

WALTER ZOSEL EXPLAINS PLANS

All Tire Worries Routed By Protection Idea Says Salem Dealer

Tire protection, as interpreted by the famous Seiberling Tire Protection plan, has struck tire worries from the catalogue of summer motoring problems, according to Walter Zosel of Zosel's Tire Shop, distributors here of Seiberling All-Tread tires.

"The vanguard of the returning army of local summer tourists is already beginning to honk its horns at the city gates," Mr. Zosel declared. "They've had a rare summer of motoring, to hear them talk. Believe me, they've been places and seen things. And there's one group that for lively enthusiasm can give the rest cards and spades—that's the group that started out for distant parts under the now famous Seiberling tire protection plan, which this year spread a network of 5,000 dealers across the country.

On National Scale

"This is the first year that we have tried out the Seiberling tire protection plan on a national scale, and we were naturally curious to see how it would work out. Well — if what Seiberling users here say about it goes for the rest of the country, it's the biggest thing that has happened in the tire industry since the first pneumatic went on the roads. I never set out with fewer cares on my mind," one Seiberling user said the other day. "I sure rode on air."

Under the Seiberling tire protection plan, any Seiberling user is entitled to free repair for every tire accident from any one of the 5,000 Seiberling dealers throughout the country.

Sliding Price Scale

When a tire is injured beyond repair, a new one is provided by a dealer—at one-twelfth the original cost. If the accident occurs during the first month; at two-twelfths if it occurs during the second month, etc.

A few motorists far from home dropped in here during the summer," Mr. Zosel said, "and we fixed up their little troubles and sent them merrily on their way. We are entirely 'sold' on this great service network; besides, we got a chance to give visitors a good impression of Salem. If they left here 'down in the mouth,' it wasn't our fault. We did all we could to make them want to come again."

RAILROAD TO CARRY AUTOS AS BAGGAGE

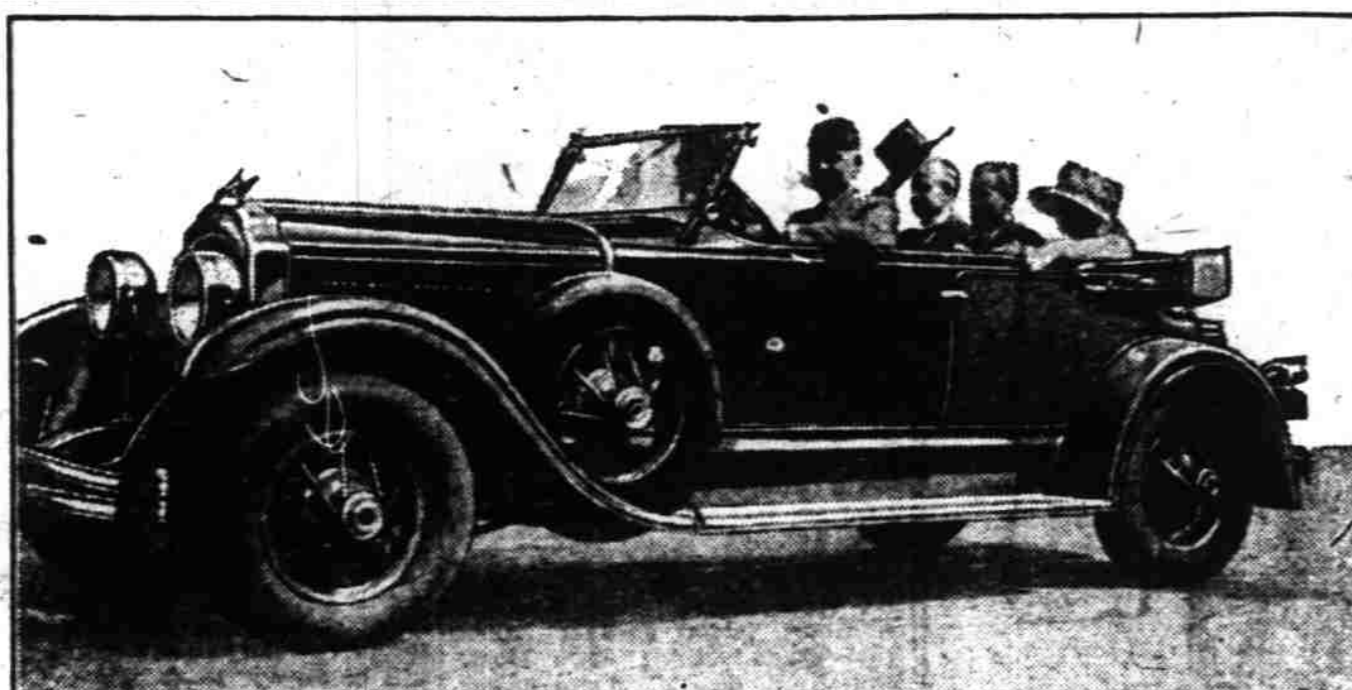
Automobiles may be vehicles to their owners but they will be nothing but baggage to Southern Pacific after September 1, according to F. S. McGinnis, passenger traffic manager, who announced a new type railroad car that will swallow motor cars like the whale did Jonah and deliver them just as safely at destination.

Hereafter motorists bound from San Francisco to Del Monte may drive up to the station, secure a baggage check for their machines, for which a charge will be made, board the train, and upon arrival at Del Monte drive away under their own power.

The new cars are equipped with end doors and specially constructed heavy steel run-ways so that automobiles may be run aboard or detrained. These cars will be operated on the "Del Monte" between San Francisco and Del Monte commencing September 1.

"This service," McGinnis said, "will enable the motorist to avoid crowded highways so that he may arrive at his destination fresh, untired and able to enjoy the full pleasures of his outing. The automobile baggage car is an innovation in railroading and will we believe, be popular."

Coolidge Uses Chrysler Imperial



President Coolidge and his family used this Chrysler Imperial "80" Touralette when he addressed the Wisconsin department of the American Legion's state convention at Wausau, Wisconsin. Photo shows them motoring from their train to the fairgrounds, where the address was delivered. In the tonneau, left to right, are the President; his son, John, and Mrs. Coolidge. In the front seat are Mr. Fitzgerald, Mrs. Coolidge's personal body-guard, and L. H. Hall, of Wausau.

Supper By Roadside Has Appeal These Warm Days

By MARTHA ADAMS

The hot days of late summer call "come out of the kitchen" so alluringly that we long to throw aside all household responsibilities and recreate mind and body in the great out-of-doors. And the motor supper, whether as a means of entertaining an informal guest or making a party out of the family meal, makes a delightful break in the thrice daily routine of setting the table and serving the meal. For real relaxation at the end of a summer day, the picnic supper has no peer, for there is no better means of keeping young than a genuine appreciation of nature and her wonders.

But no one can be expected to enjoy the view of lake or mountain until the inner man has been satisfied and the picnic basket therefore assumes the place of honor in the program. It may be one of the elaborate new offerings, equipped with every convenience or a battered straw suitcase lined with oilcloth—the container is immaterial to the real picnic fan.

Successes of the Picnic

But the packing is all important. Foods that are sworn enemies at home, become neighbors in the picnic basket. And the blending of flavors which results takes away both palatability and appearance.

Suppose we have planned the following menu—easily prepared and always a favorite:

Fried Chicken
Summer Potato Salad
Fruit and Nut Sandwiches
Bread and Butter, Pickles
Sweet Pickles
We cut the chicken into individual portions, wrapping each in waxed paper. The sandwich loaf, which makes about 20 picnic sandwiches, is sliced and each slice spread with creamed Macon. Then the slices are repacked in the form of a loaf and the loaf wrapped in waxed paper. The filling is packed in a glass jar—to be spread by enthusiastic hands just before the picnic is served.

Prune and Nut Sandwiches
Cooked pitted prunes are rubbed through a sieve and to each cup is added a pinch of salt, a third of a cup of chopped walnut meats and the juice of half a lemon. A jar of mayonnaise goes into the basket, also to make these delicious sandwiches still more tasteful.

The salad is prepared after reaching the picnic spot. Six cold potatoes and a large cucumber, are carried whole, to be diced later. One large onion is chopped and packed into a wide mouthed jar to be omitted from the servings of those who do not relish this addition to summer salads. Four hard cooked eggs travel safely in their shells and are also diced when needed and a dozen radishes and the head of lettuce are washed and packed in all their crispness into mason jars.

NEW FORD HAS SILENT ENGINE

The elimination of noises—from motor and from road shocks—was one of the things to which Henry Ford and his staff of engineers devoted particular attention in the design and construction of the new model A Ford car.

The motor of the model A Ford is one of the quietest, most nearly vibrationless engines that modern automotive engineering has developed. Its designers provided for that feature with parts that are machined to fit exactly. Balanced crankshafts and flywheels, precision-made bearings, aluminum pistons, unusually well designed and constructed valves and a particularly efficient lubrication system, all contributed to the quiet, smooth performance of the model A engine.

Designing Careful

The same careful design and construction in body chassis and running gear have also eliminated most of the other sources of noise in motor car performance. All body parts of steel stampings that might develop noises have reinforcing beads which tend not only to prevent squeaks and rattles, but also increase strength and durability. Panels and frame sections are welded and riveted together wherever there is possibility of

Tractor Company Files Articles of Incorporation

The Miller-Sanford Tractor Company, with headquarters at Klamath Falls, filed articles in the state corporation department Friday. The incorporators are Frank A. Miller, Frank W. Sanford and William E. Wilson. The corporation has 750 shares of stock, no par value.

The Kendall Refining Company, Inc., a Delaware corporation, has been authorized to operate in Oregon. The capital stock is \$10,000. Notices of dissolution were filed by the Rosemead Suit and Coat company and the Merchants Protective association of Portland.

Eckerlen Talks On Lubrication

When a representative of the Statesman asked Eugene Eckerlen, of the Salem Super-Service station, what he thought was the important factor in the care of an automobile he said:

"You know that one of the most important things in the care of your car is lubrication. You can't do without it. You can run dry on gas and not do any harm to your car. If you run out of oil, you run into all sorts of trouble and expense. That goes for crankcase oil, in particular. On top of that there are dozens of other places that need oil and grease regularly. If these are neglected, you get squeaks, wear of parts that cause replacements, and these are expenses. Nobody expects the car owner to know all these places and take regular care of them. But I do—that's my business."

Accidents Take Three Lives In Plants of State

There were three fatalities in Oregon due to industrial accidents during the week ending August 30, according to a report prepared here Friday by the state industrial accident commission.

Victims were George Christianson, Keasay, faller; Stanley Darnwood, Cottage Grove, hood tender, and J. P. Dumbart, Milwaukie, cement operator. A total of 1917 accidents were reported to the commission during the week.

The "cross flow" radiator pioneered by the Oakland Motor Car company on the new series Pontiac Six has 40 square inches more radiating surface than the old type radiator.

TIRE PAINTING VERY POPULAR

Protective Covering Necessary to Prolong Life Says "Russ" Smith

"After the bath, a manicure," appears as the slogan of automobile owners who this year have been painting their tires after the car has been washed, to an unprecedented extent in comparison with the past, says "Russ" Smith, of the Miller tire service, 199 South Commercial street.

Demand of car owners for tire painting has induced many auto laundry stations to install tire painting departments where tires are regularly painted when the car is washed, according to Miller tire men. Just as the well groomed man requires manicuring to put the finishing touches to his appearance, so does the driver of fine cars demand the final touch to tires, generally—the most neglected part of an automobile.

Tire painting is especially necessary for the spare tire, as it not only gives it a glossy, black appearance in keeping with the finish on the rest of the car, but the protective covering of paint keeps dust and moisture away from the tire. Painting a tire is a very simple operation which can be accomplished in a few minutes. It dries quickly and will not collect dust, as is the case with some

preparations which have been used for this purpose.

Senior Sixes, by Dodge Brothers, Inc., were on hand in Australia recently to carry the triumphant Southern Cross flier, their huge welcome. These Dodge Brothers cars, like all others in Australian export trade, are right hand drive equipment.

Let Me Take the Worry of Lubrication Off Your Mind

Turn this job over to me and I will take care of it regularly, efficiently and economically. It will save you money in the long run and you can drive along free from lubrication worry.

Salem Super Service Station

Gas, Oil, Greasing, Washing and Tire Service

Corner Ferry and High

Rugged Tread—Heavy Duty

This is the Balloon Tire to give you record mileage, traction and comfort. It's an easy steering tire! Try it and notice the difference.

Listen in to the Fish Time to Retire Program broadcast over WJAF and associated stations every Monday night.

Scheelar Tire Service Co.
Phone 230 341 N. Com'l. St.

FISK TIRES

A TIRE FOR SERVICE

The Heavy Tread — More Rubber — Heavier Cotton — Three Important Items That Make Us Glad to Sell and Recommend SEIBERLINGS for Miles and Miles of Service.

Our Repair and Vulcanizing Department is at Your Service. If You Have Tire Trouble Call 471 and Our Service Car Will Call and Give You Roadside Service.

ZOSEL'S Tire Shop
198 South Commercial Corner Ferry Street

The new Buick is the new Style

More than handsome... more than luxurious... a wonderful new type of motor car beauty... a thrilling turning point in body design

It will be imitated, of course! The new, the fine and the beautiful always inspire emulation. But so great is the cost of building the magnificent new Fisher bodies for the Silver Anniversary Buick that imitation will be possible only to much costlier cars, and even these will find difficulty in following where Buick leads!

\$1,500,000 has been expended in manufacturing the dies alone for the new Buick bodies; and the gracefully curving side panels which form one of their distinguishing characteristics represent the most expensive steel paneling work employed on any automobile in the world!

But it is not in the matchless grace and beauty of exterior design alone that the Silver Anniversary Buick eclipses other cars. The velvet mohair upholstery in the closed models—the hardware and fittings—the many appointments of luxury and convenience—are all of the richest quality; and the bracing of the bodies, which imparts strength and durability and freedom from squeaks and rattles, is the most efficient and effective known to motor car practice.

In dashingly beauty—as in fleet, powerful performance—the world holds no equal for the Silver Anniversary Buick with Masterpiece Bodies by Fisher.

It is more than handsome, more than luxurious—it marks a thrilling turning point in body design. And the motoring public, buying in such tremendous volume as to force the great Buick factories to work day and night to supply the demand, is elevating it to the prominence of a voguel!

THE SILVER ANNIVERSARY BUICK
WITH MASTERPIECE BODIES BY FISHER

OTTO J. WILSON
388 Commercial Street, Telephone 226
WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

A Leaky Tire?

PHONE 44

Open 8,760 Hours Each Year (That means we never close)

"Jim" "Bill"

SMITH & WATKINS

The Station with a Clock
Center and Liberty St.

New POWER New BEAUTY

in General Motors' Lowest Priced Six

To the sound basic design which has made Pontiac Six famous for stamina and long life—to those important advancements, such as the cross-flow radiator and the G-M-R cylinder head... Oakland has added improvements leading to even greater power and to higher top speeds. To the inherent style and beauty of Fisher bodies, Oakland has added the smartness of smaller wheels and oversize tires. This lowest priced six of General Motors has won its sensational success by always reflecting General Motors' ability to build a better car for the money. Now it offers new power and beauty. See it and drive it today.

3-Door Sedan, \$745; Coupe, \$765; Phantom, \$775; Cabriolet, \$795; 4-Door Sedan, \$815; Sport Sedan, \$875. Oakland All-American Six, \$1045 to \$1265. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

Vick Bros., Salem, Oregon, Associate Dealers; Benton Motor Company, Inc., Corvallis, Oregon; Byrley Motor Company, Albany, Oregon; Silverton Motor Car Company, Silverton, Oregon; C. J. Shreeve & Son, Dallas, Oregon; T. D. Pomroy, Independence, Oregon; Fred T. Bilyeu, Seio, Oregon; Henry C. Holloman, Harrisburg, Oregon; Fred Gooch Jr., Mill City, Oregon; Elmer Fitzgerald, Lebanon, Oregon; Austin's Service Station, Brownsville, Oregon; H. W. Morris, Waldport, Oregon; A. J. Gilliam, Toledo, Oregon; Frank Miller, Aurora, Oregon; N. J. Arnold, Monmouth, Oregon; Donce Brothers, Turner, Oregon.

PONTIAC SIX
PRODUCT OF GENERAL MOTORS