Automotive Information

Talk of the Road and News of the Day for Motorists and Outdoors folk

The OREGON STATESMAN, Salem, Oregon, Sunday Morning, June 23, 1929

PAGE ELEVEN

OAKLAND-PONTIAC SALES ARE LARGE

New High Record For Year Forseen by W. R. Tracy, Sales Head

Sales of new Oakland and Pontlac Sixes for the first five months of this year totaled more than 55 per cent of the entire output during the 12 months of 1928, W. R. Tracy, vice-president in charge of sales of the Oakland Motor Car company announces.

As a result of the volume achieved to date, Mr. Tracy stated that every indication points to a new high record for the year. substantially execeding the previous record of 162,000 units sold during 1928.

Despite a three-day vacation shutdown of the plant during the latter part of May, shipments for the month were 28,414 new Oakland All Americans and Pontiac Big Sixes, according to Mr. Tracy.

The high May figure brings the number of cars shipped to dealers during the first five months of 1929 to 145.868 units, a gain of 11 per cent over the 131,303 cars shipped in the same period last

Heard Along Auto Row

Roy Peed, general salesmanager for the De Soto division of Chrysler Motors, Inc., was in Salem Tuesday, spending several hours with the W. L. Anderson Motor company. Mr. Peed is making a survey of the west, travelng by airplane, and stopping at Seattle, Portland, Salem and Sau Francisco.

Mr. Peed tells ap interesting story of his experience in the automobile line. In 1907 he worked with the Maxwell people. A year ago after spending the intervening time in various lines of business he went back to work for the Chrysler Motors. He now has charge of the sales of the Highland Park plant, model plant for the building of De Sotos, built on the ground where the plant stood in which he originally worked.

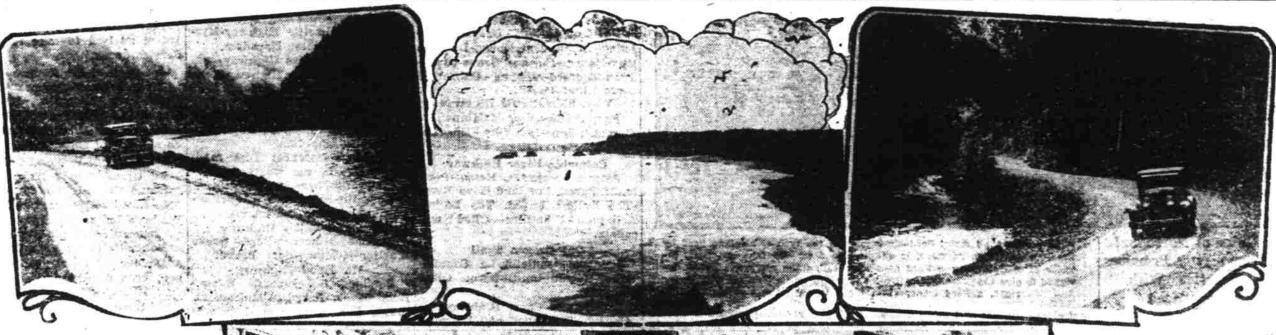
F. A. Little, orange grower of Riverside, California, is spending a few days with Vick Brothers, while in Salem looking after business interests here. Mr. Little drove through from California.

Just before leaving his home state Little paid a visit to the recently opened government oil field in Cattlemen's Hills, Here every day 3,000 barrels of gasoline, pure enough to be used in automobiles flow from the initial well. An interesting tale is that of this original well. For three years men drilled and no oil was found. After going thousands of feet they gave up but in cleaning out the hole preparatory to closing it up, a gusher was struck and now the field is considered the richest oil field in the world.

found in the Meford district, ac- ever been, the thermometer reg- work of the mining engineer and cording to reports being circulat- istering 115 degrees in shaded the customs of the miner. It is all ed down there.

s the new bookkeeper at Capitel Meters. Mr. Reseberry was

EUGENE RADIATOR PARTY, ADVERTISING SUNSET TRAIL PAGEANT, LOGS ROUTE TO GOLD BEACH



Upper left-Highway scene along the Umpqua river, between Reedsport and Scottsburg. Upper center-View of coast line between Port Or-ford and Bandon, on Roosevelt highway. Upper right-Brush creek, at the base of Humbug mountain, on Roosevelt highway. Center, left-Radiator party at Gold Beach, meeting with chizens of city in front of office of Gold Beach Reporter: Left to right, Darwin F. Yoran, Eugene, leader of party; G. W. Norton, president of chamber of commerce; E. R. Morris, Eugene; Robert Witherow, editor of Gold Beach Beporter; J. D. Faye, member of the famous Applegate family of pioneers; Ralph Starr, Gold Beach; R. J. Reynolds, Eugene. Center, right—Radiator party and cham-ber of commerce officials at North Bend; left to right: Darwin E. Yoran, E. R. Morris, Dr. J. E. Snyder, manager of chamber of commerce; Miss Bernice Sandine, North Bend; Edgar McDaniels, editor of Coos Bay Har-bor, and R. J. Reynolds, Lower, left —Radiators and people of Bandon on point overlooking Bandon beach. Lower right-Eugene party at Co-quille; left to right: Darwin E. Yoran, J. L. Stevens, president Bandon chamber of commerce; Miss Alilen Wilson, secretary of chamber; Dr. P. M. Drake, director of chamber; George W. Taylor, Coquille; E. R. Morris, H. A. Young, editor of Coquille Valley Sentinel; R. J. Reynolds. In center of lower group is new Chevrolet six sedan in which motorlog of Radiator party trip was made. E. R. Morris, of the Morris Chevrolet company, was pilot for the journey.

By GEORGE H. GODFREY party of Eugene Radiators left

all about the coming Sunset Trail on every slope, after examining the pioneer celebration which Eugene is delicate colors and exquisite frato stage July 25, 26 and 27. By the grance of the azaleas that are found

for the sheer beauty of this scenic coast country just about crowds out any other thoughts or ideas that may brushes," the Radiators would get in the Radiators and assured them of the Radiators and assured them of the Radiators and Ekton.

The trip was motor-logged in a spective communities. Many stated a word or two about the coming Eu-

time the group reached Gold Beach, in wondrous profusion, and after the speak up for the celebration, of such eights as acres of the moris Chevrolet company and Mrs. Morris, and Mrs. Morris, and Mrs. Morris, and Mrs. George H. Godfrey. Cities visited included Gold Beach, Port of such eights as acres of the morris Chevrolet.

new Chevrolet six sedan. The per- outright they planned to attend, and trip never tire, for no two miles are A party of Eugene Radiators left this city recently bound for Gold natives on the gorgeous beauty of Beach and cities en route, with the rhododendrons that are now in On the trip, led by Darwin E. scenic grandeur along the route.

> ous cities were ready and willing to listen to descriptions of their coun- in the week, bringing word not only tryside, they also listened eagerly to of the success of the jaunt as a proword of the Sunset Trail pageant. motion venture for the pageant, but At each city representatives of the enthusiastic accounts of this trip

To push the seat back to its | Skidding tires are costly to the normal position one presses on motorist. Tests have indicated

More than 7,000 people lest to ing tires inflated to the pressure ties. The new model is a two-door pushes seat, occupant and all, for- the train at grade crossings in recommended by manufacturers, ice of their 3.000 independent

Orford, has been described as one of the most beautiful in the world.

This is certainly not an exaggera-

tion, those who went along declare.

At this season of the year all the flowers and shrubs in that area,

where vegetation thrives unusually well, are doing their best to out-

rival one another in adding to the

Although all flowers and shrubs came in for their share of praise, the

azelea, with its creamy-pink flower, and its delightful scent, was the

favorite. This grows especially well

near Gold Beach, where it dots all the hillsides and comes down along

the highways. It has been in bloom

now for several weeks, and will last the rest of this month, residents say.

To one who has never seen this plant

in bloom in the forest, a trip to Gold Beach would be one that would

Rhododendrons grow in profusion all along the Roosevelt highway. They vary in color from a light to

a deep pink and blossom on small

shrubs as well as tall bushes that

grow as high as 20 feet. Wild lilac has a particular shade of blue that

blends into the green about it in a

rugged coast scenery, for much of

the highway between Bandon and Gold Beach is along the Pacific ocean. At times the road drops into

the deep forest, again it rises sharply

to some summit. Those on such a

the same along this route.

The trip is the first of many plan-

The trip is also attractive for the

particularly effective manner.

beauty of the land.

never be forgotten.

CAR EXPORTS KEEP STEP WITH INDUSTRY

Development Goes On Along Same Lines of Rest of Auto Deals

With exports of American auomobiles increasing at a rate which promises to keep this leading industry forging ahead to new and greater records, it is interesting to note that this development has required the same length of time that was required to bring about the present almost universal use of the automobile in this country.

More than 30 years ago when the automobile was struggling against strong opposition in this country, these early American cars were being exported to Europe, Asia and Africa. The difference has been that economic conditions enabled the automobile to forge rapidly shead when once it obtained a foothold here, while it is only in recent years that a substantial increase has been registered in countries of the Old World.

Oldsmobiles were among the first automobiles to enter India. It was in 1898 that a shipment of three Oldsmobiles was received at Bombay and formed the vanguard of the approximately 125.000 automobiles now registered in that country.

These Oldsmobiles were purchased by Rustom Cama, solicitor of Bombay and a descendant of the Oriental scholar of the same name:; Jamestji Tata, industrialist of India, and Kavasji Wadia, who subsequently became the Oldsmobile dealer in Bombay.

Advertising is Need For Sales, Says Gas Leader

The experience of the General Petroleum corporation in marketing Viol Ray gasoline parallels he majority of modern merchandising successes. Conditions today necessitate not only a good product backed by courteous service sufficient advertising to acquaint the public with the worth and value of the goods offered for sale.." This is the opinion of A. J. Donnelly, assistant division manager for the corporation.

"The General Petroleum corporation has found newspaper advertising a most effective medium for telling the public of the qualty of Violet Ray gasoline and the the courteous and thoughful servdealers on the Pacific coast.

Whew! Needles Warm Spot; Thermometer Stands at 115 Degrees, Stewarts Discover

For several weeks readers of The Statesman have followed Mr. and Mrs. Alvin B. Steward as they made their way east in a Nash sedan. This week's account of their trip takes the reader through Arizona and into the district of the Grand Canyon.

Beautifully bright and cool, this Sunday morning finds us saying good-bye to the desert as we travel eastward from the city of Daggett, California, in our Nash "400" Special Six Sedan. The country through which we're now traveling is sparsely settled. There are great expanses where signs of human habitation are few and although we are supposed to have left the desert behind us, it is awful dry, growing hotter and drinking water is scarce. The roads are not good, cer-|Nash "400" Special Six Sedan

the excellent roads we know so the weather having required no well in Oregon. Road building extra water in the radiator even however, is in progress here and in this terrible heat. Leaving this today being Sunday, tourists are place the roads grow werse as we permitted to use portions of the near the Black mountains a range new highway or we would other- of mountains in themselves and M. F. Swift, foctory representa- wise be obliged to drive over the notable on account of the gold tive of the Willys-Overland com- old "Wash Board Roads" for miles mining operations carried on pany, who makes his home in Sa- and miles. The heat is increasing there. lem, spent the week in southern as we near the city of Needles At the city of Oatman, Arizona, Oregon. The financial conditions where we pause briefly in the there is some improvement in the there are fine, he says; the larg- shade. Soon we are at the Colo- road conditions which is pleasing est pear crop with prospects for rado river which we cross at "To- to the tourist. Everywhere about the best price in years is to be pack" the hottest place we have are evidences of gold mining, the

> nace room in Hades" much hot- and eastward. The highway new ter than in Death Valley because becomes a succession of steep there is positively not a breath of grades and hairpin turns on air stirring in this inferno. Our

tainly nothing to compare with however, does not seem to mind

very interesting indeed but we This surely must be the "fur- must be on our way into the hills

(Continued on page 13.)

GRAHAM PAIGE HAS

sedan and completes a full line ward.

of Graham-Paige motor cars in different price groups.

justing the front seats which gives tion has been reached; the spring ter a few years of une become it much of the desirability of a locks and the seat is in a solid about 8 per cent rubber. four-door model. By this system it position. is unnecessary for the occupants of the seats to rise to allow those The lowest-priced Graham- who ride in the rear tonneau use Paige ever built has been received of the doors. By merely turning a by Loder Brothers, Graham-Paige knob located at the bottom of the dealers for Marion and Polk coun- seat a spring is released which

An individual feature of this the efloor with the feet and ceases new sedan is the system of ad- to press when a comfortable posi-

> The model on display in Loder Brothers' show room is in slategreen with matching mohair up-

1928, railroad statistics show.

If You Have Used Our Service

-Then-

You Know Why Our Customers Continue to Patronize Us

PHONE



Kelly Tires Vulcanizing

OPEN 8,760 HOURS EACH YEAR

SMITH & WATKINS

Car Washing and Power Lubrication

Center and Liberty Sts.

TOCCOUR TIBES

Storage, Washing, Greasing and Wheel Aligning

J. W. PARKER TIRE CO.

264 N. High Street-Phone 114