

The OREGON STATESMAN, Salem, Oregon, Sunday Morning, July 21, 1929

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## TACHOMETER IS NEW DEVICE TO MEASURE SPEED

Loder Bros. Demonstrate Engine Rate and Show Car's Flexibility

Something new in the world of motordom is sometimes regarded as an impossibility but not so with the Graham-Paige company which this last week through its local agents, Loder Bros., introduced into Salem territory the tachometer. While the word itself seems forbidding, the operation of this machine is comparatively simple, its purpose being to reveal the motor speed of an auto driven at various road speeds.

Demonstrations of the tachometer on the Graham-Paige cars here were begun last week by Loder Bros. and will be continued this week for anyone who desires to see the test applied.

The tachometer works on the same principle as a speedometer, but registers the engine speed in revolutions per minute, regardless of car speed. That is, whether the car is standing still or moving, the tachometer shows how fast the engine is turning over.

The newest use of the tachometer is to demonstrate the advantage of the four-speed transmission, so that the passenger may have visual proof of the low engine speeds at high road speeds.

**Engine Speed Reduced**  
The chief advantage of the Graham-Paige four-speed drive is not its one additional speed, but the fact that it makes possible lower engine speed at any road speed.

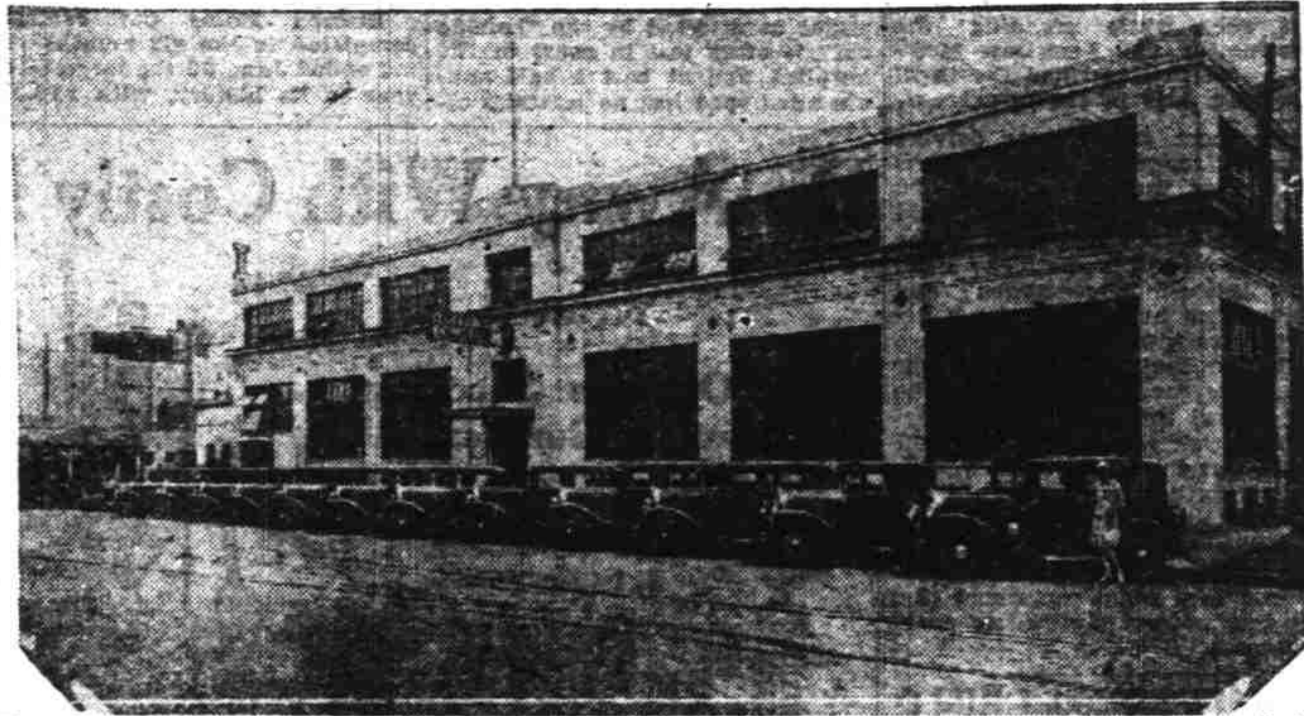
Through the use of a high-gear rear axle. As a result, the engine of the four-speed car going 60 miles per hour is turning over slower than the engine of a three-speed car going 45 miles per hour. The tachometer shows this plainly, so that he who rides may read engine speed at any road speed.

In a four-speed car, (gear ratio 3.6 to 1), at 60 miles per hour, the engine speed is only 2495 revolutions per minute.

In the three-speed car (gear ratio 4.7 to 1) at 60 m. p. h., the engine speed is 3337 r. p. m., while at 45 m. p. h., the engine speed is 2502 r. p. m.

The tachometer-equipped Graham-Paige car quickly makes clear certain facts—chief of which is that low engine speeds mean ease and comfort, and that in an

## Business is Good, Thank You!



That's what Ward Reynolds, sales manager for Vick Brothers says, and Reynolds knows. The photograph shows the lineup of cars recently delivered by this firm to Salem and Marion county buyers. Some of the cars went outside the county as is illustrated by the fact that Mrs. H. A. Gamble of Lebanon is on one of the purchasers. She is seen standing by her new car.

### Heard Along Auto Row

More than 30,000 miles without the necessity of any mechanical repairs whatever to their Pontiac open roadster is the record achieved by Mr. and Mrs. J. A. Ray of Chicago, recent arrivals in Salem. Mr. Ray called on Vick Bros. soon after his arrival here to report how pleased he was with his car. The Rays, while easterners up to the present time, are anxious to locate in Oregon, preferably at Salem, as soon as they locate work that will be satisfactory.

Ray Demeritt, sales manager for the Douglas McKay Chevrolet company, likes his job so well that he works even while he is taking a vacation. A postcard addressed to "Everybody" was received at the Chevrolet agency last week and that its effect may be more lasting has been tacked on the wall of the sales manager's office. Dr. DeMeritt wastes no words describing the fishing but goes straight to the point with a booster talk on a contest the local concern is sponsoring.

Howard Ackerman has sold his interest in the used car business of Ackerman and Wood to Tom Wood, and last week joined the sales force of the Marion Garage company. Mr. Ackerman has had previous experience selling Studebakers having been a Stude salesman for two years of his varied

career in the automobile business.

M. G. Hansen, territory representative for Oldsmobile, stopped for a few hours in Salem with the Capitol Motors company Friday. Mr. Hansen was returning from a business trip into southern Oregon and reported that Klamath Falls has an especially active Oldsmobile agency and that the new Viking is going over big in that end of the state.

"Ed" Battleson of the Capitol Motors company spent two days in Portland last week on very important business matters but managed to find time to play some golf with "Ed" Cohen and "Bill" Anderson, Oldsmobile distributors for southern Washington and Oregon.

A. B. Croft, territory representative for Wentworth and Irwin, spent a portion of the week in Salem with the F. W. Pettyjohn company. Ralph Mason, manager of the Capitol Motors company went to Portland Friday and brought back four new Oldsmobiles.

More than 150 people had signed Friday evening for the Valley Motor picnic which is being held today at Hager's grove. Employees and executives and their families were invited to attend this annual affair.

E. O. Welling, service superintendent at State Motors, Inc., left Saturday afternoon for Cutler City where he intended

### HIGHER SPEEDS ARE HARD ON CAR TIRES

That the rate of tread wear is doubled with an increase of but 15 miles an hour, has been proved by Miller tire men.

It was found after exhaustive tests by Miller test fleets, that cars traveling at 35 miles and then increased to 50 miles per hour, would show double the rate of tread wear at 35 miles. This means that an increase of 15 miles per hour, over a 35 mile speed, would double the rate of tread wear.

But that is not the only result of fast driving and the heat that naturally follows. Under such a strain, the carcass of a tire, will become softer—there will be more give and play to the cords of the carcass—and the whole carcass will weaken.

For this reason and to better serve the car owners who are not satisfied unless they are speeding, Deluxe and super tires are being built with greater strength in carcass and much thicker treads. These tires are built to take the punishment of high speed, and will give extra mileage—some of them lasting as long as the average man keeps his car.

to spend the evening fishing.

Charles Q. Van Durn, secretary and treasurer of State Motors brought two new Hudsons down from Portland Friday evening.

## BOYS AND GIRLS ENDANGERED BY STREET TRAFFIC

Rules Listed to Give Aid in Conserving Lives of Youth

"To the ordinary hazards of street and highway traffic, the vacation period has added hundreds of thousands of children released from school and using the streets during the day time during the vacation period," said W. E. McDonald, director of the Oregon State Motor association in a recent safety talk to motor association members.

In urging motorists to be careful of children at play, the public safety department of the Oregon State Motor association is following this customary note of caution with a message to children.

Continuing its safety work which carries instruction in traffic into the classroom during the school term, into the vacation period, the motorists' organization points out to parents that vacation days can be the most hazardous of the lowing admonitions should be impressed on the youngsters. The following are the technical names of the roadster which has

Play safely on playgrounds and sidewalks, or in your own yards.

Cross at corners only. Look both ways before leaving curb.

Hooking or begging rides is dangerous. Proud people never beg or steal anything.

Remove roller skates before crossing streets.

Careful bicycle riders stay close to curb and signal when turning.

Teach other children how to avoid accidents and be

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## Beautiful Color Mark of Distinction on Roadster Now on Display by Loder

A flame-colored roadster, the first Graham-Paige roadster to be displayed in Salem, is the proud possession of Loder Bros., local Graham-Paige dealers. The beautiful and unusual color is the most striking quality of the new model and has caused much favorable comment in Salem.

The car was delivered early last week and although it is now in the showroom at Loder Bros., has been taken out onto the street a few times where, much to the delight of its owners, it has attracted a good deal of attention. "Model 512" is the technical name of the roadster which has

## Car Owners Take Autos To Europe

The number of American motorists taking their cars abroad in 1929 will far exceed all past records and the number handled by the foreign travel division of the American Automobile association during the first six months of the year was in excess of the total for 1928.

At the same time the A. A. A. foreign travel division pointed out that there is no let up in the foreign exodus and all indications point to the travel continuing at a heavy rate well into October.

"One of the reasons," says the national motoring body, "is the decided advantage of traveling at the time of the year regarded by steamship companies as an 'off-season'." As a result most of the transoceanic lines offer a ten per cent reduction on round trip rates on cabin class steamers and second class accommodations. Usually this is from August 16 to May 15, eastbound, and from October 16 to July 15, westbound. Moreover, desired accommodations are more easily secured.

The upholstery is brown Spanish leather which harmonizes well with the flame-colored Duco finish and yellow wire wheels.

The 62 horsepower engine with special gear-ratio is held in complete control by internal hydraulic four-wheel brakes.

The usual long, low line of the '29 Graham-Paige is not lost in this model which carries welded full-crown one-piece fenders and a trunk rack.

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## PHOENIX FLYER HERE JULY 30; RECORD BROKEN

Average Speed of 58 Miles an Hour Kept by Stock Sedan of Company

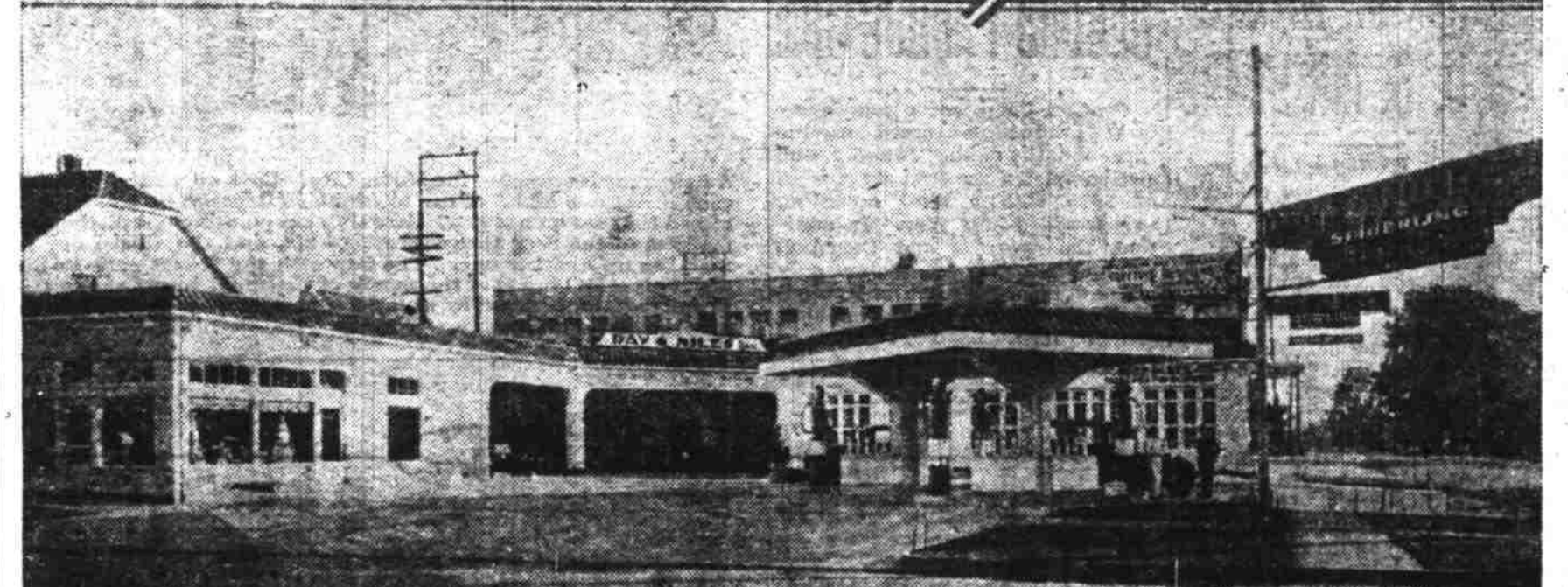
The Phoenix flyer, Model "A" Ford No. 1283, which broke all road records for the run from Los Angeles to Phoenix and return is being displayed in Salem, Tuesday, July 30 by the Valley Motor Co., local Ford distributors.

Model "A" Ford No. 1283 is a Tudor sedan yet it lowered the record between these two cities by unprecedented average speed to Phoenix of 58-26 miles per hour. In view of the fact that the previous record had been established by an open car especially prepared for the run, the sensational dash of this strictly stock sedan is even more impressive. It was driven by amateur drivers who were none to familiar with the road and who had never had experience in fast road driving. The entire 810-mile run was made without mechanical repair of any description although at times the roads were so rough that the occupants were thrown from their seats and within a few hours the car was subjected to more severe shocks and strains than the average car would encounter in its entire lifetime.

Grueiling Test Made  
After completing the historic dash to Phoenix and return, Model "A" Ford No. 1283 made a gruelling 500-mile speed test at Muroc Dry lake in the Mojave desert. At the time the run was made, the lake-bed was in far from perfect condition due to recent rains and it was necessary to lay out a kidney shaped course to avoid pot-holes of water and soft dirt. In spite of the fact

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## Open all Night... Phone 471

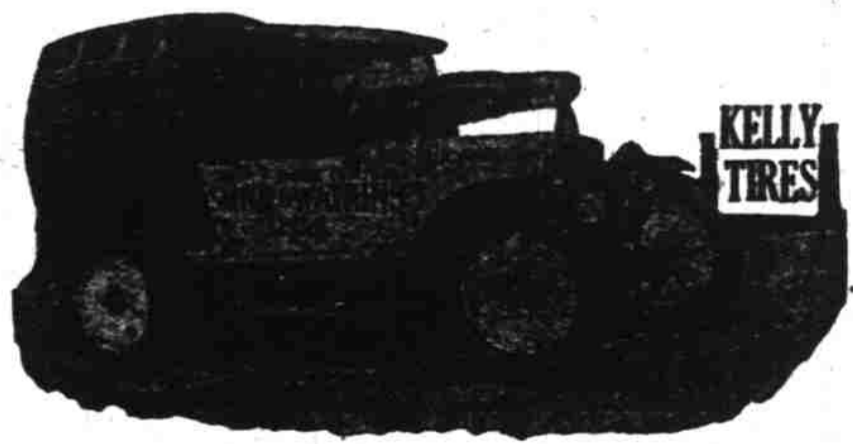


## Out of GAS--A Flat TIRE?

Phone **44** And Our Service Car Will Soon be There

### SERVICE SUPREME

SERVICE SUPREME means that we courteously wait on a customer in the highest degree of efficiency.



### REMEMBER--Our Service Lasts All Night--

WHILE YOU SLEEP (no loss of time) we wash, grease, polish, repair a tire, or mount a new KELLY on your car.

Ask for a 'KELLY' and you can't go wrong

#### KELLY-SPRINGFIELD BALLOONS

Size	Tire Tube	Size	Tire Tube
4.40-21 (29x4.40)	\$8.15 \$1.90	5.25-20 (30x5.25)	13.10 2.40
4.50-20 (29x4.50)	8.75 1.95	5.25-21 (31x5.25)	13.50 2.45
4.50-21 (30x4.50)	9.10 1.90	5.50-20 (30x5.50)	14.50 2.90
4.75-20 (29x4.75)	10.50 2.05	6.00-20 (32x6.00)	15.80 2.90
5.00-20 (30x5.00)	11.25 2.15	6.00-21 (32x6.00)	16.80 3.05
5.00-21 (31x5.00)	11.75 2.20	6.50-20 (32x6.50)	19.15 3.25
5.25-19 (29x5.25)	12.75 2.30	6.50-21 (32x6.50)	19.60 3.35

All Other Sizes Priced Proportionately Low

#### WE CARRY

Complete stocks of lower-priced Kellys in "Buckeye" cords and balloons. Headquarters also for Kelly heavy duty 6-ply tires and tubes and Kelly registered balloons.



"Jim" SMITH & "Bill" WATKINS  
The Station With a Clock

## CAR WASHING

Our Rotawasher with Jet mixer attachment makes it possible for us to remove road oil at the very lowest cost.

## Bring Us YOUR Road Oil JOB

Top dressing and a good polish job will make an old car look new and a new car look better.

## SEIBERLING

The Supertire at the Price of the Average

For over a quarter-century F. A. Seiberling has been an acknowledged leader in the tire industry. Practically every major improvement in tire manufacturing—in tire construction—bears the imprint of his inventive genius, or has been developed under his direction and leadership.

Yet today's Seiberling with the new affinite tread stock 35% deeper tread—40% more traction—35% longer wear, by far the finest tire that even Seiberling has ever built.

Our special values in Seiberling tires, made possible by our direct from the factory carload shipments. Never before could you buy Seiberlings at these low prices.

## Greasing Lubrication

is important to the proper operation and the life of your car. Let us take the responsibility of keeping it well lubricated. We handle:

Quaker State  
Veedol  
Penzoil  
Waverly

Mobile Oil and the leading eastern oils together with Zerolene western oils.

Corner High St. and Chemeketa Across from City Hall

**Day & Niles INC.**  
DAY and NIGHT SERVICE

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Day or Night