

## Salem Ideally Situated For Delightful Trip to Real Scenic Wonerland

Many Loop Drives for One Day or Over Week-End Open  
To Motorist Throughout Most  
of The Year

By I. P. PRESCOTT

SALEM is at the center of a highway system offering many opportunities for loop routes by which motorists may make afternoon or week-end trips, covering but little of the road twice. Loops to points of interest with the center at Salem vary in length from 40 miles. Seashore drives and loops to snow-capped peaks are readily accessible throughout most of the year for short or long drives. Many short routes in the Willamette valley present themselves for a pleasant Sunday afternoon drive to Portland, Newberg, McMinnville, Corvallis, Eugene and towns in the foothills of the Cascade range. Hard surface roads are to be found on all the valley, mountain and coast loops with the exception of one.

### Heard Along Auto Row

**Goes North**—George Vick is on a business trip in Tacoma and Seattle this week-end in the interests of the Oakland All-American and a fox raising business. Mr. Vick left Saturday morning and will return "in time to vote."

**Representative Visits**—Jeff Avery, Pacific coast representative of the Packard manufacturers, was a visitor in Salem Thursday. Sales have been good this season throughout his territory, Mr. Avery reported.

**Attend Halloween Party**—Douglas McKay and Ray DeMeritt went to a Halloween party given by the Francis Motor company of Portland last week. Employees of the Portland firm and a few former employees attended.

**In Portland Today**—L. D. Lambeth, Salem Hudson-Exess dealer, is visiting in Portland today.

**Fishing on Big Elk**—Harry Edwards, shop foreman of the Alfred Billingsley agency here, is in the Big Elk country fishing for trout this week-end.

**Panel Jobs Arrive**—A shipment of panel jobs has been received by the Valley Motor company. Bodies for both truck and passenger car chassis will be available in the standard commercial jobs.

**Sales Reported**—Douglas McKay Chevrolet company, reports 74 unit sales for October. Thirty-three were new cars.

**Cadillac Representative Visits**—Carl Evans, district representative for the Cadillac Motor Car company, was a visitor in Salem last week.

**Visits in McMinnville**—Carl Maden of the F. W. Pettyjohn company, made a business trip to McMinnville late in the week.

**Great Interest Shown**—The new Oakland All-American has been drawing many visitors to the Vick Brothers show rooms. Eight units in the new model are on display and several are out on demonstration.

The automobile dollar is worth \$1.07, and the cost of living dollar worth 61 cents, compared with 1917, according to the Oregon State Motor association.

found in Marion county. Good gravel and paved roads connect all the small towns of the district around Salem. The Silver Creek falls loop being one of the latest additions. This drive covers approximately 50 miles.



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### He Sells Tires



**FRANK DOOLITTLE**  
Who recently purchased G. W. Gray's tire and auto accessory business at 294 North Commercial street. Mr. Doolittle also operates a super-service station in Corvallis and will handle Goodyear tires there and at his Salem establishment.

### Fatality Ratio Lower In 1927

There were 13,388 more motor vehicle fatalities in 1927 than there were in 1917 according to A. E. Shearer of the Oregon State Motor association. In 1917 the number of fatalities was 9,097 and the motor vehicle registration was 5,104,321, making 178 deaths per 100,000 registration. In 1917 there were 22,485 motor vehicle fatalities and the registration was 23,133,241 with 97 fatalities per 100,000 registration.

57 per cent of automobile accidents are due to the collision of automobile with pedestrians, according to the Oregon State Motor association. There were 71,891 automobile accidents in New York during 1927. 41,551 of these accidents, or 57 per cent, are recorded a due to automobile collisions with pedestrians. The figures for New York State are regarded as typical for the country.

## NASH PLACES FIRST IN SIXES

New "400" Breaks All-time  
Records of Company for  
Consistent Demand

KENOSHA, Wis., Nov. 3—Official automobile registration lists, received from eighteen state departments and covering the sale of cars during the late summer and early fall period in all sections, indicate that universal appeal of the famous "400" series models has swept Nash to first place in the six cylinder motor car field in many of the principal motoring centers of United States, and in several instances has brought Nash to the coveted third place among all motor car registrations for nine months in 1928.

Sales department officials announced today that company records for all time have been broken by the unprecedented and consistent demand for these new type automobiles and cited the registration standings issued in the east, south, north and middle west to show Nash leadership in the highly competitive six cylinder field, and the interesting changes that have occurred in the automobile industry sales race since introduction of the "400's" late in June.

**Ranks High in East**  
From New York's metropolitan district, and many counties in Pennsylvania and Massachusetts, in the east; the Carolinas, Tennessee, Florida and Arkansas, in the south; Illinois and Wisconsin, in the middle west; Minnesota in the northwest; and the Dakotas, Montana, Wyoming, Washington, Oregon, Kansas and Nevada in the west, comes official word that Nash ranks third among all cars registered and first in the six cylinder division, with only the low priced Ford and Chevrolet ahead during September.

In the New York metropolitan district the "400" series forged ahead of even Chevrolet for the week ending October 7, and set an entirely new merchandising pace. Here 287 Nash cars were added to the traffic streams in the seven days, while Ford registered 238.

## Popular Actor is Chrysler Fan



THE cameraman had to pursue Richard Arlen, vivacious star of the movies, a long time before he stopped long enough to be photographed with his Chrysler "70" Roadster.

In Chicago the month of September brought Nash to third place among all cars, with 705 of the "400's" registered. Buick was 4th, sixth, Graham-Paige seventh, Hudson-Essox eighth, Studebaker 9th and Packard tenth.

**Third in Oregon**  
State department lists, showing separate county registrations in the south give Nash third place among all cars sold in September in nine counties. In Wisconsin, Nash ran first in Kenosha and Racine counties, third in seven counties, and second—ahead of Chevrolet—in Warren county. Other standings give Nash third place and leadership of the entire six cylinder division in counties reporting from Pennsylvania, Minnesota, Kansas, Nevada, Wash-

ington, Oregon, Florida, Arkansas, Montana North and South Dakota, Montana Wyoming West Virginia, and Connecticut.

In order to meet this overwhelming demand, sales officials estimated today that more than 100,000 of the new "400" Series cars will have been sold by late in November, a little more than five months after their public introduction.

### 8 States Permit Doctors To Speed

A recent examination of the motor vehicle laws by the Oregon State Motor association discloses that eight states grant special concessions to physicians in regard to

speed in responding to emergency calls, which are as follows:

Arizona, Arkansas, California, Minnesota, Nebraska, New Jersey, New Mexico, Texas.

While the language of the various laws on this subject varies, the typical provision reads as follows: "The regulations with regard to speed set forth in this section shall not be held to apply to physicians responding to emergency calls."

### GROCERS INVESTIGATE

CHICAGO (AP)—Representatives of every branch of the grocery business—wholesale, retail, brokers, chain stores and the rest—will meet here October 24 to discuss unfair trade practices. Misrepresentation, an secret rebates, commercial bribery, wasteful practices, and "free deals" are on the program.

## MOTOR STAGES WINNING FAVOR

Costs of Operation Lower  
for Coaches than Passenger  
Automobiles

WASHINGTON, D. C., Nov. 3—The average cost of operating buses in the United States in 1927 was 1.1 cents per seat for every mile as compared to 2.6 cents per seat for private automobiles, according to the bus division of the American Automobile association.

The statement by the A. A. A. bus division is based on a study of motor bus operating costs of 66 representative companies which carried more than 400 million passengers at an average fare of 10.1 cents.

**Stage Mileage Greatest**  
Fares constituted about 95 per cent of the total revenue of the average company in this group, while it paid 8,700 for its insurance, and almost \$37,500 or 1.6 cents per bus mile for taxes.

"Although bus transportation is in its infancy, with the average age of these 66 companies at four years," it is stated, "the miles of route covered by the common carrier motor bus exceeds by five per cent the route mileage of the railroads and by 463 per cent that of the electric railways."

The A. A. A. bus division says this tremendous and sudden popularization of the bus which has been due to an increasing demand for public conveyance by automobile, has led to a wide-spread need on the part of operators, manufacturers, financiers, as well as regulatory and legislative bodies, for data on the costs of operation. The statement by the bus division continues:

"Steady progress has been made in adapting the motor bus to the transportation needs of the country. Bus registration has reached

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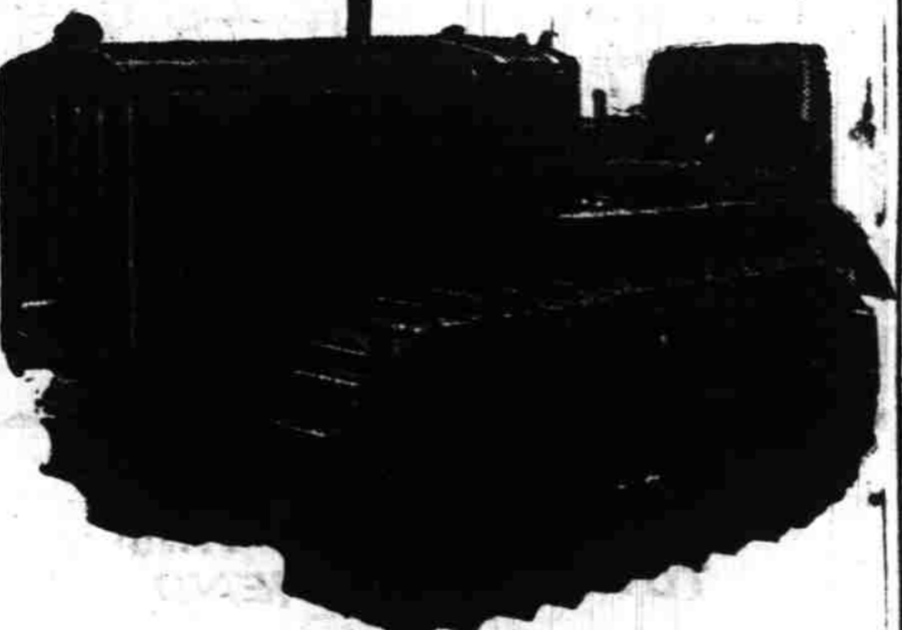
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