

Auto Show at State Fair Wonderful Display With Many Cars on Exhibition

Salem's Motor Vehicle Dealers Show Their Progressive Spirit by Artistic and Striking Methods of Public Service

THOUSANDS upon thousands of dollars worth of fine motor cars are being shown this week in the new automobile display building at the Oregon State Fair grounds in conjunction with the 67th annual event.

Motor cars of beauty, speed and dependability unknown a few short years ago are being displayed and in a majority of cases body styles show vast changes over the past few months. Body design has gone forward by leaps and bounds the past year with new ideas being added here and there to motors and working parts. Among the new features are included chrome plating replacing the less desirable nickel, colored inset panels on the sides of bodies, one piece crown fenders adding a beauty of design as well as stability, large wide doors aiding in comfort and artistic appearance, wire wheels with side mountings on fender well, saddle lamps across the cow and large ornamental hub caps. In addition new finishes and combinations furnish a riot of color among the wide display of autos on exhibit.

Practically all Salem motor dealers are represented in the auto show at the fair grounds. In addition cars have been brought from distribution centers to be placed on display.

"Biddy" Bishop There The Capital Motor company, Biddy Bishop, Oldsmobile dealers have on display the "new" Oldsmobile and also include in the exhibit one of the original Oldsmobiles constructed in 1897. The exhibit includes nine complete models as well as a cut-away chassis. Stereoscopic views of parts of the Oldsmobile and moving pictures of the factory and proving grounds are also shown during the day. The Oldsmobile company of Oregon, distributors, are cooperating with the Capital Motor company in the exhibit and J. P. Cox, of Portland, sales promotion man for the territory, is here giving lectures all week.

The Marion Garage company of Salem has ten 1929 Studebakers and Erskine models on display and a 1919 Flanders auto manufactured by the Studebaker company at that time. The new Studebakers are lower in construction, have new lines, many models are equipped with wire wheels and all carry out the new idea of sweeping, harmonious body design. In addition the Marion Garage company, which stresses its service to Studebaker buyers, has a miniature of his repair shop on display in charge of Barney Brunk, who gives lectures on motor car repair.

The Marion Garage company's display includes Studebaker straight 8 models, Commander models, Dictator models and Erskines.

Hudson and Essex Hudson and Essex cars are shown by State Motors Inc. of Salem with a total of nine motor cars on display including the newest in this line of autos. The new Hudson has wide, sweeping lines adding to its graceful body which houses a motor and chassis well proven in the motor world. The Essex, the lighter car of the Hudson-Excess line combines many features making it a popular number in the lower priced line.

The F. W. Pettyjohn company of Salem shows 16 models in its display with 13 Nash cars and a Cadillac and a LaSalle included in the exhibit. Features of the new Nashes include a centralized chassis lubrication system and double ignition which provides two spark plugs for each cylinder. In the Nash display are the Nash Standard 6, Nash Special 6, Nash Advanced 6 and Nash Ambassador. The latter car is the highest priced job in the line and displays all the up to date features of body construction as well as new motor developments.

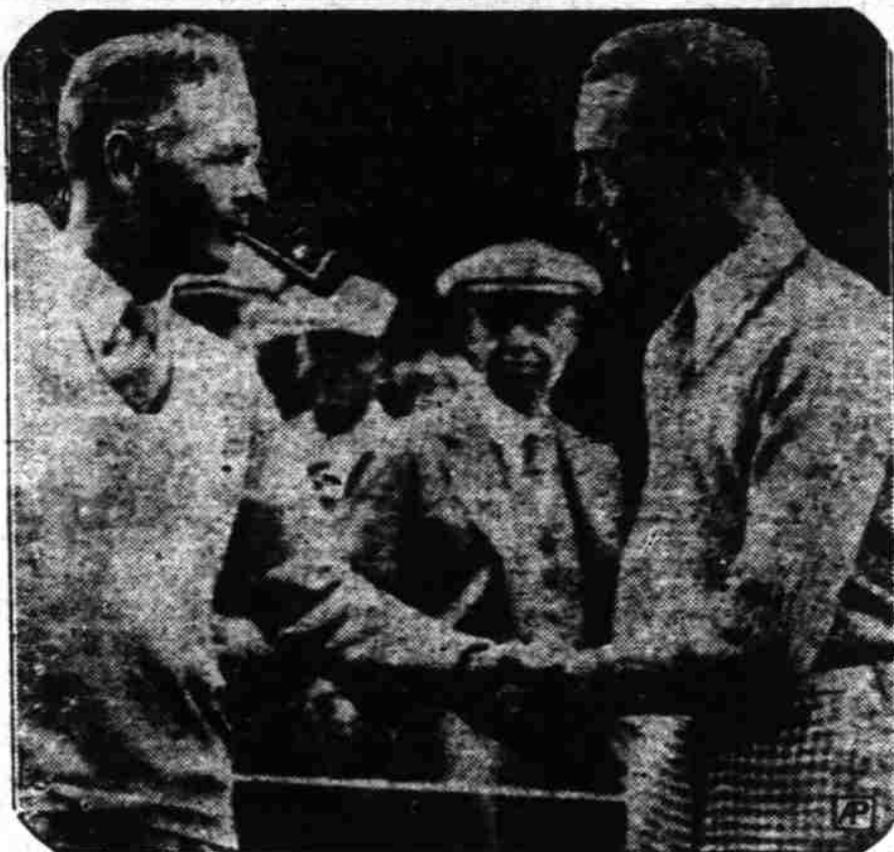
The new Graham-Paige autos are being displayed by Trumm Motor company of Salem and Cook and Lyon of Portland. Five models are shown, the 6-10 five passenger sedan, 6-14 five passenger sedan, 6-18 five passenger sedan, 6-22 sedan and the 6-14 five passenger phaeton, a new style roadster effect car. The Graham-Paige cars were one of the first types out with the new style of body design and all models except the 6-10 have the four speed double high transmission in a standard gear shift. The Graham-Paige was introduced for the first time at the New York auto show this year.

The Valley Motor company of Salem has five models and a chassis of the new Ford car on exhibit. Included are the standard coupe, sport roadster with rumble seat, Fordor sedan, Tudor sedan and sport coupe. Black colors have been abandoned by Ford for brighter hues conforming to the modern trend. The double braking system put in the new Fords is shown in the chassis on exhibit. In addition to the four wheel brakes operative from the foot pedal, a hand emergency brake operates on the rear wheels.

Fitzgerald-Sherman company, Salem Chrysler dealers, have ten Chrysler and Plymouth models on display. The cars show the new Chrysler features of thin radiator, crown type windows and other advances in body design. The oval and curve idea is carried out doing away with all sharp corners. In the display is included a six wheel rumble seat coupe 76. This is a rakish, speed typifying model in deep blue with yellow wire wheels. All doors are large and seats form fitting in the line of 75 models, and 65 models and the new Plymouth lighter car models. The exhibit at the state fair is said to be the largest group of new Chryslers so far gathered together in the west.

The Douglas McKay Chevrolet company of Salem has nine models of new Chevrolets on display showing the different body types

McHugh California Champ



Among the first to congratulate Johnny McHugh, (right) winner of the California amateur championship at Del Monte was H. Chandler Egan, Medford, Ore., veteran and former national amateur golf champion.

Dodge exhibit includes the new Seniors, Victories and Standards. Sixteen vehicles are shown including the trucks. The new Senior is shown as well as Whippet 96 sedan, Whippet 98 cabriolet coupe and 96 cut away chassis. The sleeve valve motor on all Knight models is featured by those in charge of the exhibit.

The Salem Auto company has 12 autos in its Durant-Star display, the line covering the field of motor car needs. The new Durant 75 which has many new features of body design also is equipped with a four speed, twin high transmission. Other cars shown include a Durant 65 six De Luxe model, Durant 55 six and a Durant 65 sport roadster which is being shown here for the first time. The model presents a trim, racy appearance and is black in color, trimmed with cream. Six wire wheels are standard equipment with the spares mounted in fender wells.

Other models shown include a Durant-Star De Luxe four roadster, a Durant-Star delivery and a Star four coach. The Durant-Star line is shown in a wide range of color. All models are suspended in rubber and motors carry up-to-the-minute features.

Bonesteele Company The Bonesteel Motor company of Salem shows a complete line of Dodge Brothers cars and Graham Trucks at the auto pavilion. The

OUTDOOR FUN AT PEAK NOW

Highway Official Tells of Tourist Pleasures on West Coast

Outdoor recreation in October will be at its peak of varied appeal along the Pacific Highway, summarizes E. A. Crowley, general manager of the Pacific Highway association in a list of alluresments issued from its headquarters, 625 Market street, San Francisco.

"Fishing and hunting combined are double-bill attractions in many regions reached most readily by the Pacific Highway," points out Crowley. "In the delta region of Central California, ducks are reported to be more plentiful this season than usual. There, hunters of ducks and geese, may spend part of their time catching salmon and striped bass at the height of their running."

The Klamath Lake region will be especially alluring to both hunters and fishermen after October 1. Salmon and steelhead are rushing up the river in almost unbelievable numbers. Modoc county has drawn 50 per cent more deer hunters this season than last. Laterals from Red Bluff and Redding are alive with late vacationists bound to alpine lakes and hunting grounds about them.

Fishing Good Now "Salt water fishermen are finding the best sport of the season along the coast from Southern California to Puget Sound and the Gulf of Georgia. Into the wilds of the Olympics, hunters are

headed through Olympia, Hoquiam, Aberdeen, and Port Angeles. Northward from Vancouver, others have migrated to rivers of British Columbia, the Fraser, Skeena and Peace.

About Your Car

The first trip by motor car across the continent was made in forty-two days' time. In 1904 L. L. Whitman and C. S. Caris made a transcontinental trip from San Francisco to New York in a motor car in the record time of thirty-two days, seventeen hours and twenty minutes over the "worst roads in the world." It so happens that the Bureau of Public Roads, United States Department of Agriculture, has just had occasion to describe United States Route No. 40, extending from Atlantic City to San Francisco, which is almost the same route as that taken by these pioneer motorists in 1904, and now the motorist is told how this trip across the continent can be made in thirty days by easy stages including week-end stops and side trips for sight-seeing!

Revenues from state gasoline taxes have been a very vital figure in making the trails of the early settlers great arteries of traffic for the pleasure-bound motorists. There are now only three states which are not taxing gasoline and the funds derived from this source are being applied to state portions that become integral parts of a transcontinental highway.

The state gasoline tax is now one of the most important sources of highway revenue, its yield representing nearly one-fourth of the total of all funds available for road purposes.

In 1924, when thirty-five states and the District of Columbia taxed

gasoline, the total revenue was \$79,734,490. The exact figures for subsequent years as reported to the Bureau of Roads by state authorities are as follows:

1926	187,693,231
1927	258,838,813

Weekly broadcasts of grand opera are to be made each Monday evening by WEA-F and stations.

\$1.65 To Corvallis and back

For the

Big Derby Races
Reckless Stunting
Parachute Jumps
Air Contests
Passenger Trips
Exhibition of Latest Models

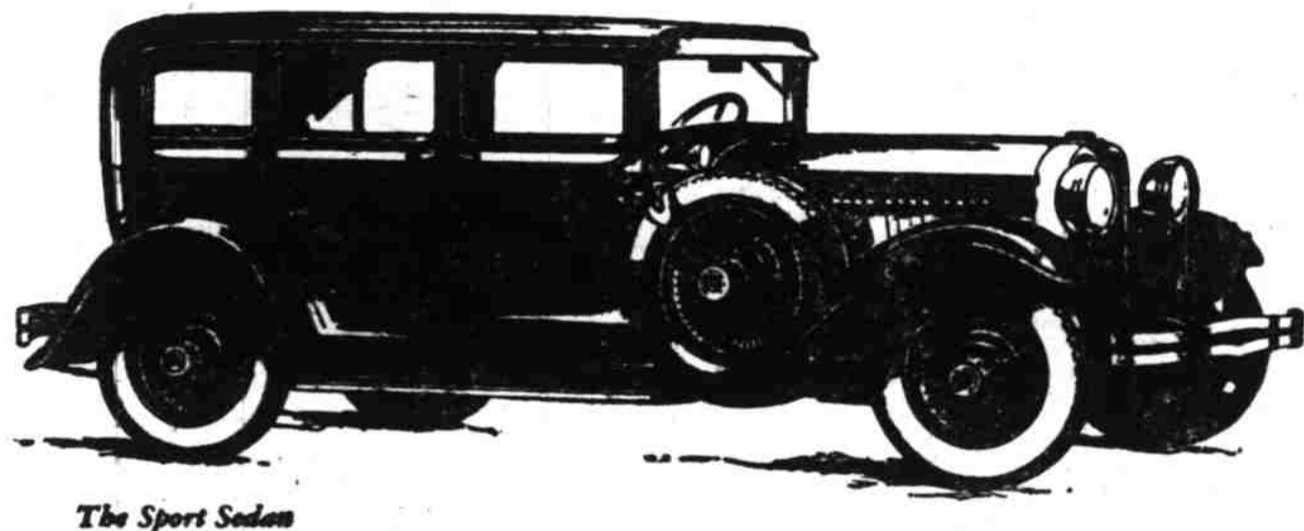
Ride The
"Silver Grays"

Tickets on sale September 28-30, incl., return limit October 2.
Convenient schedules—dependable service

Southern Pacific
Local Ticket Office: 184 N. Liberty St.

DODGE BROTHERS NEW VICTORY SIX

A Car of Striking Originality Now More Luxurious and Comfortable Than Ever



The Sport Sedan

NINE distinctive new body styles advance Victory smartness and luxury to still higher levels.

All dimensions that affect the comfort and convenience of passengers are now more generous still. Bigger bodies, wider doors, greater head room, increased vision and extra broad, luxurious, deeply-tufted seats, reveal the sweeping nature of these latest Victory refinements.

There is a rakish new sweep to the lines—a dashing new flare to the fenders—an arresting new massiveness in the height and breadth of the hood.

Add to all these the far-famed originality of Victory design—

Body mounted directly on the chassis without sills, materially lowering the center of gravity and increasing the head room. Chassis the full width of the body, eliminating body overhang and sideway along with it.

These and many other revolutionary features result in a character of roadability, performance, interior comfort and beauty of line that is utterly unique, superior and exclusive to Dodge Brothers brilliant Victory Six.

PRICES—Touring Car, \$995; Roadster, \$995; Coupe, \$1045; 4-Door Sedan, \$1095; DeLuxe Sedan, \$1170; De Luxe 4-Pass. Coupe, \$1170; Sport Roadster, \$1245; Sport Touring Car, \$1245; Sport Sedan, \$1295; f. o. b. Detroit.

ALSO
DODGE BROTHERS
STANDARD
SIX
\$895

Smarter in every detail. Richly equipped. Fast and dependable. See the cars and you will concede that Standard Six beauty and Standard Six performance are now distinctly in harmony.

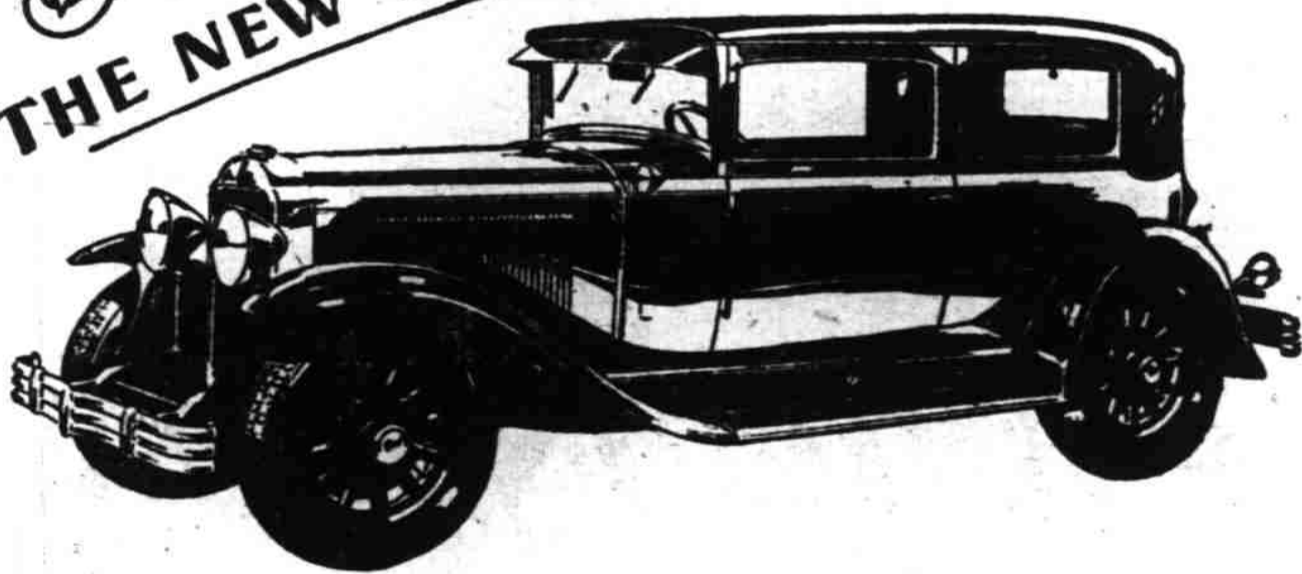
PRICES

Coupe	\$875
4-Door Sedan	\$975
Cabriolet	\$915
DeLuxe Sedan	\$970

f. o. b. Detroit



See it at the Fair
THE NEW BUICK IS THE new style



An entirely new scheme of body lines and contours... the most costly paneling employed on any automobile in the world... and the richest upholsteries and appointments..... distinguish Buick's new Masterpiece BODIES by FISHER

The Silver Anniversary Buick is kindling more interest—drawing more people to the display rooms—winning more praise—and creating a demand so sweeping and so insistent that Buick's vast factories have reached new levels of production in attempting to keep pace.

—all because it is not only the most brilliant performing automobile of the day, but also because it marks a new style—a thrilling new mode of car design—more beautiful, more luxurious and more graceful than any other Buick has known!

An entirely new scheme of

body lines and contours—softly rounded steel panels, the most costly employed on any motor car—a continuous moulding with double bead running around the body and dividing the lower from the upper structure—all impart an atmosphere of unrivaled beauty.

If you want beauty—if you want individuality—if you want up-to-the-minute smartness—there's only one choice... the choice of America... the Silver Anniversary Buick with new Masterpiece Bodies by Fisher. It's the new style—the new mode—in motor cars!

THE SILVER ANNIVERSARY
BUICK
WITH MASTERPIECE BODIES BY FISHER

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386 Commercial Street.

Telephone 220

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474 South Commercial

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