

ANTICIPATE BANNER YEAR FOR TOURISTS

National Parks Will Attract Many People; 45,000,000 Will Travel

Several events of widespread interest, such as the Republican National Convention at Kansas City, the Democratic National Convention at Houston, the Shriner's Conclave at Miami and the Memorial Day 500-mile race classic at Indianapolis, according to an estimate made by the research bureau of the Marmon Motor car company, will operate to make the coming season a banner year from the standpoint of the automobile tourist.

But these inducements, as H. H. Brooks, general sales director of the Marmon company, points out, are merely incidental.

"The next few weeks," says Mr. Brooks, "should bring out more than 45,000,000 motor gypsies who will invest some three and a half billion in scenery, fresh air and historical traditions, not to speak of 'red hot' and gasoline. Of these, at least 3,000,000 may be expected to tour to one or more of the many national parks, of which the Yosemite, with its giant redwood trees, appears to be the most popular.

"Platt National Park in Oklahoma may be expected to attract at least 300,000 tourists, and approximately the same number will be drawn to the Yellowstone, to Rocky Mountain Park in Colorado and to Hot Springs, Ark., in the heart of the Ozarks. Their way will be smoothed not only by 600,000 miles of paved highway, but by the de luxe cottage camps which in many sections of the country, especially in the South and Southwest, have replaced the primitive free camping grounds.

"Here one will find such conveniences as electric irons, electric fans, washing machines, hot and cold running water and showers, recreation houses, playgrounds, gas ranges and screened-in sleeping porches. And with filling and service stations all along the way, the tourist will be under no necessity of carrying excessive baggage either in the shape of bedding or cooking outfits or gasoline.

"One of the unique camps is located at Lawrence, Kans., where discarded street cars have been converted into cottages. At an other camp near Zanesville, O., old wine casks have been made over into 'bungalows.' At least 10,000,000 motorists will take advantage of these wayside camps.

"Kansas City, situated in the very heart of the continent, is easily available to the motorist from the fact that it is the central point on three transcontinental highways, U. S. No. 40, No. 50, and No. 71, two running east and west, from coast to coast, and one from the Canadian border to the Gulf.

"This busy metropolis, with a population of 600,000, prides itself on its 3,470 acres of public parks and boulevards and on its scenic drives. Swope Park, the third largest in the United States, is famous for its woodland and meadow, its lagoons and zoological gardens. The 'Keyway' Coast drive along the western bluffs overlooking by palisades, offers a panoramic view of the river valley, while Cliff drive, three and a half miles long, is one of the most beautiful in America.

"Many convention visitors will take advantage of the opportunity to motor through the Ozarks 'the land of a million smiles,' a most alluring vacation spot. The highroads skirt the borders of rushing streams and placid inland lakes, in the deep pools of which lurk trout and bass. Some of the most interesting water trips of the inland America start from the little town of Brandon (on U. S. Highway No. 65) in the Shepherd of the Hills' country immortalized by Harold Bell Wright's novel. The motorist will be amply rewarded by a visit to the battlefields of Wilson Creek and Pea Ridge, or to Fairy Cave with its exquisite grotto.

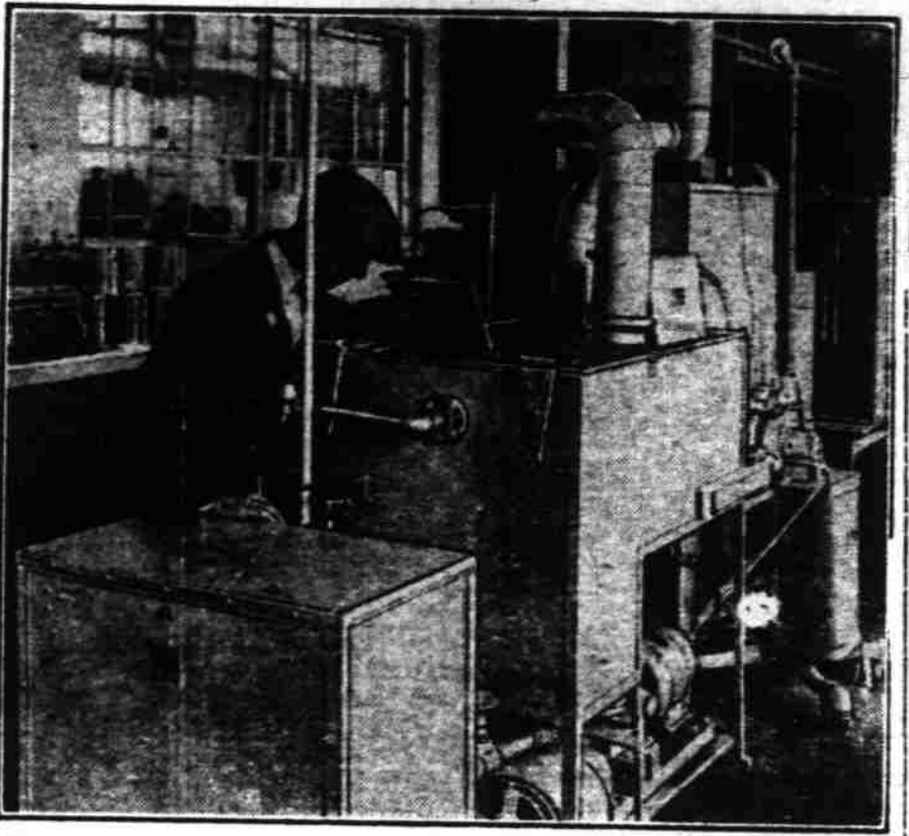
"Many attractive drives await the visitor to Houston, San Jacinto battlefield, a state park 25 miles out of the city, is available by a magnificent highway. A side trip to Galveston, where salt water bathing and deep sea fishing may be enjoyed, can be made over a 50-mile stretch of perfectly paved road."

TELLS HOW AND WHY CRANKSHAFT WORKS

Chief Engineer Explains Importance to Smoothness of Engine

Balancing acts are popular on one stage. The skill of the balancer always attracts the fancy of the theatergoer. But have you ever seen a strong man on the stage trying to hold a crankshaft of an automobile so that it would be in perfect balance? Probably not. Crankshafts aren't the kind of "props" used in vaudeville. Balancing a crankshaft is an art practiced and perfected only within the confines of an industrial plant and the audience, if there is one, doesn't break out into spontaneous applause over it and demand an encore.

This Machine Makes Weather!



ALTERNATE rain and sunshine, with temperatures ranging from torrid summer heat to zero Fahrenheit: are the conditions created within this machine for the testing of paint, varnish, enamel or lacquer finishes. It is operating continuously in the testing laboratories of the Ford Motor Company, as a means of proving pyroxylin finishes of the new Ford cars, and other lacquers and paints used in the Ford plants. Only 500 hours in this machine is equivalent to one solid year of Detroit weather!

The "pyroxylin" finish of the new model "A" Ford cars is the result of many years of experimental and testing operations in the Ford laboratories and paint shops.

Pyroxylin is a lacquer finish with a cellulose base and, like most lacquers now used in the finish of automobile bodies, is a great improvement over the old paint and varnish finishes that used to crack, "check" and fade under exposure to weather.

But more than five years of experiment and testing under all sorts of weather conditions have developed methods of mixing and applying pyroxylin so as to utilize to the fullest possible degree all of its natural advantages.

The result is a uniform, smooth, durable finish in attractive and lasting colors which has attracted particular attention wherever the new model "A" Ford cars have been seen.

Long before the model "A" Ford was designed, the Ford Motor company was experimenting with pyroxylin. For several years approximately 300 company service cars painted with various pyroxylin finishes have been under observation by the testing laboratory in the Highland park paint factory. One of the earliest of these cars, after five years of exposure to all sorts of weather, still has an excellent, fast color finish that shows no trace of "checking" or peeling.

Today before the new Ford car is given its final dress of color, it receives a uniform, smooth, lustrous appearance over it and demand an encore.

"Perfectly balanced crankshaft" is a phrase motorists have read and heard for years. Yet, in spite of its familiar appearance and sound many visitors to automobile salesrooms ask the salesman what it means.

Hupp engineers, who have devoted especially close attention to this subject, explain that the operating smoothness of their Century Sixes and Eights results in large degree from the correctness of the design, balance and manufacture of the crankshaft. Being connected with the piston by the connecting rod, they point out, the crankshaft receives the initial thrust or impulse resulting from the explosion in the combustion chamber and carries it along to the transmission from which the car receives its motive power. "In order that an even flow of power may be transmitted to the driving units the crankshaft must be perfectly balanced," said Frank E. Wertz, Hupp mobile chief engineer. Otherwise one thrust would be greater than another and the desired smoothness would be impossible.

"The machines we use in obtaining the dynamic balance of Hupp mobile crankshafts represent an investment of \$100,000.

"Every Hupp mobile crankshaft is in static and dynamic balance to a zero indication. By drilling metal out of the cheeks, the shaft is soon brought to a condition where even as it revolves at a fast rate no variance is registered, thus showing that it is in perfect balance. An extremely delicate dial indicator tuned to the rotating degree registers the slightest degree of off balance. The operator then drills the shaft, puts it back in the rotator and continues the test until the reading rests at zero or absolute balance.

"The crankshaft is further subjected to laboratory tests for hardness and toughness. It is given many different inspections, with checks of distances between throws, bearing dimensions, etc., by means of micrometers, dial indicators and other gauges of great accuracy. All crankshafts are heat treated to show a minimum elastic limit of 70,000 pounds per square inch. The static and dynamic balance of the crankshaft are checked to the closest commercial limits by best known instruments and methods.

Employee—I have been here 10 years doing three men's work for one man's pay. Now I want a raise.

Employer (slightly Scotch)—I can't give you a raise but if you'll sell me who the other two men are I'll discharge them.—The Pathfinder.

OLDSMOBILE PEOPLE SEEKING FOR BEST

"Anything Short of My Best Is Not Acceptable" Slogan Adopted Recently

They have visualized the intangible at the Oldsmobile factories. The factor of organization loyalty which makes a good product better has been put into words by the workers themselves. They have selected as their keynote the following slogan: "Anything short of my best is not acceptable."

Despite the general idea that quantity production methods have brought about a machine-like class of workmen, there is a spirit of loyalty and a pride in workmanship comparable to the craftsmen's guilds of the past existing today in the leading automobile factories. This fact, combined with marvelous advancements in manufacturing methods, makes possible the fine cars now available at low prices.

This pride of workmanship is particularly strong in the Oldsmobile factories, due partly to the large number of employees who have been connected five, ten, fifteen or twenty-five years with this veteran company. This pride is also reflected outside the factory gates as is proven by sales in all other six cylinder cars and is second in sales to only one other make, a lower priced four cylinder automobile.

Recently the Oldsmobile employees were asked to put into words their conception of the spirit which actuates Oldsmobile workmen. The slogan selected as the best was submitted by Theo. N. Fortney, who for more than four years has been employed in the manufacture of Oldsmobile

engines. His slogan was one of more than 800 submitted.

The two slogans which gave the one selected a close race were submitted by the oldest Oldsmobile employe—in point of service—and one of the youngest. Second place was given to "On honest labor depends success," which was submitted by a young worker who had absorbed the Oldsmobile spirit in a month's association. Third honors was awarded to "Striving always to excel our best," which was the conception of the Oldsmobile spirit gained over more than 30 years' connection with the company. It was submitted by Charlie Blades who has assisted in the manufacture of the first Oldsmobiles in 1897 and has been with the company from the first.

The best slogans from among the hundreds submitted were selected by a committee consisting of I. J. Reuter, president and general manager of Oldsmobile; D. S. Eddins, vice president and general sales manager; J. J. Carter, plant manager; R. M. W. Shaw, advertising manager, and Arthur Miltner, personnel director.

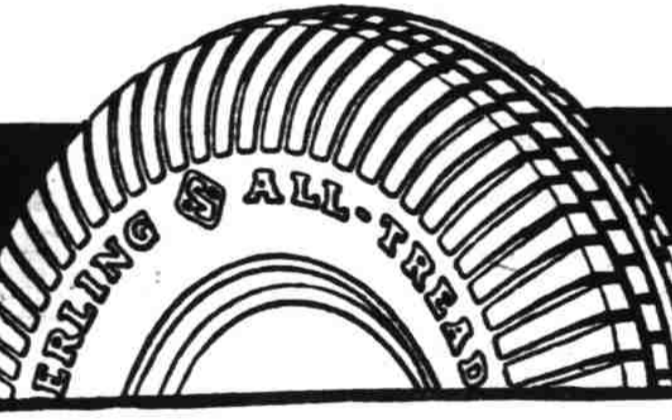
Commercial Trucks To Be Less Problem

Heavy commercial trucks operating on solid rubber tires will be less of a problem in the future for highway engineers and others engaged in building and maintenance of hard surfaced roads, says J. E. James, chief of the Cushion Tire section of The General Tire and Rubber Co., Akron, Ohio.

Recent important advancements in cushion tire design will enable this kind of tire to match in many respects, such as speed and riding comfort, the performance of the pneumatic truck tire, James says. He declared the new solid tire with its 4 to 5 inch pure rubber cushion, should make trucks much easier on the roads and on the other hand make the roads much easier on the truck.

A NEGLECTED CAR Will run for a long time, but some one always Pays for the neglect

Monroe S. Cheek Complete Automotive Lubrication Court at Capitol Phone 2295



We're Telling the World About This - -

Get this straight from headquarters—**WE'RE SELLING SEIBERLING TIRES**
We're proud of the privilege this gives us to offer our friends extra tire service.
Genuine Seiberlings—with 20 per cent more rubber—25 per cent stronger cotton—vulcanized by the Water Bag Cure. That's something to tell the world about.
Come in and see these tires, folks. You'll like their looks—better still, you'll like the way Seiberlings wear.

Seiberling All-Treads

ZOSEL'S TIRE SHOP

198 S. Commercial St. TELEPHONE 471

FOR BATTERY and AUTO ELECTRICAL SERVICE

JOE WILLIAMS "The Battery Man"

Corner Center & High Telephone 108



JOE WILLIAMS

Offer for Every Salem MOTORIST

"Comfy" CUSHIONS

For \$1.00 and five COUPONS

Guaranteed \$3.50 value

Comfy Cushions are shown here in a few of their most popular uses.

Drive into Smith & Watkins for a filling or greasing. With the purchase of five or more gallons of gasoline; or one dollar or more in merchandise or service, the station attendant will give you one coupon. When you have procured five coupons you are entitled to a "Comfy" cushion for \$1.00.

"Comfy" Cushions are truly a quality product, made from remnants of automobile upholstery and clippings shipped to us direct from the great automotive center.

They are generous in size and genuinely luxurious, being 17 inches in diameter and from 4 to 6 inches in thickness, fully overstuffed with clean washed hair.

All are made from beautiful materials—velour, mohair, plush, and tapestry—in a wide variety of colors, including taupe, blue, rose, green, purple, red, brown, gray and others.

Smith & Watkins sell only high quality products. Courteous service is their watchword. Drive in today to enjoy this service and secure your first coupon. Inspect the wide variety of "Comfy" Cushions—you will want several to supply your needs—COME TODAY.

WE NEVER CLOSE

CORNER CENTER AND LIBERTY

The Station with the Clock

"JIM" SMITH & WATKINS "BILL"

Open 8760 Hours Each Year (That means we never close)

Invite Us to Your Next Blowout

Phone 44

A Real Difference In Performance

We cordially invite you to drive one of the Graham-Paige sixes equipped with four speeds forward. You will find nothing new to learn; the gear shift is standard. But there is a real difference in performance—in traffic, on the open road, and up steep grades. And we want you to appreciate, and to enjoy, this difference.

Joseph B. Graham
Robert B. Graham
Ray A. Graham

Trumm Motor Car Co.

447 CENTER STREET TELEPHONE 955

GRAHAM-PAIGE

Five chassis—sixes and eights—prices beginning at \$860. Car illustrated is Model 619, four-passenger Coupe, with 4-speed transmission, (standard gear shift), \$1575. All prices f. o. b. Detroit.