

RESORT MUCH NEARER BY THE COAST CUT-OFF

Dallas Coast Cut-Off Shortens the Distance to All Tillamook Resorts

The Dallas coast cut-off shortens the distances to all Tillamook county resorts by ten miles. The road is in good shape and the distance from Salem to Wallace bridge where the cut-off joins the McMinnville Tillamook highway is just 30 miles. The road starting from Dallas is all clearly marked with A. A. A. signs.

A few weeks ago we told of a trip around the loop by way of Hebo and Newport, covering a distance of 218 miles in a one day trip. The farthest point south visited was Newport which is just an even hundred miles from Salem. Now, let us take you to the north end of Tillamook county to Mt. Neah-Kah-Nie, (some 115 miles from Salem). From here, one may look south for a distance of several miles. On the road which is still in the course of construction around Mt. Neah-Kah-Nie to Cannon Beach, (some 800 feet above the breakers), one can see Neah-Kah-Nie Inn below with a broad stretch of beach extending down by Manzanita to the jetty at the mouth of the Nehalem river; then across the river one's eye can follow down along the shore line and easily make out Lake Lytle hotel and Twin Rocks which is just south of Rockaway. Inland, one can see the Nehalem bay with Wheeler and its lumber mills across on the other side. It is truly a most wonderful view from this point.

At Neah-Kah-Nie Inn, we found S. G. Reed working with his tractor improving roads along his property. Mr. Reed was formerly county commissioner and although not in office at the present, he is very much interested in the development of roads and especially in the completion of the road around Mt. Neah-Kah-Nie. He claims that his interests are not selfish, but that the completion of this road will help all of Tillamook county and bring people down from the north.

At Manzanita, we were welcomed as friends who had been absent for years. Somehow one leaves this resort with a feeling that he wants to come back because of the wonderful hospitality of the people there. It adds so much to one's visit to this delightful resort. Ben S. Lane, who was born and raised at Manzanita and Mrs. Lane who has been helping to develop Manzanita for the past seven years, are most cordial people.

Rockaway, which is one of the older beaches is developing fast. At the north, the Lake Lytle hotel operated under the management of Mr. and Mrs. George Walt, (Salem people) offers ideal accommodations. The Rockaway natatorium which is being improved by Mr. Frank Finney, gives untold pleasure to bathers during the summer season. Many new cottages are also noticeable in Rockaway and with an excellent road, this resort is now less than 100 miles from Salem (by way of the Dallas and Wallace bridge road).

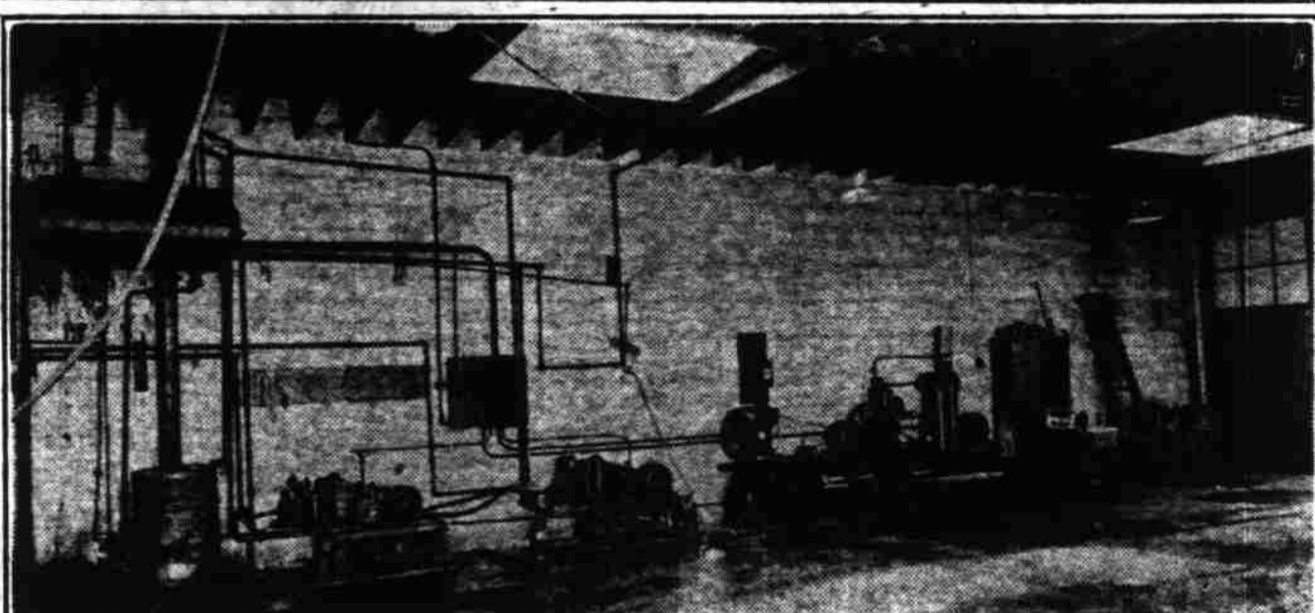
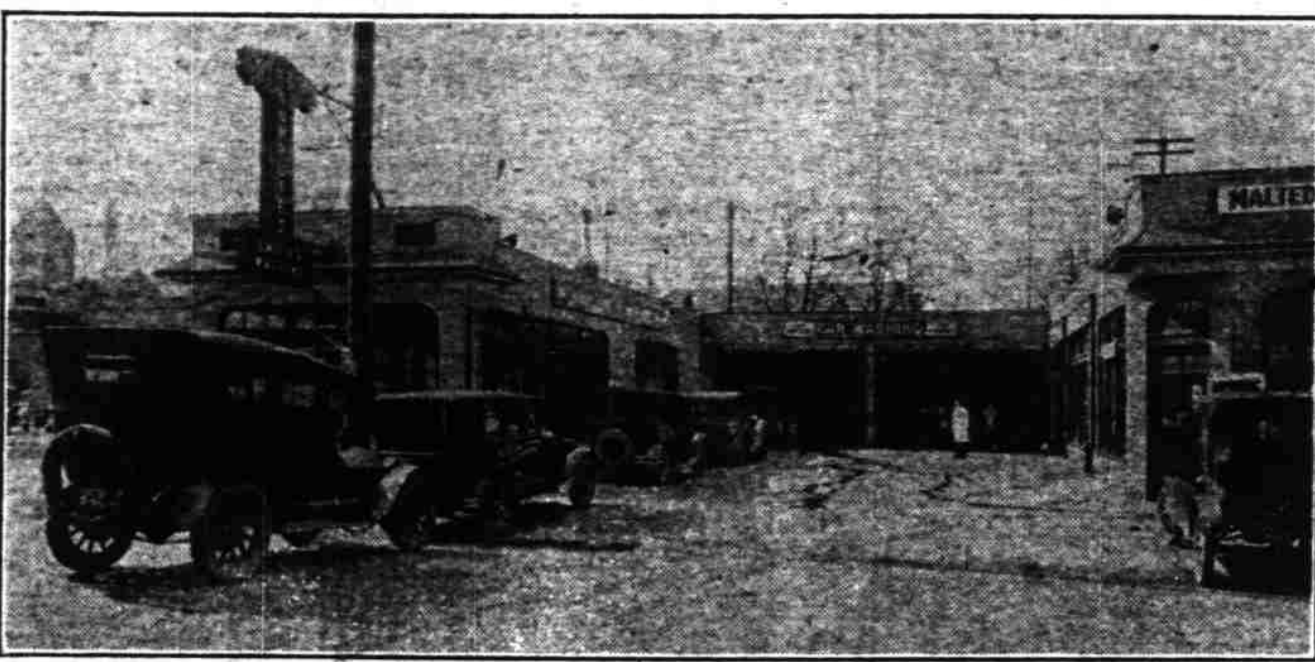
Bar View, Oceanside, Netarts, and Happy Camp, all show improvements and all are better equipped to take care of the summer business.

Tillamook county as a whole seems to be in good shape for the coming season. The last report of the Tillamook banks shows deposits to the amount of \$1,954,504.50.

PARTS SALES WANE

Studebaker sales of repair parts per car in use have declined from \$12.41 per car in 1922 to \$7.49 per car in 1928.

PICTURES TELL AUTOMOBILE WASHING STORY IN DETAIL



There is considerable more to washing automobiles than one would think. In an interview with "Jim" and "Bill" of the firm of Smith and Watkins the complete procedure is described and the pictures tell a story too.

An attendant receives the car and takes the order. It is then turned over to an experienced service man who checks the tire pressure and sees that each tire including the spare has the proper amount of air. The battery is examined and water is added. A

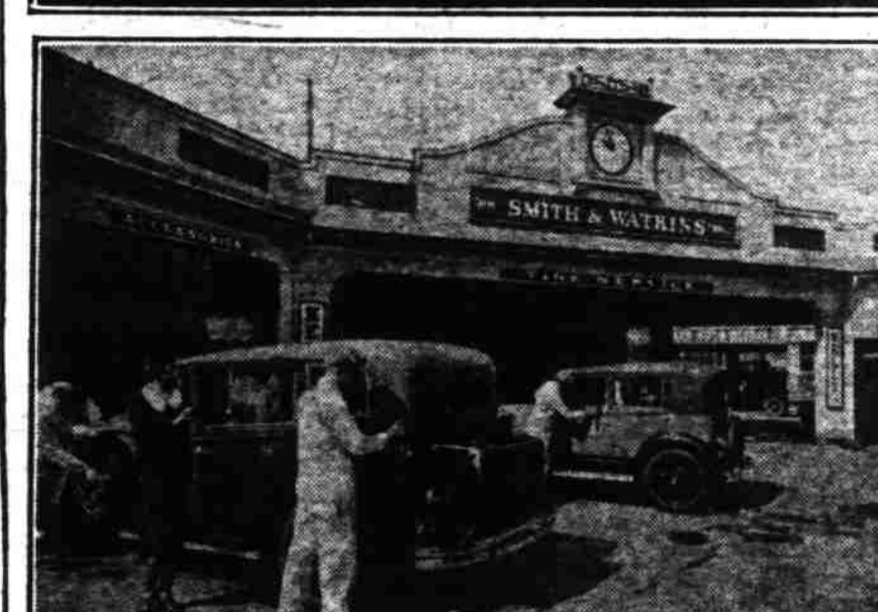
reading of each cell is taken for the customer. The first picture here shows the line of cars turned over to the washing department waiting their turn to go through. The next picture shows the next step, that of cleaning the inside of the car, the scrubbing of the floor mat and the scrubbing of the running boards.

Next the car is moved to the hoist where the chassis is thoroughly cleaned, with high pressure guns. All dirt from the running gears and underneath is removed. This

part of the job while not generally appreciated is one of the most necessary and carefully done operations in the system. After the road accumulation of old grease is removed the lubrication fittings are in condition to receive good clean lubricant which is of great benefit in prolonging the life of the wearing parts of the car. Then the car is moved forward to the next operation which is the washing of the body and top. This part of the job requires extreme care and the very best of material to

protect the paint and fine finish of the car. The last operation is the chamfering of the windows with a special glass cleaner.

What is generally referred to as polishing is quite often misunderstood by the motorist. To properly polish a Duco or baked enamel finished car after it has been washed the road film which has been removed. This is done by a rubbing process with a specially grinds into the finish must first be prepared. Duco cleaner requiring several hours time. After the finish is thoroughly cleaned then several applications of a wax to maintain and preserve them is applied. This process keeps the original factory luster for several months if proper care is taken



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when washing the car in the future.

The engine or motor cleaning which is a separate operation requiring still more and different equipment is quite a worth while job in itself. The grease and old oil accumulated there is quite often the cause of motor fires. Also soiled clothing resulting from minor adjustments made necessary while enjoying a pleasure trip.

The work as a whole, according to "Jim" and "Bill" requires considerable skill and all employees who do this work are experienced and know their special work. With the equipment and amount of help only about 30 minutes time is required for a car to go through the washing department.

New Viking Winning High Praise From Public in Its First Month of Viewing

Weighed on the scales of actual sales, the new Viking, the 90-degree, V-type eight cylinder companion car to the Oldsmobile Six is being accorded an unusually favorable reception by the motoring public, according to reports from Oldsmobile-Viking officials. Orders so far received are greatly in excess of the most optimistic forecasts.

Within a week of the initial showing of the new Viking, telegrams were being received from dealers in every section of the country increasing their original orders and requesting early deliveries to fill retail orders on hand. Many of these retail orders had been placed without even a demonstration ride in the Viking, dealers report.

This exceptional reception of a new car by the public is believed due to the fact that the Viking is sponsored by General Motors and is being manufactured and merchandised by the Oldsmobile division.

WESTERN AUTO HAS GOOD EARLY SEASON
Outstanding Value
Through maintaining an open minded policy in every respect and closely following the public desires, General Motors has built up a large following throughout the world. Its products have become recognized as presenting outstanding values in their respective price classes.

During the past few years the Oldsmobile division has steadily been winning new and increased public favor, particularly since the introduction of the present Oldsmobile Six in January, 1928. This public acceptance of General Motors and Oldsmobile is reflected in the favor accorded the new Viking.

An interesting feature of the public reception accorded the Viking has been the receipt of congratulatory telegrams from numerous business men and bankers throughout the country who had inspected the new car at their local dealer establishment.

Both the appearance of the Viking and the new engineering characteristics displayed in its design have been accorded unstinted praise, according to the telegraphic messages received at the factory.

Many of these messages express astonishment that the engineers have been able to incorporate in the Viking all the advantages of the 90-degree, V-type engine and at the same time introduce a high degree of simplicity and accessibility. It was remarked that the Viking brings a new phase to automotive design without being in any way radical.

In view of the exceptional demand for Vikings, production is being increased at the factories in Lansing, Mich. At the same time the production of Oldsmobiles is being continued at the peak to meet requirements. Officials said that the April production would be materially greater than that of any previous month in the company's history.

Our service policy and guarantee of satisfaction are two of the outstanding features that prompted automobile owners of the West to buy more than six million dollars worth of these popular makes of tires during the past year. Tires purchased at our stores are installed free of charge and serviced through any one of our more than 150 service depots.

Another factor that contributes to our large volume of sales is our liberal adjustment policy. Western Auto tires, like all other merchandise sold by our company, carry the full guarantee of complete and lasting satisfaction.

With Western Giant or Wear-well tires on his car, the automobile owner can start out on a vacation trip and leave all of his tire worries behind as he has the guarantee of satisfaction and service of the world's largest accessory concern to insure his freedom from tire troubles.

Heard Along Auto Row

Byron Wright, for the past four years sales manager for the Valley Motor Co., has bought the Ford agency in St. Helens from the Duncan Motor Co., and will take possession the first of this week.

Mr. Wright is well known in Salem, having come here in 1919 to accept a position with the Valley Motor Co. He also was employed by Vick Brothers for a number of years.

Oscar Lapham, formerly a road man for the Ford Motor Co., will take his place as sales manager for the Valley Motor Co.

W. S. Urey, territory representative for Wentworth and Irwin, the state distributors for Nash cars, spent several days in Salem this past week.

W. H. Fitzgerald reports that the Plymouth Demonstration Week just concluded has been most successful. He also states that there has been an increase of over two hundred per cent in Plymouth and Chrysler sales since last April.

John M. Krog, manager of the Packard Service and Sales Co., is spending several days in southern Oregon on business.

Elmo Bennett, formerly agent for Hudson Essex Motors in Dallas, has accepted a position as manager of the Used Car department for the State Motors Inc.

J. H. Maden, manager of the F. W. Pettyjohn Co., spent Friday in Portland on business.

Douglas McKay spent Saturday in Portland on business.

F. W. Pettyjohn, of Eugene, was a Salem visitor on Thursday.

H. M. Price, of the Packard Service and Sales Co., has just returned from a three day business trip to Roseburg.

L. D. Lambeth, manager of State Motors, Inc., spent Friday and Saturday in Portland on business.

Miss Florence Wintermute has accepted a position in the office of the Packard Service and Sales Co.

DURANT DEALERS IN STOCK CAR TESTS

New Models to be Tried; Salem Citizens Urged to Participate

Firmly resolved to break all existing stock car records made by automobiles in the price range of Durant, more than 450 Durant dealers in the west are this week staging "Durant Record Making week." Each individual dealer is participating with specially prepared programs and the event, according to Salem Auto company,

local Durant dealer, promises to be the most successful of its kind ever held in western motordom.

An invitation to every motorist and resident of Salem to personally drive one of the new models in a test of their own selection is extended by the Salem Auto company. High gear climbs, getaway tests, speed runs over measured courses, low gear runs and other demonstrations are among the list of performances that will be staged here this week, it is announced.

As a preliminary to the dealers program a series of acceleration tests to prove the claims of Durant engineers to the sensational pickup and getaway of the 1929 Durant models, was held last week at the Western Durant factory, according to word received here yesterday.

NEWSPAPERS PRAISED

Great Value Gained by Publicity, Advertising STUDEBAKER KNOWS

The outstanding position of the American newspaper in modern merchandising is reflected in a recent statement by J. M. Cleary, general sales manager of the Studebaker Corporation of America, which has begun the greatest advertising campaign in its history. According to Mr. Cleary, more than one-half of the corporation's record breaking appropriation for advertising in 1929 has been scheduled for expenditure in newspapers.

Papers Play Big Part
"Newspapers have played a large part in the amazing growth of the automobile industry," said Mr. Cleary. "This is particularly true in the case of the Studebaker corporation, which has consistently been one of the largest users of newspaper space.

"Studebaker's new cars this year called for a merchandising campaign as up to date and modern as the cars themselves. Accordingly Studebaker became the first manufacturer to make extensive use of the possibilities of the movietone and created a sound picture which is entertaining scores of thousands of motorists.

Atlantic Race High Mark
"The climax of the movietone, which is entitled 'Champions', is the finish of the President's run of 30,000 miles in 26,326 minutes at the Atlantic City speedway.

In this run the President eight established eleven world records as well as 23 international class

CLETRAC TRACTORS CHOSEN BY COURT

Two model 30 Cletrac tractors have been purchased by the Marion county court for their use according to A. C. Haag who made the deal with the court. The tractors will be put into immediate use on the new market road projects under construction by the company.

The tractors purchased are of the second size, there being three larger sizes put out by the Cletrac company.

The county court made its decision after a thorough investigation of the tractors in the field, said Haag.

Records and a virtual monopoly of American stock car records. The reproduction in sound of the exciting scenes at the track has been called the most vivid and exciting dramatization of an automobile speed test ever made.

"Supplementing its other activities is a program of radio entertainment broadcast every Sunday evening from coast to coast over stations associated with the National Broadcasting company. This program offers modern symphonic arrangements of sprightly tunes by a 30-piece orchestra under the direction of Jean Goldkette. Within a very brief time the Studebaker 'Champions' program has become one of the most popular features on the air.

China Pheasant Flies Into Car

A china pheasant which flew through the open window of his sedan and perched on the back of the rear seat during the thirty-five mile to his home was being exhibited here Friday by W. S. Fitts. The bird will be turned over to the state pheasant farm.

TO BUILD BIG LIGHT

The government has leased land on Greenwell butte in Lane county and is planning to erect a steel tower 100 feet high upon which will be installed a revolving light of 1000-watt power.

Mexico Leaders Agree on Oldsmobile



While there may be some difference of opinion politically in Old Mexico, there is a decided trend toward unanimity in motor cars, as witness a delivery recently made by Edward Simmons, of the Cochise Motor Company, Oldsmobile dealer, at Bisbee, Ariz. He is seen in the above picture delivering Oldsmobile sedan to three customs officials of Aduana, Mexico. From left to right are Mr. Simmons, Secof Sebastian F. Coster, chief appraiser of customs; Secof Jose Ullion, treasurer of Aduana customs, and Secof Abelardo Calles, chief of custom departments at Naco, Mexico and nephew of former Pres. Calles.

Eight Popular Number with Car Owners



The popularity of "eights" as evidenced by the trend in automobile building, applies also to the tire world. Eight Fanchon and Marco "Idea" girls with the eight different types of tires sold by the Western Auto Supply Company stores, round out the "eight" idea.