

### PREDICT DOUBLING OF ROAD MILEAGE

#### Mann and Pirelli Motor Guests in United States Now

Predicting sweeping improvements in the handling of motor transportation both in this country and elsewhere, Fred S. Mann of the Chamber of Motor Industries of South Australia, Alberto Pirelli of Milan, president of the International Chamber of Commerce, and Dr. William Scholz, general manager of the Associated Automobile Manufacturers of Germany, have been in conference this week with the National Automobile chamber of commerce.

Consultation of motor heads from different countries is expected to lead to beneficial and mutual exchange of ideas. Outside of the United States, the biggest need appears to be that of building highways. In this country drastic improvement is needed in the provision of proper street facilities in cities. In many countries in Europe, for example, wide streets and large public squares have been more customary than in this country. In such instances the problem of traffic congestion and

parking has never been as acute as it now is in some of the new world cities. America has much to learn from other lands in this regard, in the opinion of motor leaders. On the other hand, the visitors hold, the United States is finding that its federal aid highways and its state highway commissions are doing a job in the most effective way which will be emulated abroad. Even in those foreign lands where the mileage of roads is nominally large, much remains to be done with respect to surfacing them to meet modern traffic needs. It is felt that the rapid increasing of adequate mileage is the most constructive step to be taken for the extension of motor markets.

### NO SUMMER TIRE WORRIES THIS YEAR

#### Walter Zosel Announces That Motorists Will Find Real Tire Service

"Tire Protection Wherever You Go"—that is the message now broadcast to local motorists by Walter Zosel, distributor of Seiberling All-Tread tires. As the motoring public here prepares to take the road—and half the nation is on wheels during the Spring and Summer touring season—announcement comes from Mr. Zosel that the Seiberling Tire Protection plan will have 5,000 agencies on every highway and byway of the country this summer. In other words, this unique feature of Seiberling service will follow the motorist wherever he may go.

"Local motorists can get out the 'old bus' this year and head for distant parts without worrying for distant parts without worrying for bruises, wheel misalignment and all the rest of the tire hazards," Mr. Zosel declared. "Let 'em come. Whether he is ten miles, a hundred miles, or a thousand miles from here makes no difference now to the car owner equipped with Seiberling All-Tread Tires. All he has to do is drive up to the front door of a Seiberling distributor and honk his horn. He'll get free repairs and service, or a new tire, whichever he needs. The Seiberling Protected Service Corporation now assures him of protection not merely a minute about blow-outs, rim cuts, bruises, wheel misalignment and all the rest of the tire hazards," Mr. Zosel declared. "Let 'em and nobody denies they will—let's avoid having to worry about them."

"No plan offers so sure and complete a protection to the motorist as the Seiberling Protected Service Plan. A subsidiary corporation of the Seiberling Rubber Co. was organized just for this service. All road damage is repaired free of charge during the first year of use. When the tire is beyond repair, the Seiberling user gets a new tire at one-twelfth of the original cost. If the accident occurs within the first month, at two-twelfths, if within the second month, etc.

"This service is offered purchasers of Seiberling All-Treads as proof of our confidence in the high quality of material and workmanship that goes into our tires. They are the finest that can be made—specially reinforced on the sides where 90 per cent of tire injuries occur. They alone eliminate most of the tire worries from motoring. But whatever they have left are now chased out of the picture by this new national service plan. "Tire Protection Wherever You Go"—that's our promise this summer to every Seiberling user and prospective purchaser in this locality."

be washed, for dust then appears on the bottom surface of the filter element. The great advantage of the new type filter is that it is equally efficient at low speeds as at high speeds, because it does not depend upon centrifugal force or inertia to separate the solid particles from the air. Recent road tests show that at average speeds 28 grams of dust would pass into an unprotected carburetor in the course of 58 miles driving, following another car on ordinary gravel roads. Were it not for the air cleaner, this dust would enter the engine and become mixed with the lubricating oil, forming a grinding compound which, besides rapidly wearing the pistons, rings, and cylinder walls, would be carried by the oil to all the bearings and working parts of the engine. Even on well-paved roads the dust menace exists. An engine breathes 10,000 gallons of air for every gallon of gasoline it consumes, and even in comparatively clear atmosphere, there is bound to be considerable dust in so large a quantity of air.

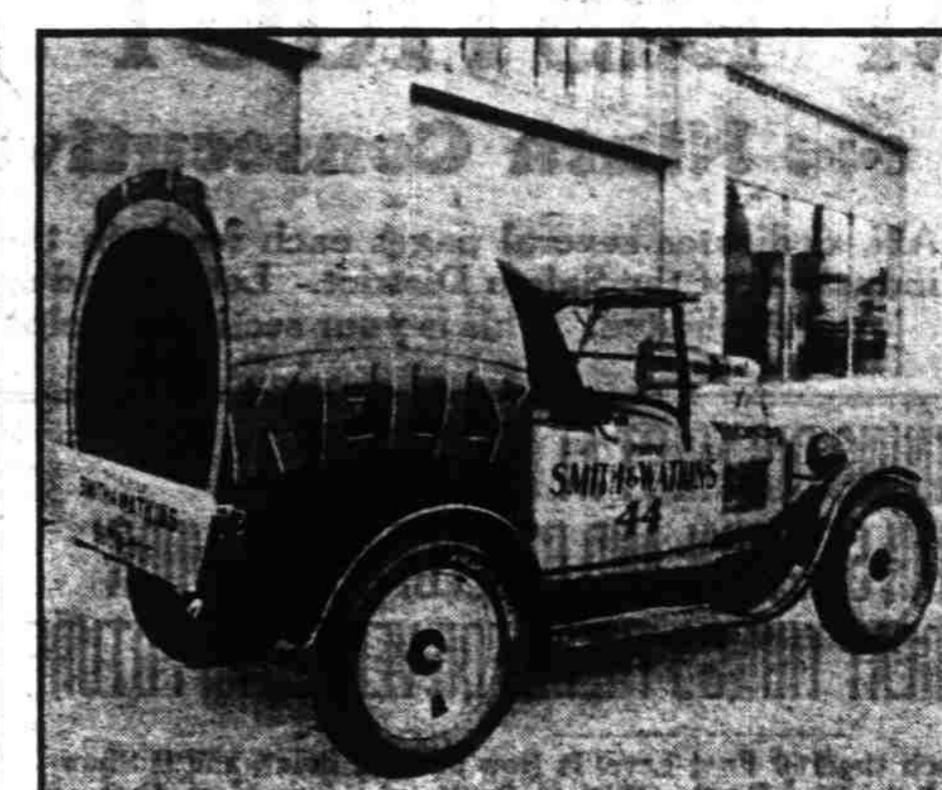
With Willys-Overland setting new monthly production records, the major portion of which is composed of four cylinder Whippetts, the demand for these low priced models continues to establish the highest sales volume ever registered by a product of the Toledo manufacturer, company sales officials declared in Toledo this week. Even the announcement of the new Whippet Six, which was recently introduced at the lowest price range ever reached by a light car, failed to lessen the demand for the four cylinder model. It was said, the present unfilled volume being in excess of 20,000 orders.

In all departments at the Willys-Overland plant in Toledo both day and night shifts have been in operation since March 1 to speed up production and supply the greatest demand ever made for Willys-Overland products. This high-tide production is also being maintained at the Willys-Overland plants in Pontiac, Mich., Elmira, N. Y., and Toronto, Canada. To meet the steadily increasing car building schedules has required the largest number of workers ever employed by the Toledo manufacturer, the total payroll now reaching well over 21,000 employees. This is an increase of more than 25 per cent over the previous highest number. Company officials declared that the demand for the Whippet has shown no signs of lessening since early in January when prices were slashed by John N. Willys, president, following his statement that "there can be no monopoly in the light car field."

Production of the Whippet Six cylinder models is entirely independent of Whippet four production, it was said at the factory, with the latter being built in stead increasing volume to keep pace with the record sales demand.

motor trucks which transport it to the elevator. The pull of a lever dumps the load into a bin and endless belts carry it to bins on the upper floors where it can be diverted through spouts to railroad cars, by gravity. When the wheat reaches the mills giant scoops propelled by electric or steam power quickly transfer it to bins and then it is conveyed by endless belts to other bins from where it feeds by gravity into the milling machinery. The flour passes by gravity through spouts to the sacks in which they reach the baker or housewife. In the modern metropolitan bakery the flour goes through all the various processes of bread making without being touched by a human hand. Machinery mixes the dough, kneads it, weighs it, cuts it into uniform size loaves and brings it to the oven door. With long-handled wooden paddles the loaves are transferred to immense trays that slide into the oven. From the oven the loaves resume their journey on an endless belt to the wrapping machine where they are automatically wrapped and sealed. "Before the invention of the combine it was not possible to dispense with the human factor so effectively in the handling of the world's most important cereal," said Hugh Hale, president of the Gleaner Combine Harvester corporation, of Independence, Mo. "The combine is a combination harvesting and threshing machine. It represents the last word in agricultural efficiency. It is the only absolute solution of the wheat grower's labor troubles. It reduces his overhead to the minimum. There is no threshing crew when a combine is used, one or two men being all that are needed, according to the type of machine. The combine is not a costly machine to buy or expensive in its upkeep. Many wheat growers have paid for their machines out of the difference between the cost of harvesting and threshing under the old method and the less expensive way with a combine." The Valley Motor company has the agency for the Gleaner Harvester in Marion, Polk, Yamhill, and Clackamas counties.

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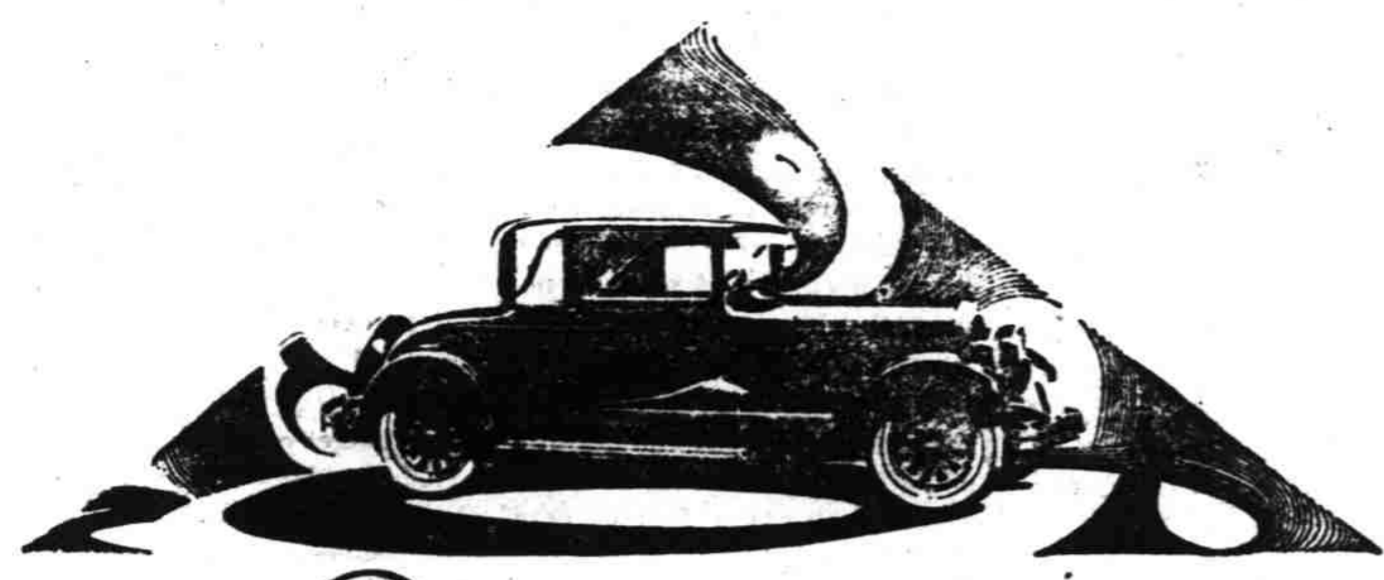
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## CHRYSLER "72"

### Fitzgerald-Sherwin Motor Co.

CORNER CHEMEKETA AND LIBERTY TELEPHONE 1132

### NEW TYPE CLEANER ON GRAHAM-PAIGES

(Continued from page 5.)

In the housing are many yards of flat copper ribbon, matted into a spongy mass. A large surface is thus exposed to the air, and over the entire surface is a film of heavy oil.

When the air is drawn through the cleaner, it goes through innumerable restricted passages with countless changes of direction. Any particle of solid material in the air must come in contact with the oil film of the metallic ribbon and be held there. So great is the surface exposed to the air that it is not necessary to clean the filter more than two or three times a season, or about every 5,000 miles. The cleaning operation is easily performed. The entire filter is detached by removing one knurled nut, and is then washed in gasoline. The filter element is re-oiled by dipping it in engine oil.

The efficiency of this new type cleaner remains high until the filter element has become laden with dust, throughout the spongy mass. Even then, it does not restrict the flow of air to the carburetor. A moment's inspection will show when the cleaner should

### FROM WHEAT FIELDS TO KITCHEN; CLEAN

(Continued from page 5.)

motor trucks which transport it to the elevator. The pull of a lever dumps the load into a bin and endless belts carry it to bins on the upper floors where it can be diverted through spouts to railroad cars, by gravity. When the wheat reaches the mills giant scoops propelled by electric or steam power quickly transfer it to bins and then it is conveyed by endless belts to other bins from where it feeds by gravity into the milling machinery. The flour passes by gravity through spouts to the sacks in which they reach the baker or housewife. In the modern metropolitan bakery the flour goes through all the various processes of bread making without being touched by a human hand. Machinery mixes the dough, kneads it, weighs it, cuts it into uniform size loaves and brings it to the oven door. With long-handled wooden paddles the loaves are transferred to immense trays that slide into the oven. From the oven the loaves resume their journey on an endless belt to the wrapping machine where they are automatically wrapped and sealed. "Before the invention of the combine it was not possible to dispense with the human factor so effectively in the handling of the world's most important cereal," said Hugh Hale, president of the Gleaner Combine Harvester corporation, of Independence, Mo. "The combine is a combination harvesting and threshing machine. It represents the last word in agricultural efficiency. It is the only absolute solution of the wheat grower's labor troubles. It reduces his overhead to the minimum. There is no threshing crew when a combine is used, one or two men being all that are needed, according to the type of machine. The combine is not a costly machine to buy or expensive in its upkeep. Many wheat growers have paid for their machines out of the difference between the cost of harvesting and threshing under the old method and the less expensive way with a combine." The Valley Motor company has the agency for the Gleaner Harvester in Marion, Polk, Yamhill, and Clackamas counties.



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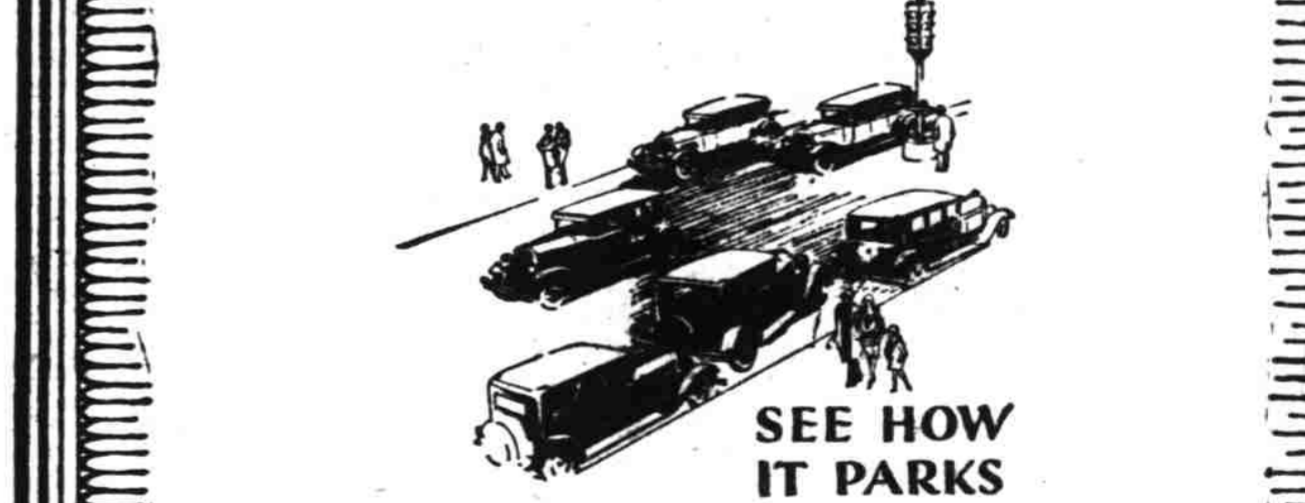
## To Suit Our Customers Miller Tires Had to First suit Us

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