

PEAK OF TOURIST TRAVEL DUE SOON

Will Continue at Maximum Until September, Says State Association

The Oregon State Motor association has completed an extensive log tour of the highways in Oregon. The tourist travel in the state will reach its peak in two weeks and will continue at that peak until the first of September, in the opinion of A. E. Shearer, manager of the touring department of the Oregon State Motor association.

The vacationist setting out on his summer outing will find the finest Oregon roads in the history of the motor association officials who have just completed an extensive logging tour of the state. The delayed summer, which held up traffic on many mountain roads, has repaid for its tardiness by placing practically all of the state roads in excellent condition.

The only roads of importance now blocked by snow are believed to be the Crater Lake rim road and the short cut from Crater Lake to Diamond Lake, both of which will probably be blocked for several weeks. One of the drifts on the Crater Lake-Diamond Lake cut-off is believed to be about 52 feet deep. This does not materially hamper travel to Diamond Lake, as access may be gained from the Pacific highway on the east side of the mountains. Crater Lake is accessible both from Klamath Falls and Medford. About 150 cars were at Crater Lake last Monday.

Motorists will have little trouble with oil splashing their cars, as had been the case during the past weeks on several of the highways. The Mount Hood loop road is now practically free from wet oil. An excellent detour takes the motorist around a stretch of wet oil near Fort Klamath. Only three wet stretches of oil remain in the state at the present time, between Seaside and Hamlet, Hebo and Neskonwinn and Hebo and Beaver.

AUTOS WOULD HAVE PREVENTED STRIFE

War of 1860 Impossible With Present Communication Facilities, Claim

By DuBols Young
President, Hupp Motor Car Corporation

If, back in 1860, this country had had relatively as many motor cars as we have today, there probably would never have been a Civil War.

National internal dissension is so often the result of lack of understanding of the other man, his problems, his merits and his faults. Lack of understanding is abetted by isolation. Common in 1860, isolation is practically unknown in America today. The motor car and good roads have practically eradicated both isolation and sectionalism.

The original community in America was, of course, a small settlement, founded at Jamestown, Va., in 1607. Next, certain numbers left it to establish their own farms. Settlements grew larger and the number of farm owners increased. Then came a movement away from the farm and back toward the towns. In 1920 we had a farm population of about 32,000,000. Today we have some 30,000,000 persons living on farms—approximately 6,000,000 families on 6,000,000 farms. Most of these families own an automobile. Many have more than one.

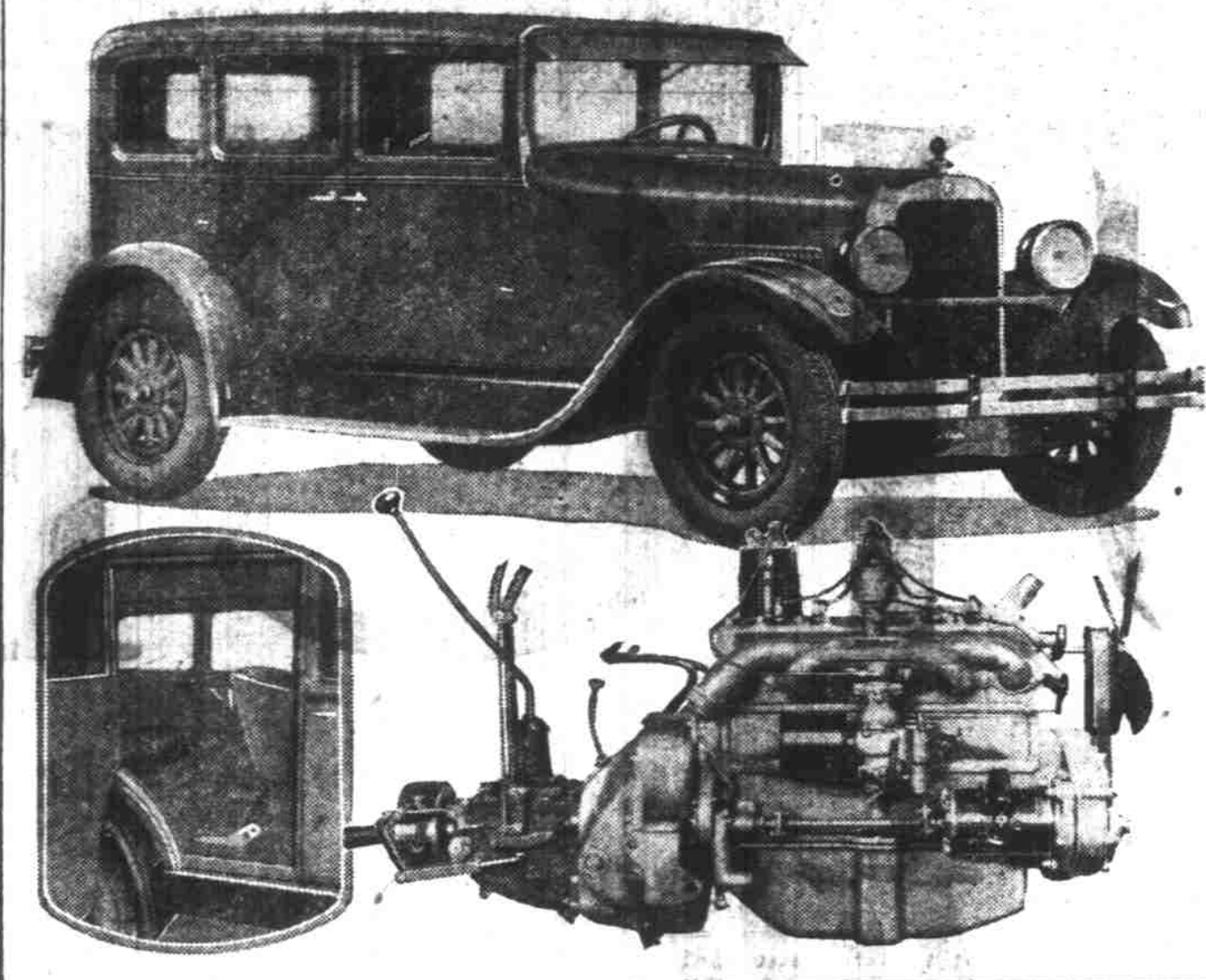
Urban life today is breaking down before the tremendous development of suburban life. The day of the "rube" is over. The country resident looks and lives much like his city brother. The motor car and good roads are primary and powerful reasons.

In 1900 there were 380 persons in America for each mile of railroad. Today there are 450. But in 1900, for that same 380 persons, there was but a single mile of good highway.

Today there are three miles of improved highways and, in addition, five miles of what can be truthfully described as good roads. He who prefers isolation today must seek it. The farmer's wife of years ago dreaded the monotony of farm life. But today the motor car, the improved highway, the radio and the phonograph have broken down routine living. The

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Dodge Introduces America's Fastest Fours



Dodge Brothers, Inc., is today introducing the fastest line of four cylinder cars in America, of which the sedan pictured above is the first available for delivery. These new cars are said to be capable of going 25 or more miles on a gallon of gasoline at average touring speed, and will be priced at levels materially below those at which Dodge Brothers cars of corresponding types have always sold. A coupe and cabriolet roadster will be available shortly.

The picture in the lower left corner shows the spacious rear seat and the ample head room which it affords. At the right is the remarkable motor with which the new cars are powered.

MUCH MONEY SPENT MAINTAINING ROADS

Present Road Bill Amounts to One-Sixth of Entire Public Budget

NEW YORK, N. Y.—More than a billion and a half dollars was spent in the United States for road building and maintenance during the fiscal year ended in June, 1925, according to a study just completed by the national industrial conference board, 247 Park Ave., New York. Whereas less than 20 years ago expenditures for road building were still a negligible item in governmental finance, our present annual road bill amounts to more than one-sixth of the entire public budget, and is exceeded only by our governmental expenditures for education and protection.

The development of the country's roads during the past quarter century closely reflects the revolution in the field of transportation brought about by the automobile and its rapidly extended adoption as a means of carrying goods as well as passengers. About 1,000,000 miles and highways have been built since 1904, when the total roadway mileage in the United States amounted to 2,151,379, only a small proportion of which was surfaced, traffic consisting principally of short distance market hauling and a few tiresome bicyclists. During the next five years, less than 50,000 additional miles of roadway were built, but between 1909 and 1914 the advent of the automobile made itself felt, 250,000 miles of new roads being added. In the next seven years, although they include the war years when state and local government budget were held down to the minimum, 500,000 miles of new roads were added.

Perhaps more striking than the increase in total mileage of roadways during this period was the

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AAA Strongly Disapproves Speed Tests on Highways

WASHINGTON, D. C.—National headquarters of the American Automobile association issued a statement today categorically denying that the national motoring body had any connection whatever with the recent attempt of Samuel Klein and Morris Klein to beat by motor the fast train schedule between Chicago and Los Angeles.

"Not only did we have no connection, officially or unofficially, with this regrettable incident, but it is positively the policy of the American Automobile association to use all its influence and that of its 900 affiliated motor clubs, to prevent the use of the public highways for speedway purposes at any time and under any circumstances," the AAA declared.

Ford and Lincoln Annex Prizes at New Orleans

Four first prizes, four second prizes, and one third prize were won by Ford and Lincoln cars in the Elks' automobile show recently held at New Orleans.

Lincoln cars, entered in Class D—for cars priced above \$3,000—won first and second prizes in the open-car group in competition with seven other leading American automobiles. First prize went to a Lincoln sport phaeton finished in English violet, with white wire wheels. Second prize went to a Lincoln sport touring.

In the closed-car group a Lincoln four-passenger sedan, finished in Athenian green, was awarded first prize; a Lincoln seven-passenger sedan, finished in Algerian and Bambalina blue won second prize; and a Lincoln four-passenger sedan, finished in Kenilworth and silver-gray, won third prize.

The Ford cars were entered in Class A—for cars of lower price. Competing with three other well-known makes, a Ford roadster won first prize in the open-car group; a Ford coupe was awarded second prize in the small closed-car group; and a Ford Tudor sedan received first prize in the sedan group.

MUFFLER INVENTOR HUMAN BENEFACTOR

Motor Laws Recognize This and Demand That Device Be Kept in Use

While it is reported that Dumb Dora thinks a muffler is something that used to be worn around the neck in warm weather or in self defense, every motorist knows that the term now refers to the invention that changed the old fashioned gas engine, with its staccato barking that produced an affect comparable to a quiet day on the western front in the world war, to the pleasant purr of the present day motor.

It was one of the greatest boons to civilization that was ever invented, and there ought to be a monument to the man who worked out the idea, and a motorist's holiday on his birthday.

But unfortunately, due to the perverseness of human nature, not all operators of motor vehicles have due regard for this

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PETTY JOHN OPENS AGENCY AT ALBANY

Pioneer Salem Automotive Firm Will Now Handle Nash in Linn County

The outstanding happening of the week just passed, is the opening by the F. W. Pettyjohn Co., of a new Nash distributing agency in Linn county, arrangements were completed after a survey of the territory by representatives of the company and the state distributor, Wentworth & Irwin, Inc., of Portland, and a stock of the new 1927 Nash automobiles is being displayed in the show-room of the new agency at 133 Second street, in Albany, Oregon.

The F. W. Pettyjohn company is one of the oldest and most substantial automobile merchandising concerns in the Willamette valley, having the distribution of Nash automobiles in Marion and Polk counties with headquarters at 365 North Commercial street, Salem, Oregon, and the Buick distributing from Eugene in Lane county.

The establishment of a permanent Nash agency in Linn county is justified, according to J. H. Maden, manager of the F. W. Pettyjohn Co., by the universal popularity of the Nash automobiles, especially the new 1927 series Nash which were displayed for the first time throughout the nation on June 29th, and the potential market that exists in the prosperous section embraced by the boundaries of Linn county.

The new 1927 Nash models have received such tremendous approval reflected in sales and retail orders on our books unfilled, that a volume of Nash sales far in excess of the early predictions, is assured for the year, says Mr. Maden.

Three entirely new series of Nash automobiles which include 21 models on four different chassis lengths were shown to the public Saturday.

The new series will be known as the Advanced Six, the Special Six and the Standard Six and despite a wide array of costly improvements these cars are also featuring new lower prices.

A new radiator design, lower and more sweeping body lines and a brilliant array of new color combinations make these new models without question the most beautiful ever produced by Nash.

Important mechanical refinements and improvements are also announced at this time, keeping pace with the progress which has been made in increasing the beauty of the cars' appearance. Outstanding among these and the introduction of new springs of a secret alloy which is said to increase riding comfort in amazing degree.

Teacher (to one of the boys who was cutting up in school)—James, sit down in front. James—I can't, I'm not made that way. —Pathfinder.

The One Arm Driver Who Spoons While Driving an Auto Is Courting Danger!



With the disappearance of the old-fashioned living room, in which most of our fathers did their courting, the automobile is becoming a popular place for spooners. Pictured above is a motorist who is more interested in his sweetheart than in operating the car which he is driving with one hand on the wheel and both eyes on the girl. Unless he is more careful, he may be looking up into the eyes of a pretty nurse and his companion may be gazing at a handsome doctor in some hospital, cautions the safety council.

TYNDAL APPOINTED DISTRICT MANAGER

Salem Man to Be Representative of State Motor Association Here

Chet E. Tyndal, well known Salem man, has been appointed district manager for the Oregon State Motor association by George O. Brandenburg, general manager. In making this appointment, Mr. Brandenburg states that owing to the increased membership of this district the office thought it necessary to have a man working out of the Salem office who could keep in constant touch with all the local members and rendering any service necessary for the association.

Mr. Tyndal was formerly with the Bligh hotel and Bligh theater. Later he was engaged in the theater business for himself at Toledo, Ore. For the past several months he has been assisting in the advertising department for The Oregon Statesman. Mr. Tyndal has a host of friends in Salem and through his wide acquaintance should prove to be a valuable man for the association.

The Oregon State Motor association has its district office at the Marion hotel and anyone wishing to get in touch with Mr. Tyndal can do so by calling this office.

SPECIAL CAMPAIGN FOR SAFETY BEGUN

Cooperation of All Necessary Says Oregon State Motor Association

Each individual must do his share if 1927 is to mark the most successful campaign ever conducted in the cause of safety. National agencies are preparing to launch vigorous attacks on the careless pedestrian and the careless motorist and their main objective will be to gain cooperation of individuals in both classes.

This prospect is linked up with the season of "good resolutions" by Mr. George Brandenburg, Secretary of the Oregon State Motor association, who declares that "citizens can do no more in the interest of safety than making and keeping a resolution to contribute their share by driving and walking in obedience to the law." "Like all other problems involving the mass, safety narrows down to the individual," says Mr. Brandenburg. "We can have sound regulations governing traffic and still have the same number of accidents if individuals persist in taking reckless chances. At present, the main issue too often is lost to sight in the maze of argument that is offered by both sides to prove the other to blame for the rising tide of highway mishaps.

"We are certain to see in 1927 the most intensive campaign in the interest of safety. The American Automobile association, with which this club is affiliated, and other national organizations are laying the groundwork for a nation-wide educational campaign looking toward individual cooperation in the movement.

"No thinking person will question the need for action. The situation would be appalling were it not for the hopes raised by the tremendous amount of thought given to the subject.

"It is up to each individual, old or young, motorist or pedestrian, man, woman or child to think safety and govern his every move on the street or highway accordingly.

"No better New Year resolution than this could be made."

Mattimore Rejoins Firm as Advertising Director

The Chrysler Sales Corporation announces the return of W. J. Mattimore, well known in automotive and advertising circles for many years, directed Chrysler advertising activities for four years prior to June, 1925.

Coinciding with Mr. Mattimore's appointment the Chrysler Sales Corporation also announces the selection of Cliff Knoble as assistant Director of Advertising. Mr. Knoble is advanced to this position from his former post in charge of creative work in the Chrysler advertising department.

C. E. T. Scharps, who served as director of advertising from June 1, 1925 until Mr. Mattimore's return to the Chrysler organization, has resigned to become associated with MacManus, Inc., Chrysler advertising counsel.

BUICK'S 1928 CAR ANNOUNCED TODAY

Beauty, Style and Luxury Distinguish Entire Line of Sixteen Models

Beauty, style and luxury which create a new vogue in motordom distinguish the entire line of Buicks for 1928. Low-slung and rakish, the new Buick elicits gasps of admiration at first glance, and the deeper the investigation, the warmer the response.

In the models which Buick is presenting today, it sets a precedent. Every model of the 16 comprising the Buick line is as luxurious as a fine drawing room,—as tastefully appointed, as painstakingly executed, and as comfortable.

Seat cushions and backs have been shaped with the same regard for comfort as makers of high grade furniture bestow upon their finest offerings. The upholstery is selected by the world's foremost body engineers, in keeping with the highest dictates of modern interior decoration, and is applied in a manner of which the most fastidious owner may well be proud.

A striking improvement in the general appearance of every Buick interior results from the new color scheme adopted for the Buick line for 1928. Contrasting colors are used, the seats taking a different shade than the side walls and head lining. The material used is a special fine quality mohair plush, with short and very durable close-woven nap. All closed models are fitted with arm rests which add to the car's comfort as well as to its completeness.

Harmoniously combined Duco colors, emphasizing the stylish low contour of the cars, and resplendent with heavy nickel on radiator, bumpers, lamps and trim—this is the exterior of the Buick for 1928. Greens, blues, tans, gray, brown and maroon, all used in combination with black, and set off tastefully with brightly-striped moulding, make up the Buick color list.

A new development adding to the beauty of the new Buicks is the handsome washable top material, of light color, applied to several of the de luxe models.

One of the pleasing features on the new sedan bodies is the elimination of the vertical moulding at either side of the rear body panel. This change produces a sweeping effect which emphasizes the car's low-awning grace, a result to which re-location of other

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SPEEDING IN TRUCK DAMAGING TO TIRES

Excess of Internal Friction and Heat Caused, Says Local Distributor

By "JIM" SMITH
(of Smith & Watkins, Local Kelly-Springfield Distributors)

Running a truck or bus at excessive speed is much more costly than the average operator realizes. It magnifies every bump. If the speed is doubled, from 10 to 20 miles per hour for example, the force of each jolt will be multiplied four times.

As a tire rolls over the road, the part which comes in contact with the pavement naturally is flattened and distorted. As it leaves the ground it springs back to its normal shape. This action causes internal friction and heat. When the tire is run at ordinary speed, the heat produced will not be destructive.

But when the speed is greatly increased, the distortion and release of the rubber takes place rapidly. Moreover, the force of the impact with the road is more severe. As a result, the tire sometimes is heated to such an extent that the rubber is damaged and the tire fails.

In the case of solid or cushion tires, the internal heat sometimes develops to such an extent that the rubber in the center of the tire softens and forms gas which bursts through the surface, causing what is generally called a "blow-out."

These conditions are most likely to develop in tires used on long hauls at high speeds, under full loads or over-loads.

Sharp objects encountered at normal speeds may do very little harm, but when struck at an excessive speed, they can cause a

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WHEN YOU DISCOVER SOMEBODY HAS WALKED OFF WITH THAT MILLION DOLLAR WATCH-DOG YOU BOUGHT TO GUARD YOUR CAR.

PALACE

7-24-27

Life's Little Tragedies