

SOUTH AFRICAN MARKS BROKEN

DeSoto Sets Speed Record; Test Supervised By Speed Club

Averaging 62.7 miles an hour on a 24-hour continuous run, including stops for re-fueling, a De Soto Six roadster has set a new speed record for South Africa. The test was supervised and checked by officials of the Royal Automobile Club of South Africa who are attempting to establish an international speedway on the South African plains. The details have just been received by L. G. Peed, general sales manager for the De Soto Motor Corporation, at Detroit, from press clippings sent to him from Chrysler Motors officials in Cape Town, telling of the De Soto's run over the now famous Blue Bird Pan, the site South Africans hoped would rival Daytona Beach in Florida as a continental speedway over which the present world's speed record for motor cars would be lowered.

The De Soto roadster covered 1,505 miles at an average of 62.7 miles an hour—within four miles an hour of the world's record for three to five-liter cars, recently made by a Chrysler car in France. "The De Soto Six ran steadily throughout the test and the distance covered at an average speed of 62.7 miles an hour included stops for fuel," said the Cape Times, leading Cape Town newspaper. "The average, deducting the time the car was stationary for water and re-fueling, was 64,005 miles an hour—"

"The average speed for the whole trial is all the more remarkable when it is considered that the car had not once been opened up full throttle—"

"Load cheering greeted the driver at the finishing point. The fastest lap during the trial was covered in 6 minutes and 25 seconds, this working out a 72 1/2 miles an hour. During the last four hours, the De Soto averaged approximately 68 miles an hour."

The Blue Bird Pan is all but inaccessible, situated on the edge of Bushman land, 59 miles northeast of Brandvlei, in the heart of the African wilderness. It is like an enormous crater and gets its South African name Verneuk or "Cheating" pan from its reputation for mirages. It was here Captain Malcolm Campbell, famous English racing driver, made his unsuccessful effort not long ago to win the world's speed record, the pan taking the name now of the captain's racing car. Officials chose the De Soto roadster to test the track before the Blue Bird trial was held.

The roadster used was equipped with a special higher ratio gear in the rear axle, a smaller windshield and stripped of fenders. Officials of the Royal Automobile Club of South Africa took turns at sitting beside the driver as the car speeded over the sun-baked track of hard mud and level black stone, where it was said, no rain has fallen during the past four years.

BLISS, MANAGER OF NASH, VERY HAPPY

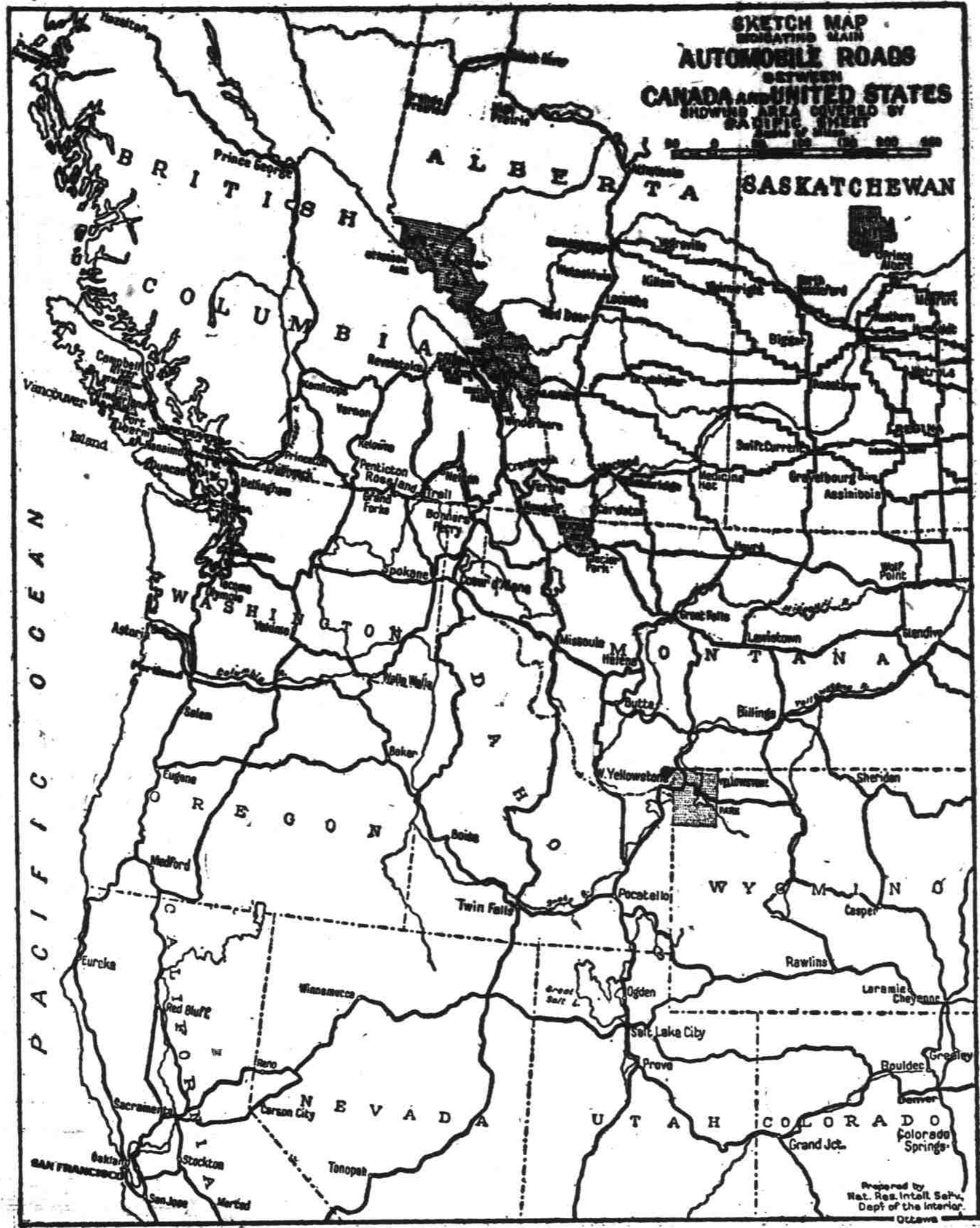
Sales Go Up As New Type Car Is Placed On The Market

C. H. Bliss, general sales manager of the Nash Motors company announced this week that export sales of the new "400" series cars in the first five months of 1929 were 38 per cent greater than were Nash sales in foreign countries during the same period a year ago. He added that this substantial increase in the overseas demand for the famous new type Nash cars has brought the export totals to 9.1 percent of the entire factory production and compares more than favorably with the export business of American industry as a whole.

"This increase in the Nash overseas demand is another striking indication of the enthusiasm with which discriminating automobile buyers have received the '400's' said Mr. Bliss, "and how perfectly the Series meets all motoring requirements. European buyers, hedged in as they are by almost prohibitive motor taxes and high fuel costs, watch values, operating costs and prices with extreme care; and their approval measures the extent of the Nash achievement in building fine cars at moderate costs. Reports show that car stocks in the hands of export dealers are normal at this time, despite the late European spring, and consequently difficult markets."

PIT-BOY POET ENTERS COLLEGE
Frederick C. Boden, known as the "Pit-Boy Poet" of England, has left the coal mines to study English literature and philosophy at Exeter University. He published last year a volume of lyrics, "Pit-Head Poems," which attracted the attention of Dr. Bridges, the Poet Laureate. Dr. Bridges and a few friends made it possible for Boden to enter Exeter. Young Boden has just completed a new volume of poems. He had suffered a life of hardship and privation until recently.

In This Great Northwest Your Vacation Spot Lies; Pick It Out Now and Start Making Vacation Plans



A very detailed and informative map of this district is available from the Natural Resources Intelligence service of the department of the interior, Ottawa, Canada.

STRIKE BRINGS LUCK College of Theology for Jesuit Fathers \$50,000 PAID FOR SITE

LOS ANGELES, June 15.—California's "black gold" which has flowed fortunes into the pockets of so many lucky persons and organizations may now make it possible for the Jesuit Fathers of historic Santa Barbara to build a structure of which they long have dreamed—a college of theology. The recent oil excitement on

right \$50,000, according to Richfield production officials, with a special bonus of 10 per cent on any oil discovered together with one-sixth of all subsequent production if a well or wells of a producing quality are brought in. Fathers of the Society of Jesus, Province of California, say the hope with the income from the oil land to erect within a year a \$25,000 university building. Their plans are to establish a graduate Jesuit seminary—similar to other colleges operated by the society, and which give final education leading to priesthood. There is none of that type now farther west than St. Louis, Mo.

Heard Along Auto Row

Sam Brown, state senator from Gervais, purchased a new Ford two-ton truck Wednesday from the Valley Motor company to take care of his increased berry acreage.

F. W. Pettyjohn spent Thursday in Salem at the F. W. Pettyjohn Motor company. Mr. Pettyjohn makes his home at Eugene.

Mr. Ruthrauff, of the firm of Ross and Ruthrauff, Ford dealers of Dallas, spent Wednesday afternoon in Salem.

The Portland branch of the Ford Motor company has increased its production until it is now putting out eighty cars a day for distribution in the state of Oregon. Distribution in Oregon is approximately two weeks behind the orders and is being speeded up as rapidly as possible.

J. H. Maden, manager of the F. W. Pettyjohn Motor company, spent Saturday in Portland on business.

Gilbert Tillbury, Ford dealer at McMinnville, spent Wednesday in Salem.

Mr. and Mrs. W. J. Robinson of Mill City, took delivery on a new Nash Special Six coupe on Wednesday through the F. W. Pettyjohn Motor company.

Clyde Elspas, representative of the Ford Motor company, is visiting Ford dealers in Marion and Polk counties this week.

Last week Marion county took delivery on two new Reo Speed Wagons for road work. This makes five new Reos in the county fleet, purchased through Reo Sales and Service company.

J. T. Krog, Packard Service and Sales manager, spent Wednesday, Thursday, and Friday in Medford on business.

George Vick went to Seattle on Monday on a business and pleasure trip. While there he visited the district office of the Oakland Motor Car company. He returned to Salem Friday evening.

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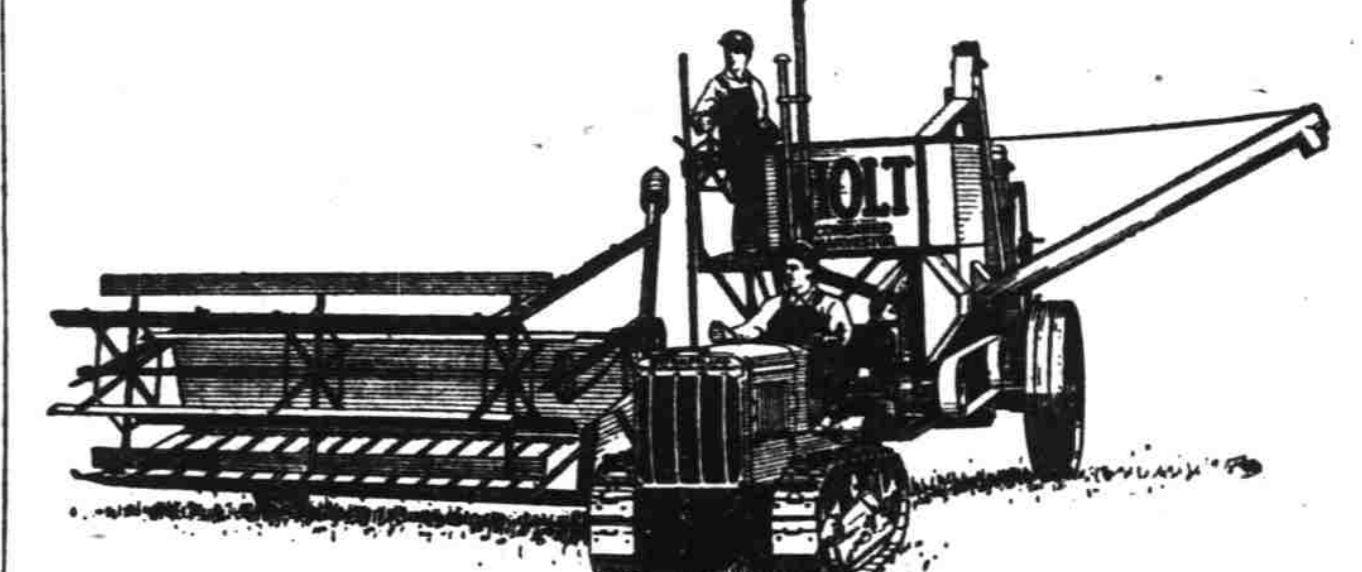
Assistant Sales Manager Price of the Packard Service and Sales company, spent Friday in Coquille on business.

FLY TO "SHADE PARTY"

In the search for novelties on the Riviera, in France, a "shade party" proved such an attraction that many flew from Paris and France specially for the event. It was given by William Burton in his beautiful home near Cannes. The invitations were issued on Roman parchment, and guests were requested to appear as the former "shade" of themselves; in some character in history they might have been before the Christian era. The host appeared as Nero, and most of the characters were Roman. The Aga Khan appeared in a mysterious costume of black and red covered with jewels. One couple represented a Venetian doge and donna. Lady Pat Russell seemed somewhat out of the "period" as an American sailor. Supper was served in a huge cave in the gardens.

With a cargo of 63,500 barrels of oil, valued at \$1,750,000 and representing the capture of 731 whales, a vessel has just returned to Norway after a four-months' cruise.

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We also wish to announce that we now have two new departments in addition to our brake and wheel aligning department: A valve grinding department and a battery and electrical department.

Our Valve Grinding department, is equipped with a Black and Decker valve facing machine and Wyllys-Jones valve reseating equipment. This department is under direct supervision of Chet Starr, formerly of Starr and Whittemore.

Our battery department is equipped with a 200-Ampere Hour constant potential battery charger, enabling us to give you 8-hour battery service. The Electrical test bench is complete with variable speed test motor, meters, etc., for testing starters, generators, ignition coils, or any part of the electrical system.

Clifford Bonner is in charge of this department. Mr. Bonner is a graduate of the Adcox Automobile School in Advanced Automobile Electricity.

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