

## CUSTOM-BUILT BODY ATTRACTS

Fleetwood Styles Present Fifteen Cadillac and LaSalle Jobs

Orders for more than 700 cars with Fleetwood custom-built bodies totaling in value more than three and one-half million dollars have been received by the Cadillac Motor Car company during the first five weeks following the announcement of the company's new cars late in August. Actual shipments of Fleetwoods for the same period are three times as great as in the same period one year ago.

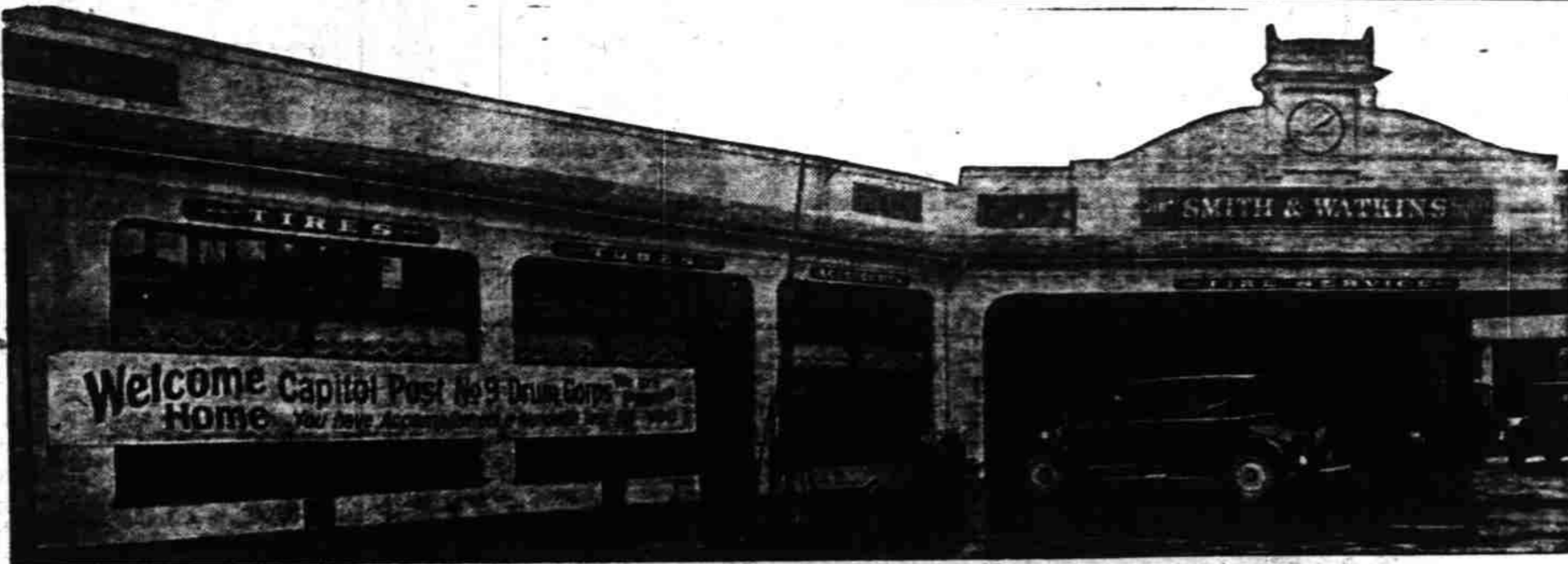
Pent up demand for the new Fleetwood line accounted for the placing of orders for more than 500 of these motorized palaces in the first days following the announcement, and the output for the year is expected to exceed the peak figures of the 1927-28 season by 50 per cent.

**Entirely New Model**  
Announcement of the new lines of Fleetwood custom coachcraft was made simultaneously with announcement of the new Cadillac and LaSalle with Fisher bodies. The Fleetwood presentation includes 13 bodies for the Cadillac chassis and two for the LaSalle. There is an entirely new model, the "all-weather" phaeton which provides for five passengers the advantages of both an open and closed car; which heretofore have been limited to the two-passenger convertible coupe. This phaeton model is presented both in the sedan type and the Imperial. The latter has an adjustable glass partition which can be used to separate the front and rear compartments when the car is enclosed, or as a tonneau windshield when open.

The new "all-weather" phaeton are stated by the company to be attracting a large following because of their combining an entirely new body model with features that are eminently practical. They have the full seating capacity for five passengers. The top, including the back and rear quarters, is of Burbank material. It can be quickly lowered and folds compactly into an envelope of the same material. All door windows drop flush with the moldings when the phaeton is used as an open car.

Reflecting largely the increasing prosperity of the country, the Cadillac company's sales of these Fleetwood hand-tailored cars is today ten times what it was three years ago, and the demand, which originally was confined to the large metropolitan areas,

## How One Salem Firm Welcomed Returning Drum Corps



When the American Legion Drum Corps from Salem came home last Tuesday loaded with laurels and honors won at the national convention in Texas, the enterprising and loyal firm of Smith and Watkins, 278 North Liberty street, told the world how to set the pace in warm welcomes. The photograph shows how they greeted the returning Legionnaires.

## AUTO LICENSE OFFICE READY

(Continued from page 13)

The case of stolen cars that are found and which have been stripped of plates and registration certificate the motor number file is brought into use to determine the owner.

**Listings in Copppp??**  
Records of all automobiles owned in Oregon since 1905 are stored with the bureau and will be moved to the new building. All listings prior to the transfer of the office from the state house to Perry street have been kept in the basement of the former building. Until two years ago the license section set up emergency offices in the representatives' chamber of the state house during the rush period at the first of the year.

Between six and seven million dollars have been handled by the license bureau during the last year, representing the fees collected on passenger and commercial machines, motor cycles and the registration of dealers, chauffeurs and private operators. Approximately 40,000 owners took out licenses to drive during 1927 and the number for 1928 is estimated to be near that figure. Annual chauffeur registrations total more than 15,000, while dealer licenses issued this year come to more than 600. The sources of fees from which the department derives its income number between '8 and 20.

Bob West, Baker county sheepman, accidentally shot himself through the body near Durkee while ejecting a cartridge from a .25-35 rifle. It is thought he will recover.

## Cost of Traffic Mishaps In United States Totals Reach Enormous Figure

WASHINGTON, D. C., Oct. 13. (Special)—During every 24 hours of 1928 an estimated average of 2,360 persons are being killed or seriously injured on the streets and highways of the United States. The estimated economic loss for the first six months of 1928 was \$350,000,000 exclusive of small property damage and insurance premiums. At the present rate of increase the "Grim Reaper" will exact a toll of 40,000 human lives in highway accidents during 1935. These figures were part of an analytical highway safety report issued today by the American Road Builders' association.

**What Do Figures Show?**  
What do these figures show? Do they indicate that the American people are becoming alarmingly careless at the wheel of an automobile or while walking upon the street? Do they mean that modern cars are too fast or too inefficient to be safely operated on our system of highways?

A careful analysis of highway accident statistics will show the latter to be largely untrue. The principal causes of highway accidents it will be shown, are discourtesy and carelessness on the part of both drivers and pedestrians. The statistics prove the following points:  
First, That the most important causes of highway accidents where motorists are principally at fault are in order of their importance—inattention, speeding,

traffic law violations and intoxication. Of the 26,618 killed in 1927, motorists were at fault in 11,765 fatalities and all but 1,832 were attributed to the above causes.

Second, That the most important causes of highway accidents where motorists are principally at fault are: children playing in the street or crossing in violation of traffic law, adult jay-walking, inattention, and confusion. Of the 11,367 deaths caused principally by pedestrians in 1927, all but 1,250 were attributed to these causes.

Third, That adverse physical conditions such as wet streets, defective roads, poor lights and narrow streets, caused by 3,586 deaths.

Fourth, That the human factor is responsible for 95 percent of all accidents.

## Wife Sues Hubby After Accident

The old story of friend wife rifling hubby's pockets during the wee small hours has been cast to the discard along with many other age-old traditions and she now openly sues him in court, says the American Automobile association.

The national motoring body pointed out that as southern woman, injured in a collision while riding with her husband in his car, has sued him for enormous damages although the man who ran into them was fined for reckless driving and has paid damages, although the man who ran into them was fined for reckless driving and has paid damages to friend husband. "In answering the suit," says the A. A. A., "the lady's spouse pleaded the marital relation as his defense."

## MILEAGE MADE BY TEST CARS

Falcon-Knight Performance Subject of Boast by Company

The outstanding performance record of eight Falcon-Knight test cars that have covered a collective total of approximately 600,000 miles in about 18 months is cited by officials of the Falcon Motors Corporation as evidence that these Knight engine sixes have been designed and built to withstand ten years of service.

The eight Falcon-Knight sixes that have been driven over every different type of highway and territory of the country and are still in operation, each being subjected to inspection from time to time. Five of these cars have traveled well over 75,000 miles and in no case have they shown appreciable wear in either the engine or the chassis, according to service officials at the company's factory in Elyria, Ohio.

A careful record of each car's performance and service is being kept, it being the aim of the company to definitely determine just how many miles these cars can travel without a breakdown. **Mileage Mounts Up**  
Assuming that the average driver piles up a total of about 10,000 miles on his car each year, Falcon executives point out that already, using the 10,000 figure as a basis, these test cars have covered as many miles as the average driver would pile up in seven or eight years.

In order to arrive at a fair conclusion, these eight Falcon-Knight test cars, which are strictly stock models employing the Knight sleeve-valve engine, are being operated in different sections of the country. This has brought the cars in contact with all kinds of weather, smooth highways, flat country, mountainous regions, desert stretches and gravel and dirt roads. Despite this, the cars have each shown the same degree of inbuilt stamina and a marked ability to continue in operation without layups for repairs or major adjustments. It is claimed by the company that this is a tribute to the long life of the Knight sleeve-valve engine and the sturdiness of the chassis.

## PRICES GREATLY REDUCED ON ALL USED CARS

- 1 Hupp 6 sedan, with leather upholstery.
- 1 Hupp roadster, just overhauled.
- 1 Hupp touring.
- 1 Ford touring.

**Kirkwood Motor Co.**  
285 Chemeketa, Tel. 811

## SUBSURFACE PROFITS



## CATERPILLAR unlocks them

Subsoiling came with the "Caterpillar" to mine deep-hidden riches for orchardist and grain grower, with tremendous power and traction to shatter stubborn hardpan deep beneath the surface, to lay away moisture for the rainless day, to speed the sprouting roots to strength, mixing organic matter with the soil, increasing humus and aeration. Now soils have greater water holding capacity where "Caterpillars" have been.

Increased yields of fruit and grain result and the sun drenched, air-slaked humus of the top soil draws upon a deep storehouse of wealth unloosed below.

**Loggers & Contractors Machinery Company**  
PORTLAND SALEM EUGENE

# DOWN THEY GO!

## Prices Slashed

# FREE TUBE

With Every Tire Purchased

**FREE TUBE WITH EVERY TIRE**

Firestone		OLDFIELD		GOODYEAR	
With Free Tube					
30x3 1/2 Reg. Cl.	\$ 7.70	30x3 1/2 Reg. Cl.	\$ 6.55	30x3 1/2 Reg. Cl.	\$ 5.98
30x3 1/2 Ex. Size	8.75	30x3 1/2 Ex. Size	7.21	30x3 1/2 Ex. Size	6.37
31x4 S. S.	13.15	31x4 S. S.	11.06	31x4 S. S.	9.85
32x4 S. S.	13.95	32x4 S. S.	11.80	32x4 S. S.	10.15
33x4 1/2 S. S.	19.00	32x4 1/2 S. S.	8.09	29x4.40 Balloon	7.16
		29x4.40 Balloon	9.65	30x4.50 Balloon	7.50
		30x4.50 Balloon	10.65	31x5.00 Balloon	11.72
		31x5.00 Balloon	13.25		
		31x5.25 Balloon	15.15		
		33x6.00 Balloon	18.45		

**Firestone—Heavy Duty Tires Without Tubes at these prices**

30x3 1/2 H. D.	\$10.80
32x4 1/2 H. D.	16.60
30x5 T. T.	19.80
30x5 H. D.	26.20
32x6 T. T.	32.40
32x6 H. D.	42.45
34x7 H. D.	60.15
36x8 H. D.	85.35

**With Free Tube**

30x3 1/2 Airway	\$4.98
29x4.40	8.16

**Oldfield—Truck Tires Without Tubes**

30x5 Truck Type	\$16.90
32x5	19.15
32x6 Truck Type	26.25

# J. W. Parker Tire Co.

264 NORTH HIGH PHONE 114

Tire Repairing—Vulcanizing—Car Washing—Greasing—Storage