

# OURS EUROPE IN MOTOR CAR

### California Man Tells of His Experiences Abroad in Pontiac Sedan

Good news for America's thousands of motorists who are planning to tour Europe by automobile, and a vivid account of the experiences likely to be encountered here, were related recently by W. V. Clegg Butt, of Beverly Hills, who returned from a tour of ten months on the Continent.

Customs regulations—that base of the foreign traveler—need not deter the American motorist, Mr. Butt reported. "The American touring Europe by motor has little trouble with customs regulations at the various international boundaries, and receives good treatment from the officials as well as from the natives," he said. "I had to get a license at once, at the rate of five dollars for each horse-power of the car's engine. This method of taxation explains why small cars of only eight or nine horsepower are so popular in Europe. All foreign cars receive the 'QQ' international license plate, and the number remains the same for the life of the car."

### Auto On Steamship

Mr. Butt left Los Angeles last November in his 1926 Pontiac Six sedan and drove to New York, where the car was put on board the liner Olympic, landing at Southampton. Among the experiences he reported was having to pay 35 cents to have a tire pumped up, and idling along in traffic while myriads of horse-drawn vehicles and bicyclists took their time.

"In touring through France and Germany, I found that motorists here are not bothered with any speed limit," Mr. Butt said. "You may drive as fast as road conditions will permit. I made the 187 kilometers from Paris to Monte Carlo in two days, or at a rate of more than 300 miles a day.

"In England and on the Continent, gasoline, or petrol, costs about 45 cents an imperial gallon, which contains five quarts. This is because of the heavy governmental tax imposed. In one place in France I had to pay at the rate of \$1.25 a gallon.

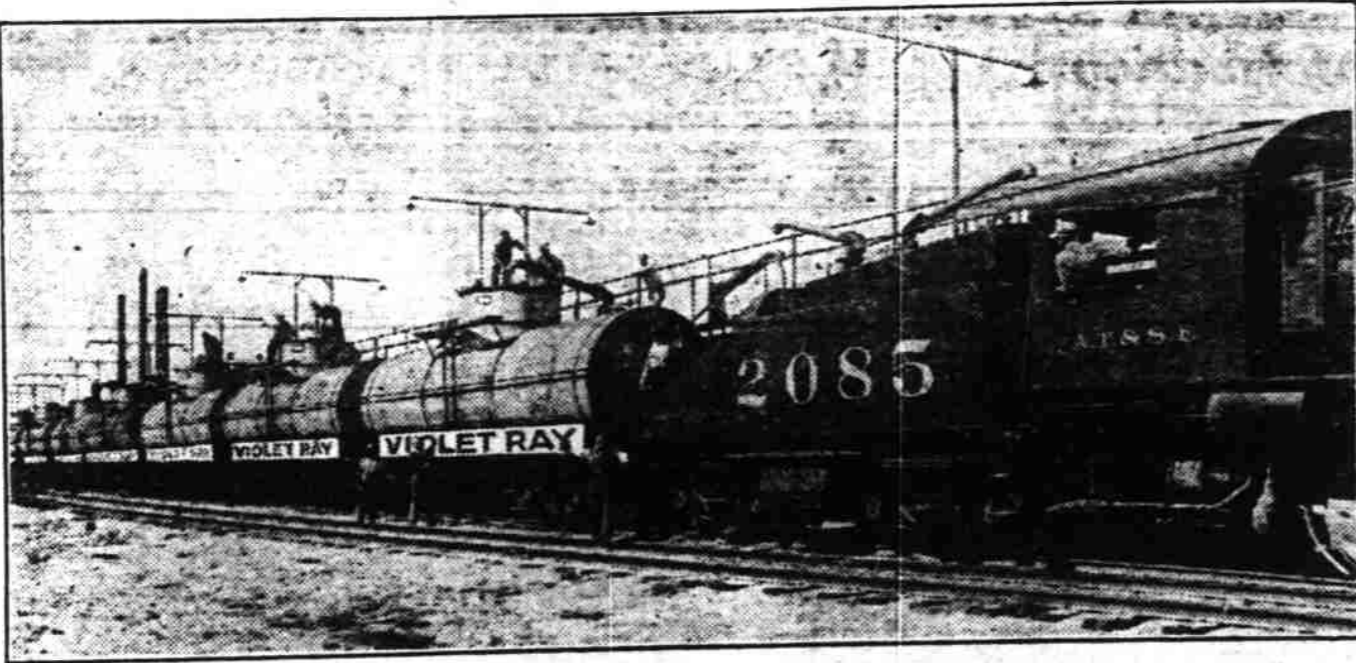
"I was quite surprised at one English garage where I had to pay one and four pence, or about 5 cents in American money, to have a tire pumped up. Even at that the pumping was done with an old-style hand-pump. There is no free air in Europe and the quality of service we are accustomed to in American gas stations and tire shops is unknown.

"Roadside gas stations in Europe are conspicuous by their absence, and sometimes you get petrol by the can and pour it in the tank yourself.

"When I took my Pontiac to Europe it had already gone about 10,000 miles. I traveled 34,000 miles more abroad, and when I took the car off the boat at Wilmington after shipping it from Chelsea, Wales, the speedometer read 104,000 miles. My driving was made pleasant by the splendid performance of the car, as it developed no mechanical trouble whatever."

While in England, Butt, who is an ardent tennis fan, was one of the official referees at the Wimbledon lawn tennis meet in July. He officiated at a number of the matches participated in by Helen Willis, "Bill" Tilden, and the famous European stars.

# MORE THAN A MILLION MILES OF JOY FOR THE MOTORIST



ALL RECORDS for instant popularity of a motor fuel on the Pacific Coast have been broken by Violet Ray gasoline, the new antiknock product of the General Petroleum Corporation. According to company officials, every facility of their organization is being strained to the utmost to keep distribution of this new, violet-colored gasoline on an even footing with the unprecedented demand from every territory.

Though the shipment pictured here will provide more than a million miles of carefree motoring, it is just a portion of one day's output from the Vernon refinery, at Los Angeles. Other distributing centers also are working overtime to maintain adequate supplies of Violet Ray gasoline in more than 5,000 independent pumps scattered throughout Washington, Oregon, California, Arizona, Nevada and British Columbia.

# Careful Driving Is Good Business, Federal Chief

"It is estimated that three billion dollars have been invested in the highways of America," says Mr. Martin L. Pulcher, president of the Federal Motor Truck company of Detroit, Michigan. "Having been paid for by taxes from the people, these thoroughfares belong to the masses, and each individual should realize that he has no special privilege on any main road's fellow-man is more than a mile of it."

Courtesy and consideration mark of civilization. It is a necessity in this busy and crowded world. Rounding curves more slowly, waiting until the hill is climbed before passing a slower-moving vehicle, signaling "the other fellow" your intended maneuvers, and being on the alert for highway eccentricities will reduce the hazards of highway travel and the shameful loss of life and property.

**Truck Driver Reformed**  
The truck driver who of old was recognized as the stubborn dictator of the road, ruling supreme in his safely housed steel cab with his massive machine which could not be seriously injured by a passenger car, respects the law and the courtesy of the road today. His employer has impressed upon him that careful and considerate driving is good business. He has been made to realize his moral obligation to his fellow-man, and that the reputation of his firm depends smoothly. There is no room on

the road today for the stubborn driver or the reckless driver who always is willing to take a chance at the expense of other motorists. Swallowing one's pride now and then is much better than spending several months in the hospital.

"Whether you are a motorist, a bus or a truck driver," Mr. Pulcher concludes, "be careful, if for no other reason but for the fact that it is good business."

# Actions Of Horse Implicate Driver

Just as a motorist must be liable for the driving of his car, the owner of a horse is held responsible for the actions of his animal, according to the American Motorist, official publication of the American Automobile Association.

The A. A. A. publications says: "Merely because a horse is a fool and not in possession of his due allowance of horse sense in no wise relieves his owner of responsibility for damages caused by the four-legged fool."

"All the foregoing was decided not long since in a southern court, where the owner of an automobile sued the owner of a horse which, while being driven by its owner, backed into the plaintiff's car. The horse owner asserted he was not liable because the animal's antics were the result of an inherent nature! The court, however, held otherwise, thus showing once more that the horse, more or less sadly—as you will—is no longer king of the road."

The body of John Chamberlain, 70, Sherman county rancher, was found on a farm near Wasco. He had been suffering from heart trouble.

# ZOSEL TALKS ABOUT TIRES

### Visit to Seiberling Factory Made by Salem Man Who Tells Impressions

American business stands today on the threshold of an era of protected buying. It is only a matter of time now until every manufacturer who has entire faith in his product must prove his faith by protecting the buyer.

This is the belief of Walter Zosel, of the Zosel's Tire Shop, distributors here of Seiberling All-Tread tires, who has just returned from a visit to the Seiberling factory.

"The number and diversity of products offered for sale today is so vast that you and I can't know enough about most of them to pick and choose wisely," he declares. "Not one person in a million knows how to judge a sound tire, for example. Yet 20,000,000 of us have to buy them."

"That protection for the buyer is thoroughly practical has been amply proven in our own experience. Every buyer of a Seiberling All-Tread is protected for a full year against all road accidents to his tires. Under the Seiberling tire protection plan, a nationwide service network of 5,000 Seiberling dealers from Maine to the Golden Gate is at the disposal of every Seiberling user. Any injury to his tires, no matter where he is, is repaired free of charge and at once by the nearest Seiberling dealer. If the accident is beyond repair, he gets a new tire at the first month of use, at two-twelfths if it happens during the second month, etc. In other words, he pays only for the service he gets out of a shoe."

"The car owner of Salem who rides on Seiberling All-Treads doesn't pay a cent for tire upkeep—no matter how many thousands of summer miles or how many gruelling winter miles he motors. The claims for Seiberling All-Treads are backed by absolute protection on a nation-wide scale."

# Detour Markers Show Progress

Detour signs, generally looked upon by the motorists as the greatest annoyances of motoring, should be listed today as "signs of progress," according to the National Touring bureau of the American Automobile association.

"While it is true that several years ago the nation was infested

with detour signs because the main roads were in bad condition, this does not hold true in 1928," said the National Touring board. "Today they mean, in the majority of instances, that construction is underway and better roads will be found for those traveling in the future."

As an example of this, the national touring body pointed out that in June of this year there were 561 highway detours in the area east of the Mississippi and north of the Ohio rivers, the majority at points where new construction was under way.

"The marked increase in the number of highway detours indicates that there is a marked degree of increased activity in the work of improving our main roads, but at the same time, this increased activity makes it imperative for the car owner to secure up-to-the-minute road information in advance of touring," says the touring bureau of the national motoring body.

# WINTER, SUMMER GASSES DIFFER

There is a distinct difference between "summer" and "winter" gasoline, the former being less volatile than that sold during the colder periods of the year, according to the research department of the American Automobile association.

However, the gasoline marketed during the past summer was more volatile than that sold during the summer of 1927, says the statement of the A. A. A. research department, which is based on a survey of the bureau of mines, Department of commerce.

During the past nine years the bureau of mines has made semi-annual surveys of the gasoline marketed in the United States. These studies have been made in cities chosen as representative of the more important marketing territories.

The A. A. A. statement says: "In the past there has usually been a distinct difference between 'summer' and 'winter' gasoline, that marketed during the summer being less volatile than that sold during the winter. During several years this difference was very small and was confined to the lower end of the distillation range. This summer the average figures indicate a decided return to the sale of a less volatile summer-grade gasoline, the change being especially evident in the samples from New York, Washington, Chicago, New Orleans and St. Louis. A study of the individual analyses, however, shows a general tendency toward the marketing of a standardized product, as individual variations from the average are small."

# MANY TYPES OF CAR BEING MADE TODAY

### Motor car purchasers today should have no difficulty in finding the automobile precisely suited to their taste and pocketbook.

Motor car purchasers today should have no difficulty in finding the automobile precisely suited to their taste and pocketbook, with 765 types offered by the manufacturers at prices ranging from \$385 to \$12,500, according to George O. Brandenburg, secretary-manager of the Oregon State Motor association, in making public figures issued by the Research Department of the American Automobile association.

Discussing these figures, Mr. Brandenburg points out that never before has the American public had placed before it such an

amazingly complete array of automotive products and such a comprehensive list of price classes. "One hears much talk," says Brandenburg, "of standardization which, we are told, will wipe out all opportunity for individuality. With 765 car types available, the 'monaco' seems pretty remote. Obviously, a person's taste would have to be extremely, even radically, individual if it would be impossible to satisfy it among all those models.

After all, morals are largely a matter of fashion. The ban has been put on cock-fighting as a cruel sport. Two cocks may not bloody each other's heads, but two men in the prize ring may do so while we shout our applause and admiration.—Forest Grove News-Times.

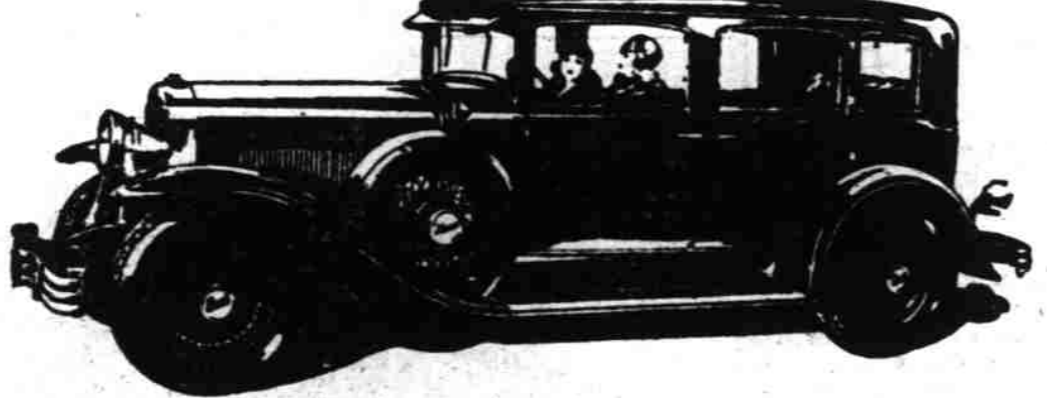
## When She Gets Acting Up

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Never before in the history of motor car manufacture have the motorists of America welcomed any new automobile as they are welcoming the Silver Anniversary Buick with new Masterpiece Bodies by Fisher!

Sweeping into the market at a time when motor car lines were practically standardized—when imitation was destroying individuality—these epic Buick creations introduced an entirely new mode—

A mode of body-symmetry—of size and magnificence—of soft contours instead of straight lines—of embossed side and hood panels involving the most costly steel paneling work employed on any car in the world!

And as the weeks have passed—and the full significance of Buick's achievement has become apparent to the public—enthusiasm for this car has swelled and grown to unprecedented proportions!

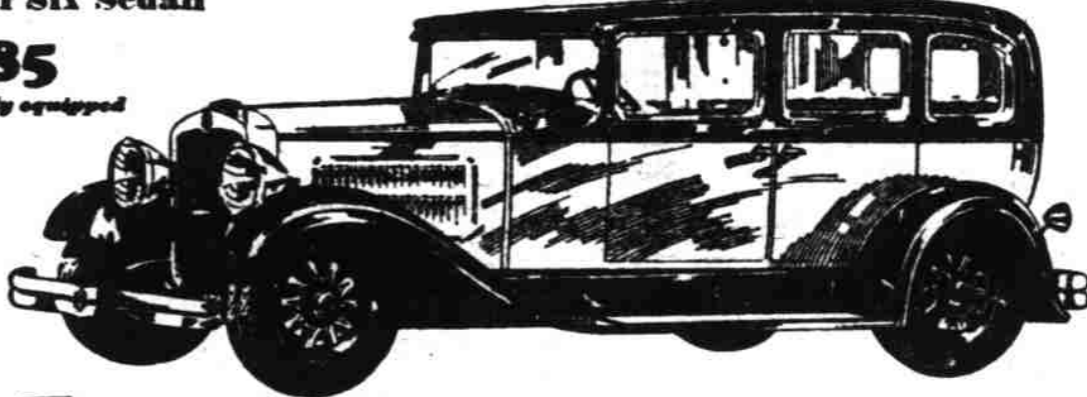
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—Or one that is as smooth and quiet at every speed, clear up to the top—

—Or one that needs so little gasoline.

Twin ignition combined with high compression in the valve-in-head motor produces more power, more snap, more speed,

using ordinary gasoline, and less of it. Before you buy your new car, come in. We'll give you the key to a Twin-Ignition Motored "400". You take it out, and take a ride. That's all we ask!

\* In the first three months following the "400" introduction "400" sales were nearly 75,000 cars, 14,000 more than the total of the best previous July, the best previous August and the best previous September in all Nash history.

Cabriolets, Victorias from \$1080 to \$2040 Delivered 9 Sedans from \$1085 to \$2265 Delivered—8 Coupes,

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Twin-ignition motor	Houdaille and Lovejoy shock absorbers (exclusive Nash invention)	Salon Bodies	Longer wheelbases
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High compression	7-bearing crankshaft (yellow crank pins)	World's easiest steering	Exterior metal-work chrome plated over nickel
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