

# FAMOUS FORD TO CALL HERE

### Run From L. A. to Phoenix Made in Record Time by Model A Car

Probably the most famous of all the new Fords, known as the "Phoenix Flyer", will visit Salem in the near future, according to word received by the Valley Motor company recently. This famed model A Tudor Sedan No. 1283 has taken a great speed and endurance test, from Los Angeles to Phoenix, Arizona, 910 miles, and return at an average speed of 58.26 miles per hour and lowering the running time for the round trip by one hour and 59 minutes.

Driven by amateurs, none too familiar with the road, over seemingly impassable roads, through desert sands—over treacherous mountain passes where a slight mechanical failure meant instant death on the boulders below, catspitting through the dark night sometimes at more than 70 miles per hour—around hair pin turns with outer wheels skirting treacherous cliffs—and still maintaining speed, the Phoenix Flyer went on that first famous trip.

The entire trip was made without mechanical repair although at times the road was so rough that the occupants were thrown from their seats and within a few hours that car was subjected to more gruelling twists and strains than the average car would encounter in a lifetime.

Since that first startling run the Flyer has been put through other tests, hill-climbing in high, desert runs without change of oil, everything that its daring owners could conceive and never once has it failed.

The Phoenix Flyer is owned today by the Warren Oil company of Los Angeles and is being exhibited at Ford dealers throughout the Pacific Coast through their courtesy. They are marketers of HyVils oil which was used exclusively in all the sensational runs made by Model A Ford No. 1283.

# TOURING SEASON IS TIME OF BATTERIES

The touring season is here and automobile owners are answering the Call of the Open Road. With long trips ahead, the question "How's the automobile industry?" demands immediate attention, advises Manager Clarke of the Western Auto Supply company.

A storage battery should have sufficient capacity to furnish power to all of the electrical units of the car and when it becomes necessary to buy a new battery, the car owner should make sure that the one he selects will properly furnish his car and its electrical accessories with ample electricity," says Mr. Clarke.

**Batteries Soon Break Down**

"It is advisable to install a battery of the same size and capacity as recommended by the car manufacturers rather than one which does not have sufficient capacity to supply all of the needs of the car. Under capacity batteries soon lose their usefulness and break down under additional strain.

"Most storage batteries look alike from the outside. The contents of the case is really the part that counts. We, at Western Auto pride ourselves in knowing that Western Giant and Wizard batteries are full capacity batteries and are built to stand a lot of abuse. In addition to the current needed for lights, ignition and spark plugs, the manufacturers of these batteries have taken into consideration that most cars are now equipped with extra driving lights, electrical windshield cleaners, cigar lighters and other electrical devices, and have built Western Giant and Wizard batteries to meet those extra demands.

# OAKLAND SALES SHOW GOOD YEAR

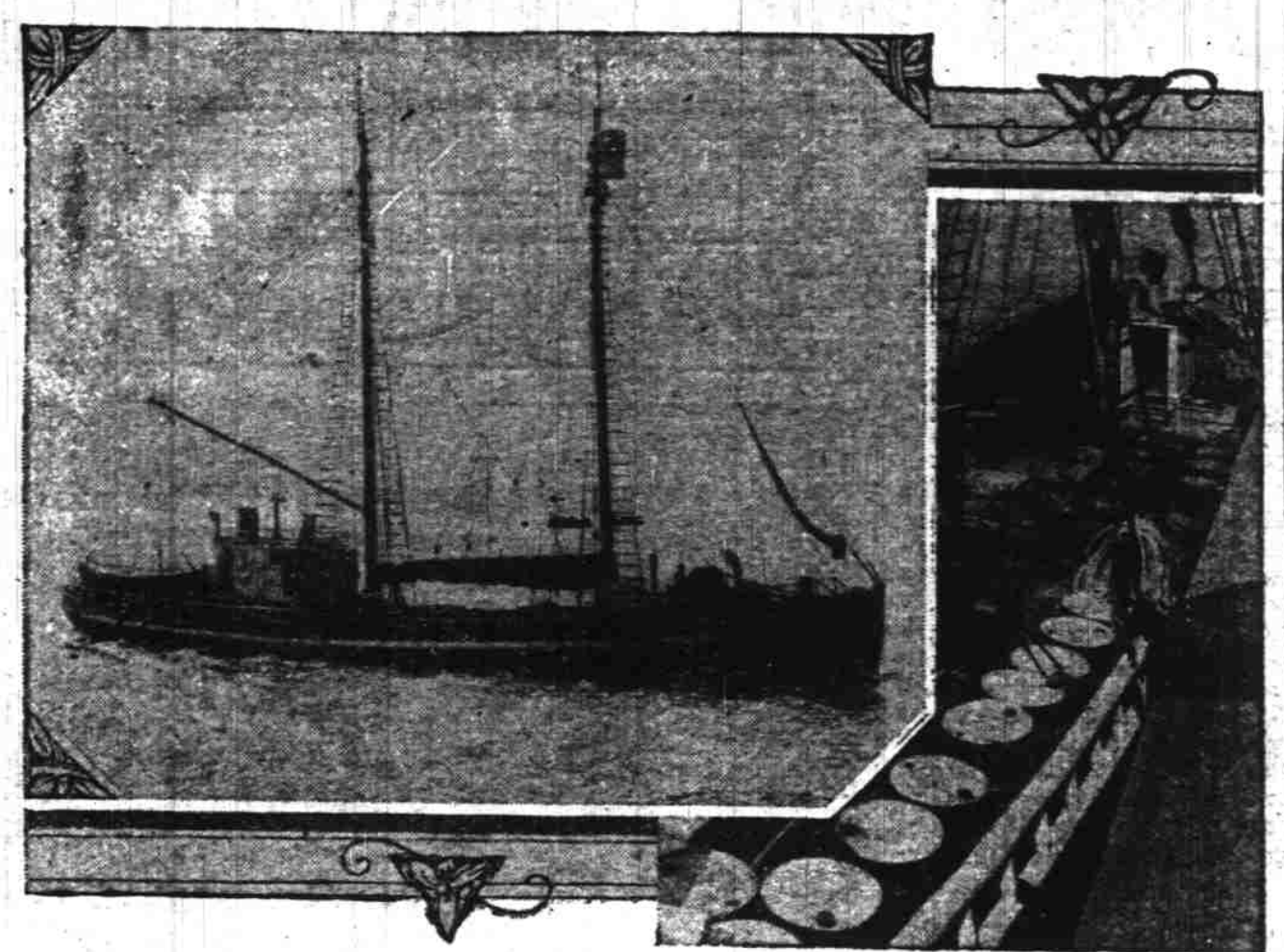
Nationwide substantiation of the optimistic forecasts for a record in 1929 automobile sales is clearly borne out in a statement just released by W. P. Tracy, vice president in charge of sales for the Oakland Motor Car company. Shipments of Oakland and Pontiac Sixes during the first four months of 1929 totaled 118,222, making a new high record for this manufacturer.

Mr. Tracy said: "April shipments alone, totaled 26,384 cars, which is just 76 cars short of the 26,460 shipped in March—the high month in the company's records. But for the fact there was one less working day, than in March, April would have been the greatest month in our history.

"Our record shipment of 118,222 cars during the first four months of 1929, more than doubled the total of 52,877 cars sold in the same period of 1927, and bettered the 1928 period by 15,531 cars."

Mr. Tracy pointed to the March and April 1929 sales as an indication of the general market trend, stating that the total for these two months shows a gain close to 38 per cent over March and April of last year.

# Goes to Search For Giant Walrus



Bound for the Siberian Arctic to search for species of giant walrus, the motor ship Dorothy cleared last week from Seattle for Nome, where she will pick up scientists from the Field Museum of Natural History. The expedition hopes to return at the end of the summer with specimens suitable for mounting in a new natural life exhibit planned by the Field Museum. The Dorothy is shown above as she loaded with Violet Ray gasoline, Parabase Motor oil and other products of the General Petroleum corporation, which are being used exclusively on the expedition.

# Be-Whiskered Residents of Eugene are Good Publicity For "Sunset Trail" Affair

EUGENE, Oregon, July 4—Strangers passing through this thriving city are bewildered at the sight of many bearded and picture-dressed men and demure, hoop-skirted women, on the streets. In the shops and offices and even in the theatres and other public places. The bewilderment is usually short-lived, however, for soon the newcomer is informed by one of the whiskered gentlemen or old-fashioned women that Eugene is to have a pioneer pageant July 25, 26 and 27.

Called the "Sunset Trail Celebration," the event has taken on state-wide importance and now promises to be one of the outstanding celebrations on the Pacific coast. Situated in the heart of the historic pioneer "Oregon country," Eugene and the surrounding area is rich in lore of early settlement days, and the staunch, aggressive spirit that led the makers of the state out from the east is to be the inspiration of the coming three day celebration.

**Thatcher Writes Pageant**

Of greatest interest will be the "Sunset Trail Pageant," written by W. F. G. Thatcher of the University of Oregon, in which 1500 citizens of Eugene will participate. This will be given each evening, on a huge stage to be erected in the center of Hayward stadium at the University of Oregon. Accommodations are being provided for 30,000 spectators for this event, and already people of this city have entered enthusiastically into rehearsals for the many features that will make up the pageant.

The pageant will not only depict the growth of the Oregon country from prehistoric times, but will present a brilliant ballet in which the future that lies before the state will be shown in an elaborate and most unusual way. The early episodes will show in turn the Indian in his native haunts before the coming of the white man, the migration to this region, the coming of Lewis and Clark, the settlement of early communities, on up to present day industry and commerce. Then the ballet will be presented, with dancers, showing the resources and industries of the state, such as forestry, agriculture, fishing, commerce, industry and power as they are expected to be in the future.

Mrs. Smith Director

Directing the pageant will be Mrs. Doris Smith, of Portland, who has won national fame through her work as director of "Rosaria," in her city during the annual Rose Festival. She will be assisted by John Stark Evans and Rex Underwood, of the University of Oregon school of music; Mildred Le Compte Moore, dancing director, and scores of others whose talents have been proved in music or drama.

# 'VOLUNTEER' SHIP QUITE SPECTACULAR

Quite the most spectacular aeronautic activity around Los Angeles in recent years, says Frank Doolittle, Goodyear dealer at Salem, has been the daily flights of the Goodyear airship "Volunteer."

Wherever it goes, this trim sturdy ship of the air has attracted tremendous attention. There is something impressive and awe-inspiring about this great silver-ship emerging from the haze and cruising lazily, easily overhead. There is novelty to the "Volunteer."

But there is also serious purpose behind these flights.

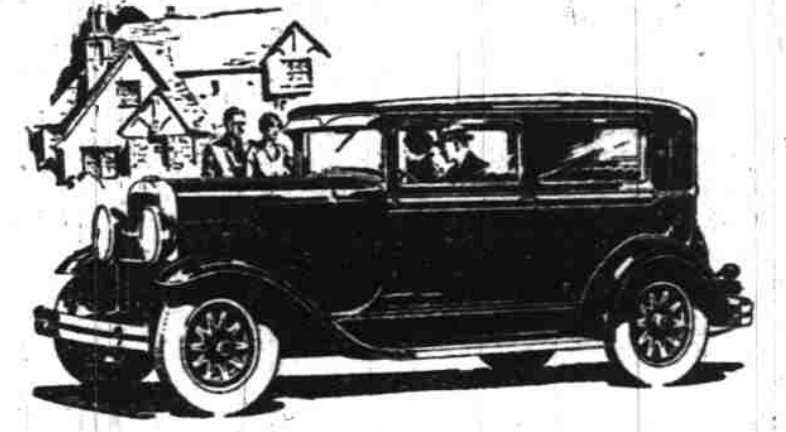
Goodyear built the "Volunteer" and others of its class primarily to demonstrate Lighter-than-Air and to carry this division of aeronautics to the public.

Some day, and that day is not far off, lines of commercial Zeppelin ships will be flying from continent to continent, carrying tons of mail, express and passengers.

**OLDSMOBILE BUSINESS GOOD**

By far the greatest business in its history is reported by Oldsmobile for the first six months of this year, factory officials here announced today. Production and shipments of Oldsmobiles during this period were 34.6 per cent larger than during the same six months in 1928, when all previous high records were surpassed.

# GOOD WILL GOOD WORDS FOR A FINE CAR



**THE** good opinion of Oldsmobile that is invariably expressed when the discussion turns to motor cars is conclusive evidence of the increasing public favor this fine car is winning throughout America.

Such priceless good will can be achieved in only one way—the continued satisfaction of thousands of owners over a long period of time.

This satisfaction and enthusiasm on the part of Oldsmobile owners have been expressed time and again—not only from one neighbor to another—but in the multitude of written messages which flow constantly into the Oldsmobile factory.

Oldsmobile owners are loyal because they know that Oldsmobile is loyal to its owners. The exhilaration of Oldsmobile performance—its brilliant speed, power, and getaway—is theirs to enjoy, day after day. The roomy comfort of Oldsmobile's bodies by

Fisher—the restful riding ease provided by wide, deep-cushioned seats and four Lovejoy hydraulic shock absorbers—the luxury of richly furnished interiors add infinite pleasure to their motoring. And above all, they have absolute confidence in their cars—confidence that is born of months and years of faithful service.

Yet these splendid qualities—and the additional advantages of handling ease, parking ease, and operating economy—are available in Oldsmobile at a remarkably low price.

Good will—good words—and universal good opinion unmistakably stamp this Oldsmobile as a fine car—an automobile that will serve you long and well. Study the facts yourself. Drive the car and examine its many points of merit. Make critical comparisons. And then you will agree, with thousands of owners, that Oldsmobile has fully earned this widespread popularity.

**The VIKING**

—the new Standard Sixty Six at medium price—built in the Oldsmobile factory, Oldsmobile, Michigan, and sold through Oldsmobile dealers. At \$1375 for all models, f.o.b. factory, Lansing, Michigan, it is an outstanding in value in its field as the popular Oldsmobile Six, the fine car of low price.

**TWO DOOR SEDAN**

**\$875**

f. o. b. factory, Lansing, Michigan. Spare tire and bumpers extra.

Consider the Delivered Price Consider the delivered price as well as the low price when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

**OLDSMOBILE**

**CAPITOL MOTORS, Inc**  
350 N. High St. Telephone 2125

# KELLY INTRODUCES NEW PLAN OF SALE

### Registered Balloon Tire Lauded by Smith and Watkins, Dealers

"With the introduction of the Kelly Registered Balloon to the automobile tire market," says Jim and Bill of Smith & Watkins, "the Kelly Springfield Tire Co., inaugurated an entirely new sales idea. All the hit-or-miss factors have been removed and close connections have been established between the buyer, the dealer and the manufacturer.

"For some time, there has been a real need for a so-called super tire and for several years Kelly engineers have been perfecting a tire which would be super in every respect. When this tire was ready for the market, it was decided to keep an accurate record of each individual tire's performance. Since the Kelly Registered Balloon is a thoroughbred in the strictest sense of the word, the Kelly company felt that its life should be watched as closely as that of thoroughbred horses, dogs or cattle. Hence the name "Registered."

"Here is how it is accomplished. When the car owner purchases a Kelly Registered Balloon from his dealer, a card, which is attached to the tire, is filled out and mailed to the factory at Cumberland, Md. This card records the tire's individual number and size, the make of car, model and type of body and the name and address of the purchaser. The record is then entered with the manager of the service department. The date on which the tire was bought is also kept on file. In this way, the performance of the Kelly Registered tire is checked to the buyer's satisfaction. He knows that the Kelly service department is able to follow the life of his registered balloon until he is ready to pension it for meritorious service."

**COST OF NEGLIGENCE**

The life of an automobile depends on its owner. Automotive statisticians have fixed the average life of an automobile in general at around seven or eight years, but few cars of whatever the make remain that long in the hands of a single owner.

The reason is obvious. Besides tiring of the same means of transportation, the owner falls into the human failing of neglecting his old stand-by. And so the car deteriorates faster than it should. In much less than the seven or eight years for which it is marked, it is ready for the scrap heap.

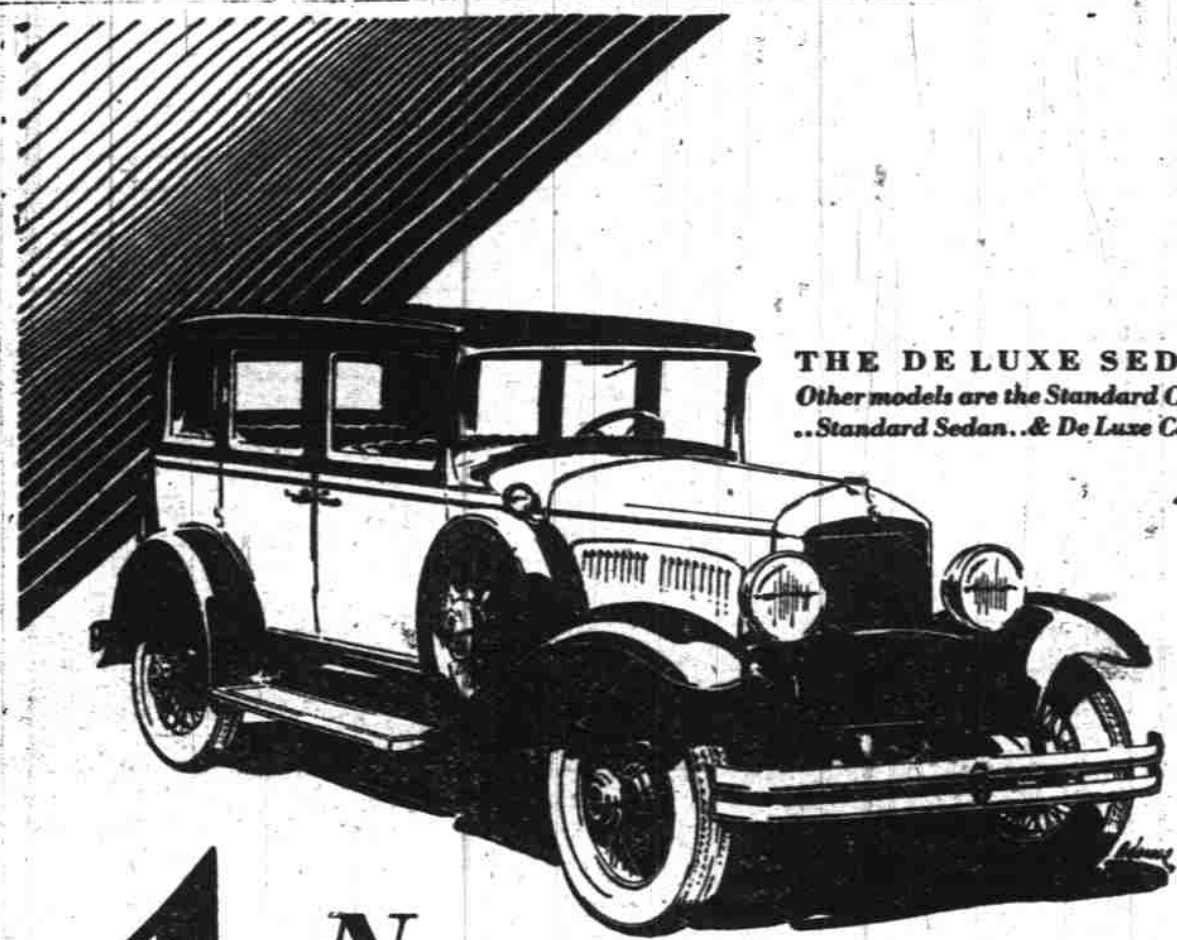
Even the highly improved machines of today face this short end

due to the negligence of their owners. Their motors may still be like new, yet their bodies have become shabby and unattractive, rattles have crept in and minor difficulties threatening the comforts of driving have arisen.

There is no reason for this condition in cars of today, except that of human neglect. Service has become a highly specialized part of the automotive game. There are few dealers who can't be depended upon to keep a car in its proper

condition. It only remains for the owner, as soon as he feels something wrong with the car, to take it to his dealer or nearest service station for a check-up and whatever repairs are needed.

—Coos Bay Times.



THE DELUXE SEDAN  
Other models are the Standard Coupe  
Standard Sedan... & De Luxe Coupe.

# 4 Now at the lowest prices in the world.. FORWARD SPEEDS

Four Forward Speeds...the most important contribution of automotive science since four wheel brakes...now offered in a low priced Six—the voguish New Durant Six Sixty-Six. / / / / Only by taking the wheel can you fully appreciate the amazing performance advantages. In addition to giving remarkably better getaway and increasing hill-climbing ability, Four Forward Speeds account for decreased fuel consumption and longer car life. ♦ ♦ Matching its mechanical supremacy, this NEW Durant Six Sixty-Six is smartly styled & staunchly constructed throughout. ♦ Typical of inbuilt quality is the use of maple, most durable of woods, in combination with steel in body construction. See it today.

# NEW DURANT SIX SIXTY-SIX

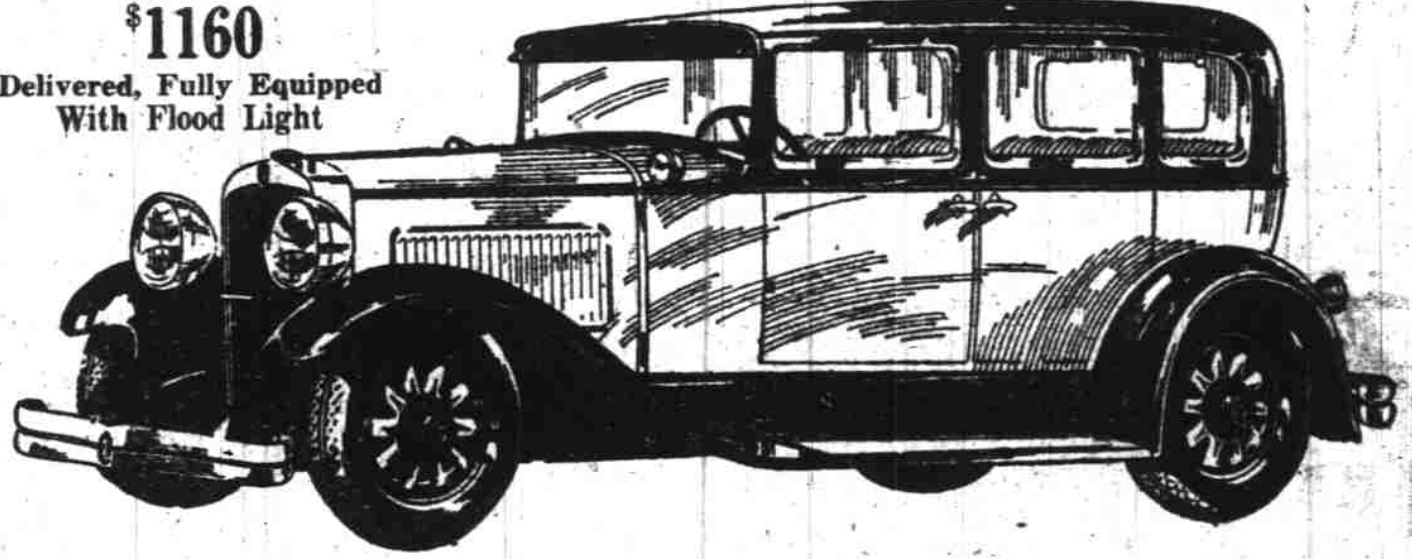
**Salem Automobile Co.**  
255 N. Church Street Telephone 97  
H. E. SHADE C. J. TAYLOR H. J. WOOLEY

# NASH "400"

Leads the World in Motor Car Value

### STANDARD SIX "400" SEDAN

\$1160  
Delivered, Fully Equipped  
With Flood Light



### STANDARD SIX "400"

\$1080 to \$1200  
Delivered, Fully Equipped  
With Flood Light

Compare it to any car in its field, and you'll find the car you would rather have is the Nash "400" Standard Six.

Comparison confirms its style superiority. Comparison of this car with others at its price also brings out the fact that the "400" high-compression motor is smoother in its action, more dynamic in its power, ahead in engineering excellence. Here are 7 bearings instead of 3 or 4, Bohnalite invar strut pistons instead of the cast iron type, and full pressure lubrication.

And at no extra cost, this car is equipped with Lovejoy hydraulic shock absorbers, chromium nickel-plated bumpers, spare tire, tire lock and tire cover; items customarily sold as "extras."

### SPECIAL SIX "400"

\$1490 to \$1885  
Delivered, Fully Equipped  
With Flood Light

At its price, no other car gives you so many features of advanced engineering design—as the "400" Special Six.

It has the new Twin-Ignition motor and the "world's easiest steering". Bijur Centralized Chassis Lubrication is regular equipment—press a pedal and oil your car. The riding ease of the Special Six "400" surpasses that of much more expensive cars—due to alloy steel springs, individually designed for the size and weight of each model, co-ordinated with outboard mounted Lovejoy hydraulic shock absorbers.

And the Special Six "400" is equipped with bumpers, spare tire, tire lock and tire cover—nothing more to buy, at the exceptionally attractive prices quoted above.

### ADVANCED SIX "400"

\$1815 to \$2265  
Delivered, Fully Equipped  
With Flood Light

The crowning achievement of Nash engineering is the "400" Advanced Six—a true aristocrat of modern motoring.

It invites comparison with cars priced far above it—in the charm and completeness of its luxurious finish—in the clean-cut grace of its design—and in performance.

Everyone today has good words for Twin-Ignition performance—for the ease of "400" steering—and for many other features of this new and finer motor car—Bijur Centralized Chassis Lubrication, Houdaille, double-action, hydraulic shock absorbers, and complete equipment, including chromium nickel-plated bumpers, spare tire, tire lock, and tire cover at nothing extra above the low, delivered prices quoted.

# F. W. PETTYJOHN CO.

365 North Commercial Street

Telephone 1266

"AFTER WE SELL—WE SERVE"