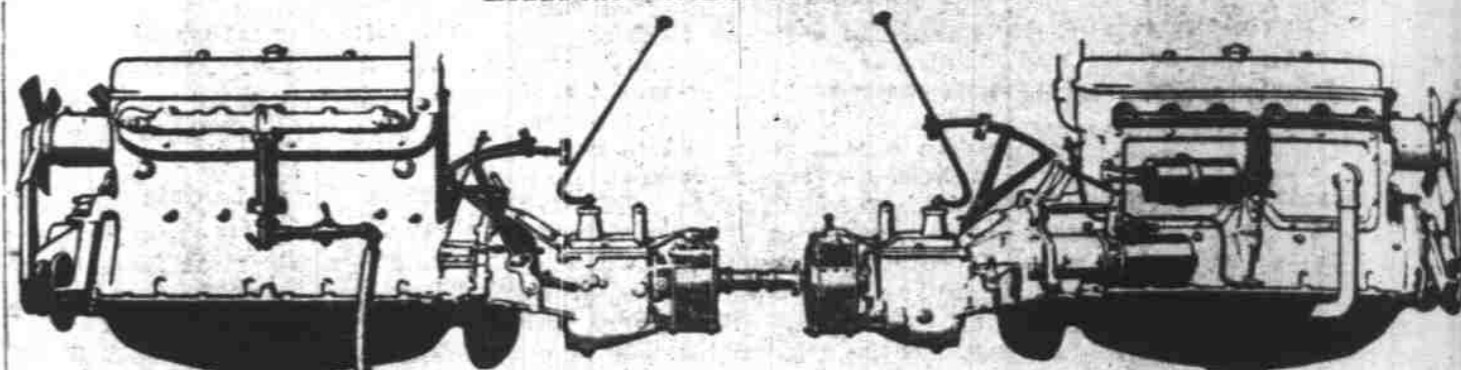
displayed by the dealers. "The early breaking up of winter has proved an important factor in putting an end to the uncertainty which existed for a time late last fall regarding the business outlook for 1927," he states.

"Now all of our dealers feel that business men have gone ahead so carefully that any danger which may have existed of a slump has been averted and that as a result 1927 is going to be a prosperous year."

"The flood of orders which we have received is convincing evidence that they are ready to back up their opinions with the money. We have never had so many orders from dealers at one time before."

# NASH

Leads the World in Motor Car Value



# 15 extra hours on the NASH motor to be certain it is right

The illustration shows two Nash Advanced Six engines hooked together in the great Nash testing room.

One of these motors is driving the other, to limber it up. After a few hours of this, the motor now being driven will limber up another.

Then, after 8 to 10 hours on its own power, it will be taken apart. Bearings, connecting rods and pistons carefully inspected. Valves ground and reset.

Next, the trained ear of an engine expert will listen to the operation of this motor. When he is sure it is absolutely

right, it will be mounted on its chassis. Then another rigid examination, in the car, out on the road. 15 extra hours in all are consumed before the motors shown above are ready for their owners.

How easily Nash could save this time and expense. You would never be able to see the difference. But every Nash owner knows there is a difference!

There are extra hours of extra care in every Nash, to lift it above the level of the average car—to be certain Nash performance leads the world!

[26 Different Nash Models at from \$1030 to \$2370 f. o. b. Salem]

## F. W. Pettyjohn Co.

365 North Commercial Telephone 1260

"AFTER WE SELL—WE SERVE"

EXTRA HOURS OF EXTRA CARE IN EVERY NASH

## TRY ROAD COURTESY IT COSTS NOTHING

Generally Understood That Sunday Produces More Automobile Accidents

By Erwin Greer

It is generally understood that Sunday is the day that produces the greatest number of mishaps in which the motor car takes a prominent part. Another observation is that more accidents occur at 4 o'clock in the afternoon than at any earlier or later hour. The first fact is, of course, easily explained on the ground that Sunday is largely devoted to sightseeing and holiday-making. The second fact is made plausible by the statement that 4 o'clock marks the peak of fatigue for many drivers, who, having driven the greater part of the day, are tired out and less alert than they are at other times.

The accidents due to the use of automobiles are reaching numbers that make it certain that something will and must be done about them very soon. The question is: Shall it be done from within or from without; will the motorists themselves set their house in order or shall outside forces impose limitations which in their consequences will curtail the motorists' rights and the utility of motoring itself?

We need a change in our mental attitude toward such things. We must begin to see the reckless and incapable driver not only a person who cares nothing for the law, but one whose actions constitute a grave danger to the rights of the rest of us. The sooner we purge ourselves of the dangerous five per cent, the sooner will the death and accident rate take the drop which it will and must take—either as the result of our own doings or in consequence of outside action which, like most such action, is likely to overstep the lines of reason and expediency.

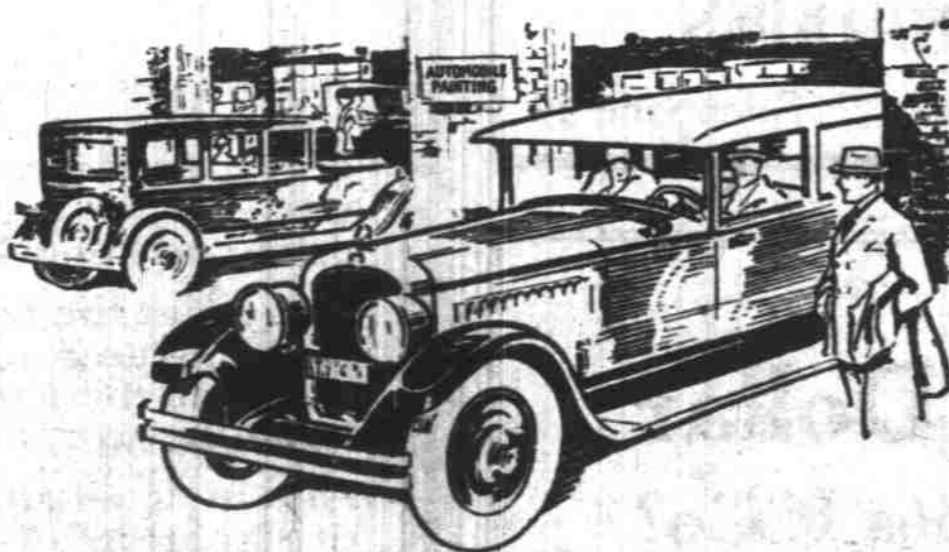
Nothing—no psychological test of character analysis—reveals one's true inwardness more quick-

One trial will convince you that our work is thorough—May we have the trial?

## Monroe S. Cheek

Complete Automotive Lubrication Court at Capitol Phone 2295

## You Can Have Your Car Refinished Without A Long Lay-Up



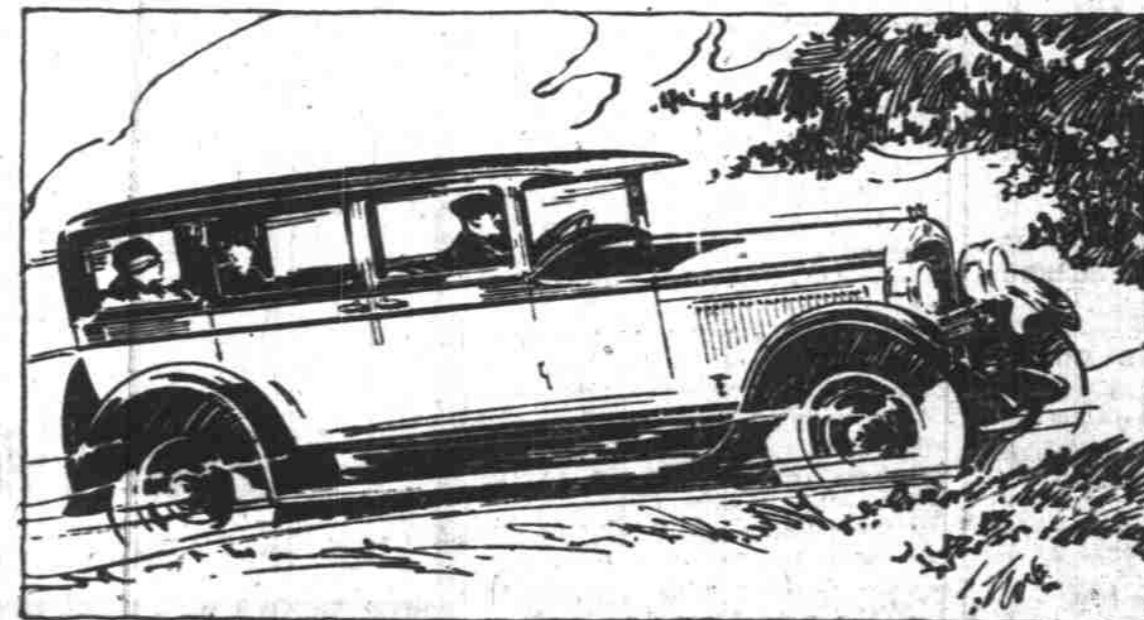
PROXLIN, the new automobile lacquer enamel that everyone is talking about, takes but minutes to apply, where other methods take hours. You are not without the use of your car anywhere near the time required with ordinary finishing. You'll not miss it for the few days necessary, but how you will appreciate that wonderful Proxlin finish—beautiful, lustrous, permanently eye-pleasing and pride-inspiring. There never has been anything like it—unaffected by the most severe weather-tests and as easy to maintain as a sheet of plate glass. Will not check. Come in and learn how quickly we can transform your car with Proxlin. It will be a pleasure to give you information whether you intend finishing now or later.



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# The Most Brilliant Type of six-cylinder performance need cost no more than this price



Every Worth While Feature the Modern Car Should Have

Clear Vision Bodies - Color Options - Mohair Upholstery - Instrument Panel Under Glass, Indirectly Lighted - Vision-Ventilating Windshield Tilting Beam Headlights Headlight Control on Steering Wheel - Both Manifold and Thermostatic Heat Control - Dash Gasoline Gauge Gasoline Filter - Force Feed Lubrication - Oil Filter Special Vibration Damper 4-Wheel Brakes - Balloon Tires Snubbers

HUPMOBILE Six is the splendid result of a conviction that the finest and most brilliant type of six-cylinder performance can be built into a Sedan or Brougham to list for less than \$1500.

In designing and manufacturing this Sedan, Hupmobile has gone the limit—actually raising the quality of the car a full 10 per cent without any raise in purchase price, thus obviously making it the closest-priced Six in America.

We invite you to try out the Hup-

mobile Six—to enjoy its thrilling performance, its smartness and elegance both inside and out—to discover for yourself why so many thousands of buyers have singled it out as offering more quality per dollar of purchase price than any other six on the market.

Sedan (illustrated) five-passenger, four-door, \$1385. Brougham, five-passenger, two-door, \$1385. Coupe, two-passenger, with rumble seat, \$1385. Roadster, with rumble seat, \$1385. Touring, five-passenger, \$1325. All prices f. o. b. Detroit, plus revenue tax.

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