

Opening of the New Building of the Valley Motor Company on Thursday Night; Occupies Nearly Half Block; Complete Service. A Third of the Entire Population of the United States Will Be Out on the Highways the Coming Summer, on Recreational Tours

SECTION TWO
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The Oregon Statesman

WAY BETTER THAN LAST YEAR.

AUTOMOTIVE
BETTER HOMES

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 6, 1928

PRICE FIVE CENTS

VALLEY MOTOR NEW HOME TO BE OPENED

Public Invited to Inspect Plant When Officially Opened Thursday

The grand opening of the Valley Motor company, the finest and most up to date automobile service place in the state will be held at their new location at Center and Liberty streets Thursday, May 10, at which time the public will be cordially invited to inspect it thoroughly. Special elaborate decorations and lighting systems will be used during the opening day. The occasion will continue through until Saturday night, although Thursday will be the big day. Six different models of the new Ford car will be on display in their large show rooms at that time. Holman's eight-piece orchestra which plays at the Bligh Capitol theater will play both afternoon and evening.

The new garage was only completed a week ago. Its frontage on Liberty street is 232 feet long and on Center it measures 160 feet, the main service entrance being on Liberty street. The door here is 100 feet wide and opens on five large roller drives. Immediately upon entering the large door, one enters the service room, which is on the order of a super service station, equipped with gasoline, pumps, all brands of oil, and free air and water pumps.

In a rectangle around the service room there are built nine distinct compartments to the rear of which is the large 172 by 64 repair room. The compartments make up the paint room, tire repair shop, double wash rack equipped with a large power washer, storage battery and electric repair room, a large rest room with the nicest of furnishings, lubrication pits, top and body repair works, Ford parts room, and the offices and sales rooms.

The entire building is lighted by the many sky lights and large side lights. It is heated by steam from a plant which is located in the basement of the building. A large tank is also built in the basement of the building which will hold 100 gallons of boiling water for car washing purposes. The large concrete repair room is fully equipped with the best of machinery and there are 32 efficient mechanics, who thoroughly understand their work. It is the aim of the force to serve the public the best for the lowest possible cost. A complete line of Ford parts are in the accessory rooms which means quick service in making replacements.

The show windows are the (Continued on page 2.)

CARS TODAY MUST COPE WITH TRAFFIC

All Durant Machines Powered With Red Seal Continental Motors

To satisfy the buying public of today a car must be able to cope easily with all roads and traffic conditions, believes Norman De Vaux, general manager of Durant Motors.

"With the demands of the public in mind the Durant engineers designed the Durant Silver Anniversary Sixes and improved the Durant four, formerly the Star. How well they have succeeded is indicated by the sensational rise of the Durant in motor registration standings.

"No automobile is any better than its motor. All Durant cars, the three six cylinder models and the four cylinder, are powered by rugged Red Seal Continental motors. These engines were especially designed for Durant Motors, and have a high turbulence cylinder head which increases power and acceleration without causing knock. Tests have proved the Durant car to be one of the fastest accelerating cars on the market today. Its quick pick-up and extreme flexibility in high make it an outstanding car in congested traffic.

"Durant made cars have ever been noted for hill-climbing ability. The new Durant models the '55', '65' and '75' have exceptional power in high and show at their best on mountain roads. The large capacity of their radiators and big engine fans make the Durant six motors extremely cool running. Overheating is virtually unknown.

"The Durant '75' has a four-forward-speed transmission which is exceptionally silent in operation. Third speed is internally geared and fourth is a direct drive. The (Continued on page 2.)

Buicks Carry Him 1,000,000 Miles!



Major W. B. Montgomery, shown here beside his 19th and latest Buick, boasts that these cars have carried him well over a million miles! Several of these cars gave him 50,000 to 75,000 miles of satisfactory service apiece, he writes. The major believes implicitly in Buick's slogan: "When Better Automobiles Are Built, Buick Will Build Them."

SEES BRIGHT DAY FOR TRUCK SALES

Howard Sneathen of Graham Brothers Cites Favorable Trend

Business conditions throughout the country point to increased sales volume in the truck and commercial car field this year, according to Howard Sneathen, director of commercial car and truck sales for Dodge Brothers, Inc. Comfort and appearance are marked tendencies in the motor truck field, Mr. Sneathen points out. Manufacturers are building commercial cars with these features incorporated with staminability and dependability usually associated with truck performance.

"The rapid construction of paved roads and wider highways and the manufacturing facilities to build trucks or commercial cars, particularly adapted to every line of business are awakening executives to the possibilities of motor transportation never dreamed of before," said Mr. Sneathen. "For the same reasons, operators of truck fleets are finding expansion profitable and necessary in a competitive market that demands economy, speed and dependability in transportation.

"Figures in our own company show truck orders for March this year totaled 4,342, compared to 3,160 for February, a gain of 1,182 units or 37 per cent, and indicative of the trend to increased sales.

"Analysis of new commercial car and truck registrations shows that gains or losses in the trade for the first two months of 1928 compared to 1927 are well distributed among agricultural and industrial states. It indicates that while some sections of the country have dropped behind last year's mark, no depression in any particular industry is evident. Conditions of this type are far more encouraging than if figures revealed a slump in several trade lines."

Versatile Caterpillar Finds Niche for Use

Big trees and tough brush are not so big nor half so tough when a "Caterpillar" tackles them on the right of way for a road or street, according to a new piece of literature just coming off the press from the Caterpillar Tractor Co., San Leandro, Calif., and Peoria, Ill. With the four standard sizes in "Caterpillars," 2-Ton, twenty, thirty and sixty, on the road, the work goes ahead speedily with the payroll held at a minimum and the tax payer getting a big dollar's worth for his money.

Yanking out big boulders, gravel loading, bulldozing ditches and filling right up to the soft edge, back sloping and ditching; cutting down grades and eliminating curves to build safety into motor transportation—these are the "Caterpillar" road and street jobs that can be handled "better, quicker, cheaper." Write for booklet or ask your dealer.

MOTOR LEAGUE FORMED

Leaders in the motor transportation business in Tokyo have formed a motor league to work for better highways and other projects advancing the cause of motor travel. Walton Schmidt, representative of the National Automobile chamber of commerce, U. S. A., has been speaking before this group and other associations in Japan. He has talked before the Pan Pacific club, and has been invited to speak in Osaka and Kobe.

BUICK DEALER RUNS FOR LEGISLATURE

Otto J. Wilson 26 Years Auto Dealer in Salem in Race For Representative

Otto J. Wilson has a long record in the automobile business in Salem. He was born in Marion county three miles west of Salem and has been in the automobile



business for 26 years here. For the past 20 years he has been the Buick dealer.

During this time Mr. Wilson has witnessed not only the growth of the automobile industry but he has watched with interest the growth of Oregon, the Willamette valley and particularly Salem. Many interesting experiences and incidents of this growth are related by him. He recalls the first paving in Oregon and the first paved street in Salem which was on State street and on North Commercial.

Mr. Wilson has a great deal of sympathy for the farmer. He raised and dried 17 crops of hops on his farm east of Salem before engaging in the automobile business. Since he has been in Salem for three years and was mayor of the city for two years. He also served two terms as representative from Marion county in the Oregon state legislature.

Mr. Wilson is now a candidate for republican nomination for representative from this county in the primaries May 18. Many friends have requested him to run as they know, although he is a man of few words, he is a successful business man and is a strong man to represent this county.

HOW TEAM WORK PAYS

"How Team Work Pays in the Automobile Industry" is the title of the address that Alfred Reeves, general manager of the National Automobile chamber of commerce will deliver at the 16th annual meeting of the chamber of commerce of the United States at Washington on Thursday, May 10.

OILING OF ROADS IN OREGON STARTED

Traffic Will be Detoured Wherever Possible to Avoid Operations

The Oregon Automobile association gives the following interesting information concerning road work in the state, which will help motorists.

The oiling crew which has been working between Ione and Heppner Junction on the Oregon-Washington highway has completed and is now working between Heppner Junction and Irigon on the Columbia River highway. The oiling is being done on one side only at a time and the cars are being handled through on a one-way traffic basis. If, however, anyone wishes to avoid the oil entirely you should direct him to take the Oregon-Washington highway, turning off at Heppner Junction, going through Heppner and connecting with the Old Oregon Trail at Pendleton.

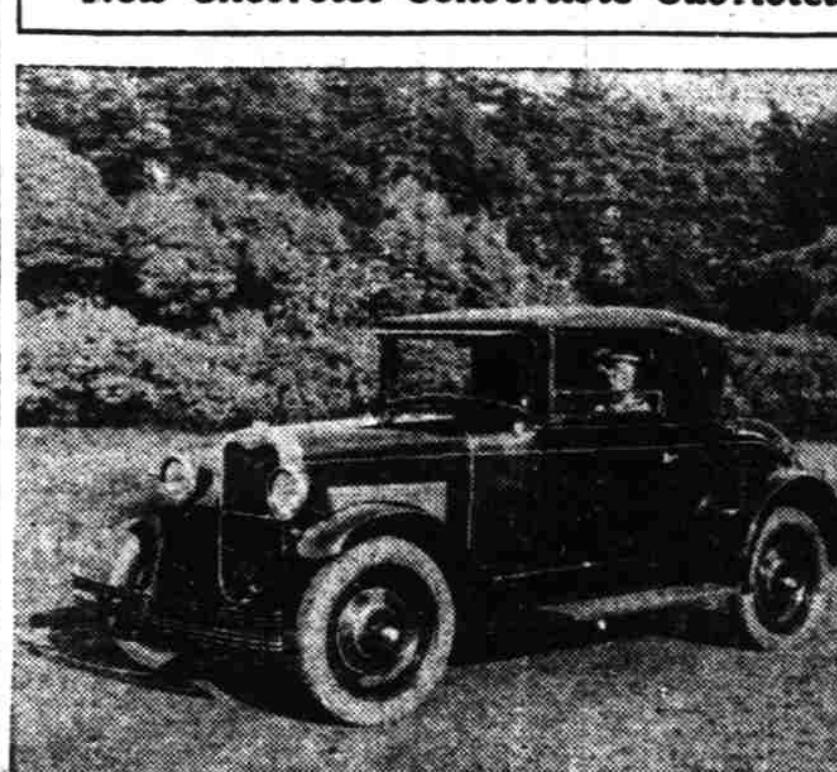
The oiling crew which has been stationed at Condon oiling between Olex and Condon has completed its work on that unit. For persons who are going through to Idaho and eastern points, a diversion by way of the John Day highway can be taken at Arlington, Austin, Unity, Brogan, Vale to Ontario, which would avoid the oiling operations in the vicinity of Durkee. The John Day highway is in good shape throughout its entire length. The oiling crew at Durkee will continue to work toward Huntington. This oiling also will be done one-half at a time and one-way traffic provided.

The Condon crew has moved to Dufur on The Dalles-California highway and will work south from Dufur during this week therefore, central Oregon traffic to Bend and points south should be directed to travel the Sherman highway on which the oiling operations between Kent and Grass Valley have been completed. Also on The Dalles-California highway north of the junction with the Sherman highway at Cow canyon one oiling crew is at work which will cover the distance from that point to Maupin.

In Deschutes county the oiling crew at Redmond has completed oiling The Dalles-California highway to Bend and is now working on the Sisters-Redmond Unit. Market road detours are provided.

On the Crater Lake highway, oiling has been completed from Medford to Eagle Point. On all oiling operations, all traffic will be stopped by flagmen and drivers warned to drive slowly. Where detours are available, they will be used in all instances. Where detours are not available, the oiling will be done on one side only at a time. Whenever it is necessary for travel to pass over fresh oil, the oil will be sanded so that splashing will be reduced to a minimum. If drivers will use ordinary care and drive slowly where oiling work is in progress, cars will not be splashed.

New Chevrolet Convertible Cabriolet



Newly dressed in what is perhaps the most vivid color scheme of any of the Chevrolet models, and with a collapsible top that can be raised or lowered at will, a new type Chevrolet sport cabriolet made its appearance last week. With body, wheels, and hood finished in bright "mountain ash scarlet," fenders and top in lustrous black, and gold striping on the body head and wheels, the new Chevrolet model adds a brilliant touch of color to the line, and has attracted wide attention.

BETTER SERVICE, MILEAGE PLANNED

Changing From One Wheel to Another Distributes Wear More Evenly

Changing tires around from time to time will result in longer tire life and better all round service, according to J. W. Parker of Parker Tire company, Firestone dealers in Salem. "When a motorist buys a new spare, we recommend that he put it on the right rear and give that tire a rest for a while," he stated. "The other tires should be changed, too, left front to left rear, etc. Each wheel puts certain strains on a tire different from that of the other wheels, and by using the tire on each in turn the wear is evenly distributed and the tire lasts longer and gives better service."

"It is also important to have tires looked over frequently for minor cuts and bruises, etc., and to have small repairs made promptly. Tires should be inflated to the correct pressure as under-inflation of a few pounds will often result in the loss of hundreds of miles of useful service. Valve caps, screwed down tightly by hand, should always be used to prevent air leaks.

"If motorists will give their tires ordinary care and attention they will have less trouble and enjoy greater tire satisfaction."

Pillories Doctor
Doc Swatele cured Bill Anderson without using medicine, and won't pay him. Bill sez he wants something for his money.—Farm and Fireside.

By FRANK BECK

DOWN THE ROAD

TWO HOURS ALREADY HAVE ELAPSED SINCE THE BORES, WHO INTERRUPTED YOUR SUNDAY RIDE, THREATENED TO GO—



A PLEASANT INTERRUPTION, NOT!

FACTOR OF SAFETY IN DRIVER'S BRAIN

Many Cities on Pacific Coast Make Tourists Welcome to Remain

"The fundamental safety factor in motoring is the brain of the driver rather than the speed capacity of the car," said Engineer Ruesswig, Director of Safety for the Oregon State Motor Association. "Over the country speed limits are gradually disappearing," continued Mr. Ruesswig, "and in their places are being substituted driving rates which are consistent with the hazards of travel. In other words, common sense is supposed to be the ruling motive."

"Every driver must be responsible for every mile of speed and every mile of travel. Those who are not responsible are creating the large proportion of our traffic dangers and should be strictly curbed.

"If motorists would realize that more care and less speed should be exercised when driving conditions are imperfect, the annual accident toll would be materially lowered. In fact, the one solution to this serious problem rest with the individual car operator.

"Law enforcement officials can assist materially but their work will be nullified unless the driving public assumes responsibility for motoring toward the general good rather than toward the individual car operator."

Careless car owners are responsible for a great many accidents, according to the Oregon State Motor association, due to the fact that youngsters can so easily take possession of cars for use in joy riding.

The carelessness of car owners is becoming proverbial. That this should be the case will be understood when we are told that car owners themselves, through carelessness, are responsible for one-half the car thefts in the United States in the course of a year. Of the 95,225 cars stolen in 28 index cities in 1925, almost 50 per cent were taken away by youthful looters. It is the unanimous feeling of scores of A. A. A. motor clubs that more cars on the part of the owners would eliminate the greater percentage of this type of theft and reduce the accidents and the wrecks resulting from it.

Estimates by the A. A. A. show that one-third of the population of the United States will be on the highways this summer on some (Continued on page 2.)

POETRY OF MOTORS LIVES ONCE AGAIN

Springtime Verses Not All Inspired by Fair Sex; Automobile Helps

Old timers among true lovers of horseflesh will remember "Poetry of Motion" with a thrill of unalloyed pleasure. It was nearly two-score years ago that this great champion among five-gaited saddie horses stirred the hearts of applauding thousands of fashionable people as she prouetted on proud parade, prancing around the tanbark rings of the greatest horse shows in the land.

And now, in this newer automotive age, owners of the modern steel steed are breaking out into poetry about their four-wheeled mounts, starting point from which inspired by the tender passion for the fair sex. Indeed, if one's recollection does not serve him poorly, the vice of versifying is quite general in this season when the younger generation is apt to be mooney, absent-minded and even, shall we say, "a bit barmy"—like unto the welcome weather.

But here is a real springtime, tribute to a motor car, perhaps the finest bit of poetry ever penned, on the subject, just received by Walter P. Chrysler from Byron J. King, of Pittsburgh. "It has been driving one of your '22' sedans," writes Mr. King. "I have seemed to me from the very first time that I took the wheel in my hand that Chrysler cars possess a distinct personality, a personality that changes with the character of the driver, with the season of the year, with the hour of the day.

"Hour after hour I have sat behind the two little shining wings while they have cleaved the air like a falcon, or soared majestically as an eagle. I have watched them alert and gleaming with the first light of early morning, and (Continued on page 2.)

MUHLENBERG RAPS MOTORS OF PLANES

Sand Point Chief Asserts Water Cooled Engines Now Obsolete

Claiming that 2,000 water-cooled airplane motors which cost only \$700 each are being used instead of air-cooled engines that cost \$7,000 each, Major H. C. K. Muhlenberg, chief of army activities at the Sand Point Naval Air Base on Puget Sound, Naval recently the discipline meted out to Colonel William Mitchell for censure of the air service, and took a fling at the "economy" of installing out-of-date motors in new army planes.

Major Muhlenberg, who is a member of the University of Washington faculty, rapped severely in an address before the King County Democratic club of Seattle, the use of water-cooled motors in army planes and particularly the Liberty engines which the secretary of war recently revealed the department had on hand. "The navy air service has been criticised for being behind the times," the Major said, "but it is doing better than we are," citing the purchase of a large order of air-cooled engines for naval craft.

Colonel Lindbergh's phenomenal success in avoidance of motor trouble was not entirely due to his own prowess, although he is the "outstanding flyer" of the day, the Major claimed, but is due also to his selection of a modern air-cooled motor.

People Who Spoil
We spoil people upon whom consciously or unconsciously we look as inferior to ourselves.—Woman's Home Companion.