

MEYER GIVEN RACING CROWN

Holder of World's Speed Record Placed Second in A. A. A. Rating

WASHINGTON, D. C., Nov. 10.—Louis Meyer, a virtually unknown racing driver until he won the Indianapolis classic in May, has jumped into national prominence by winning the American Automobile association speedway championship for 1928.

This statement was issued today by the contest board of the A. A. A., on the basis of total awards in the major events run under the sanction of the national motoring body, which supervises and regulates official racing in the United States.

At the same time, the A. A. A. announced that Ray Keech, of Philadelphia, who captured the world's speed record from Capt. Malcolm Campbell at Daytona Beach, was second place on the championship list and Lou Moore, who placed second at Indianapolis, was third.

Meyer accumulated 1,596 championship points for the year, while Keech won 915 and Moore 406.

The A. A. A. contest board pointed out that in winning the 1928 championship, Louis Meyer takes the speedway crown from



New Senior Six Landau Sedan

ORIGINALITY and proportion in body lines mark this landau sedan as the most impressive car in the Senior Six line recently announced by Dodge Brothers, with its long sweeping appearance, fabric rear quarters with landau top iron, and welled front fenders. Interior appointments give the impression of custom coach work. Standard equipment includes front and rear bumpers, trunk rack, two spare wheels with tires.

the head of Peter DePaolo, who won it both in 1925 and 1927.

A product of the Pacific coast dirt tracks, Meyer won the acclaim of speedway fans at Indianapolis when he drove the entire distance of 500 miles without relief. He was also successful in winning the Altoona event on August 19 and annexing second place at Salem, N. H., on July 4.

The contest board said that Keech, who drove over the sands of the Florida resort at 207.55 miles per hour in capturing the world record for one mile, was a consistent performer all season. He won the championship events

conducted over the dirt tracks, at Detroit and Syracuse, placed first at Salem on July 4, won fourth place at Indianapolis, and finished sixth at Altoona, August 19.

All of the existing 91.5 cu. in. ears remained intact with the exception of a new 100-mile record established by Keech in a non-championship event over the Atlantic City speedway on September 16, when he averaged 131.805 miles per hour for this distance.

Championship races upon which the basis of the American Automobile association award was made, were held over the famous

brick track at Indianapolis on May 30, the Detroit one-mile dirt track on June 10, the Salem board speedway on July 4, the Altoona board speedway on August 19, the Syracuse one-mile dirt track on September 1, and the partly finished event at Salem on October 12.

Winners of the A. A. A. speedway crown for the past ten years are as follows: 1918 Ralph Mulford, 1919 "Howdy" Wilcox, 1920 Tommy Milton, 1921 Tommy Milton, 1922 Jimmy Murphy, 1923 Eddie Hoarne, 1924 Jimmy Murphy, 1925 Peter DePaolo, 1926 Harry Hartz, 1927 Peter DePaolo.

CAR PURCHASERS SAID MOTOR-WISE

Automobile salesmen as well as service managers, declare that the great majority of the car owners of today, as well as the car buyers, can no longer be classed as ignorant of automotive mechanics. In this connection service man-

agers state that in most cases where a car is brought in for adjustments or repairs, the owner is able to advise the mechanics of the probable seat of the trouble, thus aiding the service men in a speedier "diagnosis" of the car's ailments.

This same knowledge holds true in the case of most car buyers, automobile salesmen say. As a rule, the prospective buyer is well acquainted with the features of a car, its outstanding qualities, its performance rating and its

general reputation in the automobile field.

In the case of the new Whippet Six which was introduced by the Willis-Overland company about six months ago, following more than a year of exhaustive tests and experiments by engineers of the company, it is pointed out that in most cases buyers had previous knowledge of the car's ability and its mechanical features before calling at the dealer's showrooms. "They knew it was the lowest priced six cylinder car in the

world and that it was equipped with a seven-bearing crankshaft—a feature which heretofore has been employed only in sixes selling in the higher price range. A leading salesman with the Willis-Overland organization recently, while discussing the present "motor wise" public.

Frank Holman, born at Dalles 55 years ago and a resident of Coos county for 43 years, died suddenly at a Marshfield hospital following an intestinal operation.

Not One American Car...

The following statement is based on figures obtained from thoroughly reliable, disinterested sources. It gives the names and relative standing of the four longest-lived American cars. There is a difference between automobiles of various makes. One of the greatest differences is in lasting quality and in all that it means to the owner's purse.

Lasts As Long As REO Not One

We could hardly believe the figures when they were first brought to us.

It did not seem possible that the Reo, always a moderate priced car, could outlive even the costliest creations of American automobile manufacturers.

So we had the figures checked again. And again—and yet again.

After all the checks had been made the amazing facts remained unchanged.

The four longest-lived cars

Reo automobiles have a longer average life—a much longer average life—than any other American automobile.

Second to Reo in average length of life are the big Pierce-Arrows.

Third are the Cadillacs.

Fourth are the Franklins.

These four makes of automobiles, and these four only, have a proved average life of more than eight years.

The cars whose records were compared

Reo, Pierce-Arrow, Cadillac, Franklin, Stearns, Locomobile, Stutz, Paige, Kissel, Marmon, Chandler, Velle, Buick, Case, Dodge, Packard, Hudson, Hupmobile, Davis, Willys-Knight, Jordan, Studebaker, Peerless, Auburn, Nash, Overland, Oldsmobile, Oakland, Chevrolet, Moon.

A number of American built cars are missing. Some of these are cars whose production has been so small that registration figures are not obtainable. The others have not yet been tested by the years, or are no longer built.

The test

The only way to judge the life of the



YOU MAY TRY THE 1929 REO

There's a new Reo Flying Cloud of 1929 here for you to test. Try it out in every way you wish. Let it tell its story to you in its own sweet-running way. Perhaps you're the right kind of owner for this car—if so, you'll know it the minute you try it out. The more miles you cover, the more sure you'll be that this Reo Flying Cloud of 1929 is your car.

Mr. Smith who has driven and demonstrated the leading makes of cars for years, says there are none like the Reo. "Why do I say this? Why do I compare this Reo Beauty with 4,000 cars? Because it's vibrant life justifies such a comparison. Because it has answered to my every request. Because it performs with and surpasses these others."

You are invited to drive and get acquainted with our Reo. The soft purring of the motor will tell you—"Keep me, mister, keep me, I'll perform after all other cars have quit. I'll go faster and over faster and never stop. I'll beat them in traffic. I'll beat them on the straightaway. I'll be your pal, your friend, your slave. Take me! You need me and I need you."

WHAT THIS MEANS IN DOLLARS TO YOU

1—It means that repair and maintenance costs are low or Reos could not be kept running so long.

2—That you ride carefree, economically and comfortably because the engineering which gives Reo long life must provide a gain against wear, against breakdowns, for low operating costs, and for protection against jolts and jars of the roads or Reos would not last.

3—That Reos hold their appearance for so long that buyers keep them year after year... no car whose frame will sag, whose upholstery and fittings deteriorate rapidly would be in service so long.

4—You can buy long life at a moderate price.

5—This long life means that Reo cars cost very little in depreciation because their cost is spread over so many years.

6—That re-sale prices of Reos are always higher than the average because there are so many thousands of unused miles left in them.

average car you or anyone else may get, is by the life of ALL the cars of each maker.

Take the total production of passenger cars for each make for the last eight years. Compare these figures with the number of cars of each make registered on December 31, 1925, as compiled by R. L. Polk & Company, automobile statisticians.

This method eliminates statements of opinion, protects buyers from making sense of a few cars out of hundreds of judgments—cars often driven by mechanics or dealers and repaired or rebuilt at any cost.

How they rank, in actual figures

On December 31, 1925, there were 24.9 percent more Reo passenger cars registered than have been built in the entire last eight years.

Or, in other words, Reo had 124.9% of its last eight years' output in registered use.

The only other cars having more than 100% of their production registered were: Pierce-Arrow with 101.1% more, Cadillac with 8% more, and Franklin with 4.9% more.

Remember the respective costs of these cars and then again compare the records.

Reo 124.9%	Pierce-Arrow 110.1%
Cadillac 108%	Franklin 104.9%

Tested for nine years or seven years, Reo retains its leadership. And it is significant that, in this long life league, Reo's constantly improved construction has greatly increased its lead over other cars in its price class.

Reo Sales and Service

339-347 N. High St., Between Center and Chemeketa

Telephone 975

Salem, Oregon

Reo Motor Car Company, Lansing, Michigan

The West Demanded a NEW Type Tire



—here it is— The Good New CTC

The good new CTC tire is here. After months of development and actual road testing, the good new CTC tire is offered the motoring public. It is built by hand for long wear and dependability.

The carcass is heavier; specially selected, heavy-weight cord ply; massive, tough side-wall construction; and only the finest compounding materials are used in its manufacture. A completely new, re-designed tread to insure a non-skid, long-wearing surface is also a feature of the good new CTC.

No time or expense has been spared in preparing the good new CTC tire for the market. It is manufactured to withstand the heavy demands of western travel. And it carries a warranty which guarantees it against defects in material and workmanship, for the life of the tire.

Examine the good new CTC at your first opportunity. Plan to equip your car all around, also using the new CTC tubes. For CTC means, now more than ever,...

"Consistent Tire Conservation"

The Good New



TIRE

Attention Dealers Some CTC Dealer franchises are still available. Write CTC Tire & Rubber Co., Portland, Oregon, for information.

CTC TIRE & RUBBER CO., 477 Court St. Salem, Ore.

Factory & General Offices, Portland, Oregon