

BUSINESS OUTLOOK ABROAD IMPROVING

Dodge Brothers Products Gaining in Popularity in Europe, Reported

Business in Europe is generally good and prospects for the future are bright, according to Donald T. Stanton, manager of export sales for Dodge Brothers, Inc. Mr. Stanton has just returned from a two months trip on which he visited Dodge Brothers dealers in over 25 leading cities in eight European countries and his comments on conditions are of particular interest.

"Evidences of returning prosperity are to be seen in practically every country visited," Mr. Stanton says. "Particularly is this true in the north European countries, Norway, Sweden, Denmark and Holland. Germany too seems to be making rapid progress and everywhere factories which have been practically closed since the war are now starting to operate again.

"American built automobiles are gaining in popularity every year and Europe seems destined to take a constantly increasing proportion of the output of our factories. Dodge Brothers business in Europe has been very good this year and when the new line of lower priced fours now being introduced in the United States is put on the market abroad I look for a very considerable increase in our sales there."

Mr. Stanton states that Dodge Brothers' European dealers are particularly enthusiastic about Dodge Brothers six cylinder line. The dealer at Stockholm received his first six while Mr. Stanton was visiting him and after trying it out he cabled an order for 50 additional cars to be shipped immediately.

Among the cities visited by Mr. Stanton were London, Liverpool, Manchester, Rotterdam, The Hague, Copenhagen, Oslo, Stockholm, Hamburg, Cologne, Paris, Barcelona, Madrid and Seville.

EDEL FORD SAYS NEW CAR FINISHED

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South Africa. "We knew little about the varying effects of climatic conditions in Boston and in Colon, upon automobile motors and other equipment. We had yet to discover that carburetion at sea level presented one definite problem, while carburetion at very high altitudes presented an entirely different problem.

"Many of these difficulties were first brought to light by people who had bought our cars and used them under those diverse conditions. These people put their cars to tests which we could not have foreseen and could not have duplicated in that day. We had to remedy faults as they were discovered by the car owners in actual use.

"But twenty years of manufacture have taught us that the only god automobile is the automobile which will do what it is designed to do wherever it is put to work. The experience of those twenty years has taught us also that the public of today knows more about automobiles than ever before, and expects more of them.

"The building and testing of these first new cars is costing millions of dollars. But it will give us the complete assurance that we are offering the public a car tested and proven as a new car should be.

"Some of the things we have discovered already in the tests of these new cars are interesting.

"We have accomplished with them a speed of 65 miles per hour—which is slightly higher than we had expected.

"We have found that they can be driven for hours at an average speed of more than fifty miles per hour, without discomfort to driver and passengers and without harm to motor and other equipment.

"In a recent test one of these new cars was driven 110 miles in two hours. During the first half-hour the car traveled 27 miles. The car covered exactly 56.1 miles the first hour of the trip.

"This test was made over average road conditions. Part of the route lay through level country where the roads were steep and winding. The day on which the test was made was somewhat warmer than the average summer day in this part of the country, but the motor was not overheated during the run and examination of the motor at the conclusion of the run disclosed no ill effects.

The car consumed less gasoline and oil during the test than any other of our previous models we have put to similar tests. The ignition, cooling and carburetion systems performed perfectly during the trip.

"We have tested this new car many other types of auto mobiles and found that it surpasses all of them with one exception in starting and acceleration. The tests faster, smoother, more rugged and more flexible than we had hoped for in the early stages of design."

"We have known from the beginning that this new, and would

be a handsome car. Experiments have been made with a wide variety of color schemes and body designs formally introduced within the next few weeks, we shall be able to say that it is the best and most moderate priced automobile we know how to build."

Edsel B. Ford
President Ford Motor Co.

WOMEN DELIGHTED WITH NEW BUICKS

(Continued from page 1.)

chair at home? These are the questions which Buick body engineers sought to answer, in planning the new Buick.

Buick engineers discovered that there was no valid reason why a motor car interior should lack any of the comfort and luxury of a fine home.

Even if Buick for 1928 offered no improvements except its vastly more luxurious interiors, it would have tightened its hold upon the feminine heart. But Buick's new luxury is only one of a host of refinements which perpetuate Buick as the world's outstanding motor car value.

An engine vibrationless beyond belief—more powerful and more silent than ever—makes Buick operation delightfully simple, emancipating the driver from all concern with things mechanical.

A new and simplified instrument grouping locates all dials within a small radius on the dash, where they may be read at a glance. And every control is within easy reach of the most diminutive driver.

Viewed from inside or out Buick ever has represented, in power, stamina and reliability, are found here in superlative measure, and with these is combined a degree of luxury, beauty and comfort nothing short of sensational.

PARK-TO-PARK TOUR EXTENDS TO OREGON

(Continued from page 1.)

superior to those of foreign countries and that not only will they receive greater enjoyment by "seeing America first" but cause their money to be circulated in their own country instead of being drained out of it by other lands.

Incidentally the tour has demonstrated that the pleasures of motoring into the national parks may be had at comparatively slight expense by owners of light cars, such as the Chevrolet, which in this case has proved its riding comfort, stamina and dependability under the most exacting road and climatic conditions. When the tour is completed a summary of routes, road conditions and tourist accommodations will be issued.

1000 MILES IN LOW MADE BY FRANKLIN

Eighty Hour Non Stop Record Achieved by William Fiegl in Texas

Running in low gear and without stopping for eighty hours and fifteen minutes a 9-B Franklin Sedan driven by its owner William Fiegl covered 1,000 miles over the Houston, Texas Speedway from Thursday morning, July 15 to Sunday afternoon, July 18, breaking all known records for continuous low-gear operation. Time and running conditions were checked by a representative of the A. A. A.

Throughout the run the weather remained warm and sultry and the Houston track was heavy. Speed for the thousand miles was 12.4 miles per hour, an average slightly higher than that made in the 100-mile low-gear run staged in connection with the 20th Anniversary in which 185 Franklin cars chucked up a group average speed of 12 miles an hour.

Mr. Fiegl's speed, however, for the first 100 miles was in excess

of 13 miles per hour showing an even 13 miles for the first 24 hours in which time he covered 312 miles. In 48 hours 584 miles were checked off with a clock average of 12.17 miles per hour. Driving fatigue began to disappear at this point, and Mr. Fiegl figuratively gaining his second wind, increased his speed for the next 42 hours and 15 minutes for an average of 12.4 miles per hour. Gasoline consumption for the first 48 hours running amounted to 64 gallons or 9.1 miles per gallon. Five pints of oil were consumed in the first 534 miles.

The run was conducted by Mr. Fiegl with the co-operation of the Kelley-Trost Motor Company of Houston.

NEON LIGHTS USED ON STATIONS HERE

(Continued from page 1)

service Department will service the illumination completely from the Mexican to the Canadian borders, a fleet of trucks being maintained for this work.

The new type of illumination, known as Neon lighting and described as "living flame," was the invention of Georges Claude and J. de Beaufort. It has been in use for some time in France and England and in the last two years has been installed in some cities

of the United States. It is said to be of unusual effectiveness in display illumination and to be adaptable for some lighting purposes. The light, according to those familiar with the process, is produced by application of electricity to Neon gas, one of the rarer constituents of the air. Though normally like the intense red of the sunset glow, it can be changed, by special process, to a clear cold blue bordering on purple.

Neon light has the greatest penetrating power of any known light, it is stated. For this reason it is valuable in fogs and is used in marking airplane courses and landings in European countries. It is said to have remarkable brilliance in daylight.

Peace at any price sometimes necessarily means the high cost of war.—Toledo Blade.

MOTORIST DOLLAR NOW GOES FARTHER

Tires Give 27 Times as Much Mileage as They Did Few Years Ago

AKRON, Ohio.—Everything, in this period of automotive competition, has combined to work to the decided advantage of the motorist. Never before has the motorist's dollar received the unbounded respect that it receives today, in the purchase of anything related to the automotive industry. Automobile tires give the motorist, today, 27 times the value he received a few years ago. For that

reason tires are being accepted on the same basis as other common commodities, according to the leading manufacturers.

However, it is pointed out that the greater value of tires is not so much the result of competition among manufacturers as it is the result of the demands of the modern automobile. Better tires have made better and lighter cars possible. As the tire industry advanced in quantity manufacturing it also progressed in quality manufacturing. Spending vast sums constantly to test tires, and for research to develop methods of making still better tires have advanced that commodity to the same unquestionable position occupied by any other daily necessity.

Materials that go into tires are subjected to constant scrutiny. In the factory where Miller tires are made every inch of the thousands of yards of cord fabric, that are

worked into tires each day, goes through a thorough inspection. Experts examine the uniflex fabric by a lighting arrangement that is designed to bring out the slightest defect in any cord. Slowly the huge rolls of fabric are unwound as the practiced inspectors search with unfailing light for the slightest defect that may have been caused in the spinning.

The care that applies to the cord fabric applies also to all other departments; inspections follow inspection; tests follow tests and chemists apply their knowledge that tires may be made the best that men and machines can make them.

It is estimated that the third of American tourists will go a long way toward paying Ontario's tax this year. But here is one tax you don't have to help pay if you don't want to.

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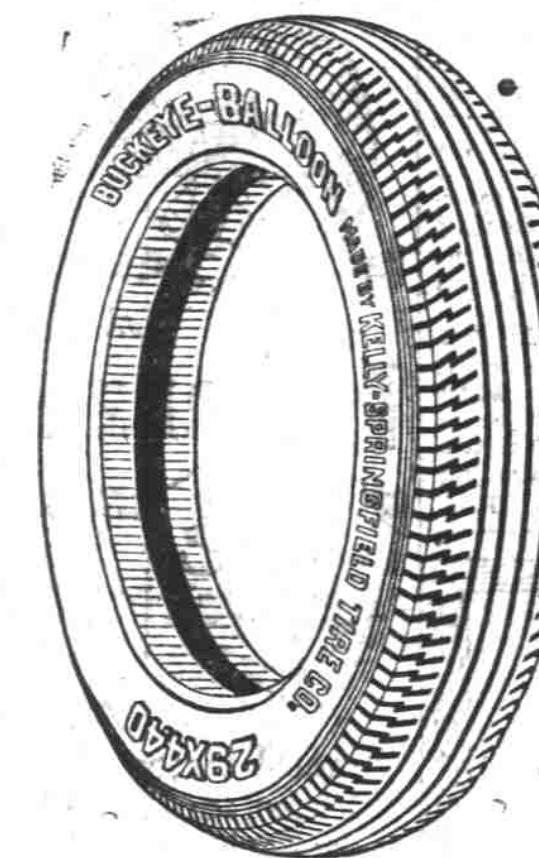
Genuine chatterless transmission lining, specially treated to resist the wear and heat of planetary transmission, and to absorb enough oil for perfect lubrication. Set includes three pieces and necessary rivets.

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THINGS TO READ ABOUT--
Kelly-Springfield Made Tires



Kelly Cords

30x3 1/2	\$11.65
32x4 6 ply	20.65
32x4 1/2 6 ply	26.35
33x5 8 ply	35.80

Balloon

29x4.40	\$12.85
29x4.75	16.35
31x5.25	21.95

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32x4 1/2 Cl.	18.25
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31x5.25	15.35

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New lower prices on all passenger car body types
(Effective July 15)

Coupe	\$745
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Landau Sedan	\$845
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Pontiac Six De Luxe Delivery, \$585 to \$770.
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\$745
2-DOOR SEDAN

These are the new reduced prices on all Pontiac Six body types! They represent one of the greatest value achievements in automobile history! They give you not only all the quality and value that have made Pontiac Six such a sensational success—but also the fashionable smartness of beautiful new Duco colors!

Now, for only \$745 you can enjoy six-cylinder performance and Bodies by Fisher with all the Fisher advantages in styling, luxury and safety. This is the lowest price ever placed on a car offering those great factors of lasting motoring satisfaction—

—the lowest price at which you can obtain the smoothness and efficiency of a six-cylinder engine developed on the General Motors Proving Ground and the high speed endurance assured by an oiling system which forces 250 gallons of oil through the engine at 35 m. p. h.

Come in! Learn by a ride and a feature-for-feature comparison how the modern design and enriched beauty of today's Pontiac Six have created an entirely new idea of what you can get in a six at \$745!

VICK BROS.

Associate Dealers: Miller Motor Co., Albany, Oregon; Fred T. Bilyeu, Seio, Oregon; E. E. Taylor, Lebanon, Oregon; Silvertop Motor Car Co., Silverton, Oregon; Geo. Dorf, Woodburn, Oregon; C. J. Shreeve & Son, Dallas, Oregon; Harrisburg Garage, Harrisburg, Ore.; Johnson Motor Sales Co., Corvallis.

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