

## TIRES PROTECTION BOON TO MOTORIST

National Organization of  
5000 Seiberling Dealers  
Solves Problem

Declaring that the complete nationwide organization of 5,000 Seiberling tire dealers, forming a coast-to-coast service network, had unquestionably solved the problem of reducing tire costs and that it would cost millions of dollars from the nation's tire bill, Walter Zosel of Zosel's Tire Shop, local distributor of Seiberling All-Tread tires, stated that even further economies would be effected this summer under the Seiberling Tire Protection plan.

"Tire protection on anything but a national scale means nothing at all," he said. "Not backed by a nationwide organization of 5,000 dealers, as the Seiberling Tire Protection plan now is, it means a tremendous national economy and a marked local saving. It means more mileage on every protected tire."

"It is well-known fact that fully 90 percent of all tires go out of service prematurely because of accidents, before they have run the full course of their built-in mileage. Regular, monthly inspection will add hundreds of thousands of miles to the life of all tires so inspected."

"Today every buyer of protected Seiberling tires in Salem is entitled to free monthly inspection and repairs, and he can get them now, not only here, but wherever the open road takes him. The local car owner who rides on Seiberling All-Treads can strike out for distant parts and forget his tire worries. He will find a Seiberling dealer on every highway and by-way ready to look his tires over, and, either give them a clean bill of health, or put them into perfect shape at once without charge."

"In the past, regular tire inspection has been impossible when the car owner was far from his home garage. Now, however, 5,000 dealers stand ready to examine any Seiberling tire, any place, at any time."

Under the unique Seiberling Tire Protection plan, blow-outs, rim cuts, bruises, tears and all other tire hazards, are repaired free of charge by any Seiberling dealer during the period of one full year after the date of purchase. When a tire is injured beyond repair, the plan provides that the purchaser is to be supplied with a new tire at one-twelfth the original cost, if the accident occurs during the first month after purchase, at one-twelfth, if it occurs during the second month, etc.

## THOUSAND MILES OF GORGE SPANNED

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amateur driver. Wood reports that a new road with easier grades and turns, and much wider will be available when the new bridge is completed, which will be late this fall, and that traffic both ways between the transcontinental highway highways of the north and south will then be not only possible but quite attractive to the motorist who desires to combine in a single trip, the varied views to be had from both sides of the Grand Canyon of the Colorado, within the great Kaibab National Forest; at Bryce and Zion Canyons in Utah, and at the interesting Pipe Springs National Monument of Utah.

The beauty and grandeur of this region is beyond the descriptive power of mere words as those who have visited even a portion of this vast "roof of the continent" can testify. Mountain peaks and ranges a hundred miles or more away, are drawn up under the eye as by the finest prism glass. The stars seem to nestle down toward earth bringing the canopy of heaven with its twinkling diamond-studded bro-

cade close overhead—so close in fact that the effect is startling in the extreme.

The walls of the canyons are of hues so varied that an artist might tax his palette to match the colorings. Bryce and Zion Canyons are especially brilliant. Then, too, there is much of historic interest to be found in this empire that has seen so little of man since first its crags and canyon walls were forged in the rough under Nature's sledge.

There are remains of ancient Indian civilizations that thrived, perhaps before Moses left Ur of the Chaldees for the fertile valley of the River Jordan; perhaps before the Cro-Magnon man appeared and began his battle upward. From the little excavating that has been done this may well be the cradle of the race in the Western Hemisphere, for the remains cover widely separated periods of time. Then, too, the Oakland Six party reports that there are items of more recent historic interest to be found, such as Government forts established early in the days of the Indian wars; Mormon forts to protect the settlers from the Indians; and even at Lee's Ferry, only seven miles from the new bridge, is the old stone cabin in which Lee himself lived for years. Lee is said to have been shot by Federal troops for his alleged part in the Mountain Meadows Massacre.

The State of Arizona is sponsoring the new bridge across the Colorado for which it is contributing the sum of \$330,000. The bridge is of unique design and will span the giant gorge at a height of approximately 460 feet. It will give access to the Pahreah Plateau, the Vermilion Cliffs and House Rock Valley, joining the Government road between Cedar Breaks and the North Rim of the Grand Canyon, northwest of the chasm known as Marble Canyon.

What is needed are companionable, not companionate marriages. The companionate marriage, as he cure for moral troubles is about as sensible as cutting off one toe to cure a corn.—Cincinnati Enquirer.

## HUPP CAR SETTING NEW HIGH RECORDS

Many Shipments of 8,361  
Automobiles Surpass Any  
Previous Marks

Continued heavy demand for Century Eights and Sixes during May brought Hupmobile shipments last month to a new all-time record level, according to R. S. Cole, general sales manager. May was the third consecutive month in which shipments exceeded 8,000.

The total number of cars shipped in the month was 8,361, passing even the high point reached in April, when the largest total ever recorded in Hupmobile history up to that time was registered. The unbroken series of continuous record breaking monthly totals this year has brought the aggregate shipments of Hupmobile Century cars to 33,313 since Jan. 1st. The total is within 8,000 of last year's entire production—with seven months still to come. In fact, Mr. Cole points out, there have been only four years in the twenty which make up Hupmobile history when the output for twelve months was greater than that attained in the first five months of 1928. Hup executives are confident that next shipments for the first six months of 1928 will surpass all but one of those four annual totals and will seriously challenge even the high output reached in the twelve months of 1926.

During the month of May, 1927, shipments were 3,516 cars, showing an increase for May, 1928, of 4,845 cars or 135 percent.

The largest previous May in Hupmobile history was in 1926 when 4,989 cars were shipped, May, 1928, thus showing an increase of 3,372 cars or 68 percent. Shipments of Hupmobiles since January 1, 1928, have totaled 33,313 cars. This is an increase of 13,882 cars, or 71 percent, over

the total for the same months of 1927.

May sales to Canada and to foreign countries reflected equally notable advances over past totals and kept pace with the increase of domestic business. Compared with May, 1927, Canadian shipments, more than doubled, gaining at the rate of 106 percent, and passing the previous record set in April of the present year by 71 cars. Sales to Canada since January 1 have been 70 percent larger than in the best previous corresponding period, the first five months of 1927.

Export shipments during May were greater than in any previous May of the company's business, showing 135 percent increase over May, 1927. For the first five months of the year exports ran 92 percent ahead of those in the same time of 1927.

Another new Hupp record was established during the month when on May 15th, the greatest single day's production in Hupmobile history was attained by the shipment of 450 cars.

Mr. Cole points out that the demand for Century cars has been steadily broadening ever since the introduction of the six of the Century, last October.

"Every month these new cars have been on the market the volume of orders pouring in for them has increased," he said, "and the scope of their origin has steadily widened. There is hardly a variation in any direction in the uniformity of the demand throughout the country. From Maine to California and from Seattle to Key West dealers agree in reporting public enthusiasm over the new standards of beauty and performance which began to register at first sight of the Century cars, has been cumulating steadily and is now stronger than at any time in the seven months they have been on the market."

"There is no indication of an ebb in the demand. Orders are still in excess of production. June opens with every prospect of setting still higher records, if we can keep material coming in at necessary pace. There is no question that 1928 will be Hupmobile's greatest year."

## OAKLAND'S SERVICE ARMY HAS UNIFORM

Personnel of 15,000 Men  
Will Don Identical Shop  
Attire Shortly

An army of something over 15,000 men, representing the service station personnel of the Oakland Motor Company throughout the United States, is being outfitted in a standard uniform.

Soon this entire group of Oakland-Pontiac service specialists will be wearing the uniform recently adopted by the Oakland Motor Company.

The new service garb includes one uniform for the "privates" of Oakland's shop army and another for the "officers." The former will wear coveralls of special two-tone twill—powder blue with trim on pockets and collar of dark navy blue. The "officers" or floor men will wear a long coat of similar color and materials. Both the mechanics and the floor men will wear hats to match their uniforms.

According to R. A. Armstrong, service manager for the Oakland Motor Company, the decision to uniform his nation-wide organization is the latest development in an unceasing campaign to raise still further the standards of Oakland-Pontiac service.

"We train our men with painstaking care and maintain a force of factory representatives who visit every Oakland-Pontiac service station at frequent intervals," Mr. Armstrong said. "We have decided upon a standard service uniform not alone because of the more favorable impression that a neatly uniformed service department will make upon the public, but also because of the psychological effect that the new uniforms should have upon the service men themselves."

## DIRT ROADS FOUND TO BE VERY COSTLY

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The annual bill for gasoline in the Hawkeye state is estimated at

fifty million dollars. Most of it is used in vehicles operated over dirt roads, and tests made by the Iowa Agricultural College show that a gallon of gas will carry a car 14 miles on a dirt road, 17 miles on a gravel road, and 20 miles on a paved road. Annual expenditures for tires is figured at thirty million. The annual cost of tires for an average motor vehicle is \$31.65 on concrete or pavement; \$63.30 on gravel, and \$158.25 on the average dirt roads. The people of Iowa have come to the conclusion that the cost of riding on dirt is too high. Fifty-three counties have authorized a total of \$60,080,650 in highway bonds.

Oregon learned this lesson three years ago and it is estimated that the saving in repairs and depreciation to the average motorist in this state has more than repaid the cost of license fee and gas tax which made the good roads available.

With 629,000 motorcycles in use in Great Britain, this type of vehicle is more popular there than in any other country. The Oregon State Motor Association reports that among the British the motorcycle occupies to a large extent the place held by the low-priced car in the United States.

Although it is generally conceded in this country that the excessive use of the horn is the hallmark of the novice driver, nevertheless, there are places where even one horn does not seem to answer the requirements of safety, reports the Oregon State Motor Association. In Venezuela, for instance, two horns are required on each automobile, a hand horn for the city and an electrical horn for the country, which makes that country a good customer for automobile horns.

The association reports that the actual practice shows that passenger cars in Venezuela are usually equipped with three horns, one hand-operated and the other two electrical. The button for one of the electrical horns is on the steering wheel, while the other is placed on the left door of the car and is operated by pressure from the driver's knee. This is declared essential in driving over mountainous roads whose steep grades and

sharp curves necessitate continuous sounding of the horn.

Spare tire pressure should be tested regularly. Many a motorist is driving around the country cheerfully ignorant of the fact that he has insufficient air in the spare tire, points out the manager of the Emergency Road service of the Oregon State Motor Association.

Sometimes slow punctures and valve leaks let the air out, and when the time comes to put the spare tire on, it is just as flat as the punctured tire that is being removed.

It is a good plan when you are pulling into a gas station to have

the attendant check over the pressure in the spare as well as in the other tires, counsels the road service department of the association.

The Oregon State Motor Association announced yesterday that the Banfill-Windmere highway from Spokane north to Lake Louise and Banfill in the Canadian Rockies is open for the season. Kicking Horse Trail is also open to traffic.

In Wisconsin, school teachers are required to give 30 minutes instruction a month to the children on accident prevention, reports the Oregon State Motor Association.

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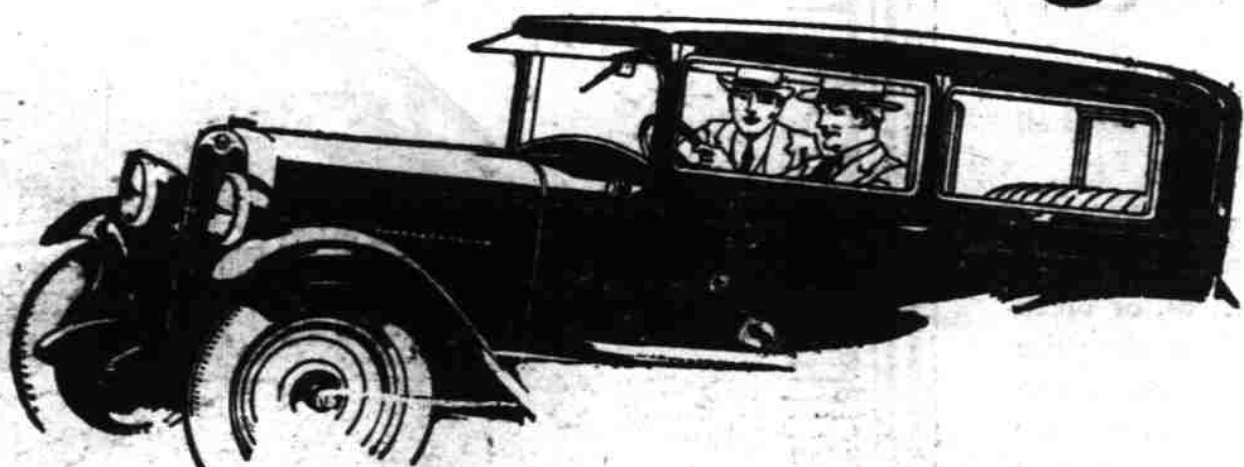
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31x5.00 Balloon, 6-ply.....9.55  
31x5.25 Balloon.....10.15  
31x5.50 Balloon.....10.95  
32x5.75 Balloon.....11.95  
32x6.00 Balloon.....13.90

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