

DODGE TRUCK ADDED TO LINE

Three-Quarter Ton Carrier Has Late Features and Improvements

Addition of a new 3-4 ton truck to the extensive truck line of Dodge Brothers has been announced by the company.

With the announcement of this truck model, striking improvements in the 3-4 ton six cylinder truck including longer wheelbases, have also been announced with no advance in the f. o. b. chassis price of \$775.

Range of Trucks Declared Wide

"The present line of Dodge Brothers trucks enables the company to build the widest range of four and six cylinder capacities in its history, and the most extensive line offered by any manufacturer in the industry," said Howard E. Sneathen, director of Dodge Brothers truck sales.

The new 3-4 ton four cylinder truck is available in six body styles, the panel, canopy, screen, express, stake and platform, with body and chassis each designed with a proper relation for the other.

Truck Develops 43 Brake Horsepower

Powered with a motor having a bore of 3-8 inches and a stroke of 4-4 inches, the new four cylinder 3-4 ton truck develops 45 brake horsepower, and has a piston displacement of 175.4 cubic inches. N. A. C. C. rating is 21.93 horsepower, and the compression ratio is 4.6 to 1.

Gas Declared Roomy, Comfortable

Roomy and comfortable cabs with full vision windshield and slender steel corner posts are provided on all models. Leather upholstery over thickly padded cushions is used. All controls are conveniently arranged.

Four wheel fully enclosed hydraulic internal expanding brakes insure positive control at all times. The front wheel brakes expand in fourteen inch drums, and the rear wheel brakes operate in fifteen inch drums.

Pine appearance, regarded as a definite business building asset for the truck owner, has been insured by attractive body color combinations with black fenders, radiator shell, lamp rims and exterior hardware are chromium plated.

Heard Along Auto Row

For the first time in a number of years the Valley Motor company will have an exhibit tent at the State Fair.

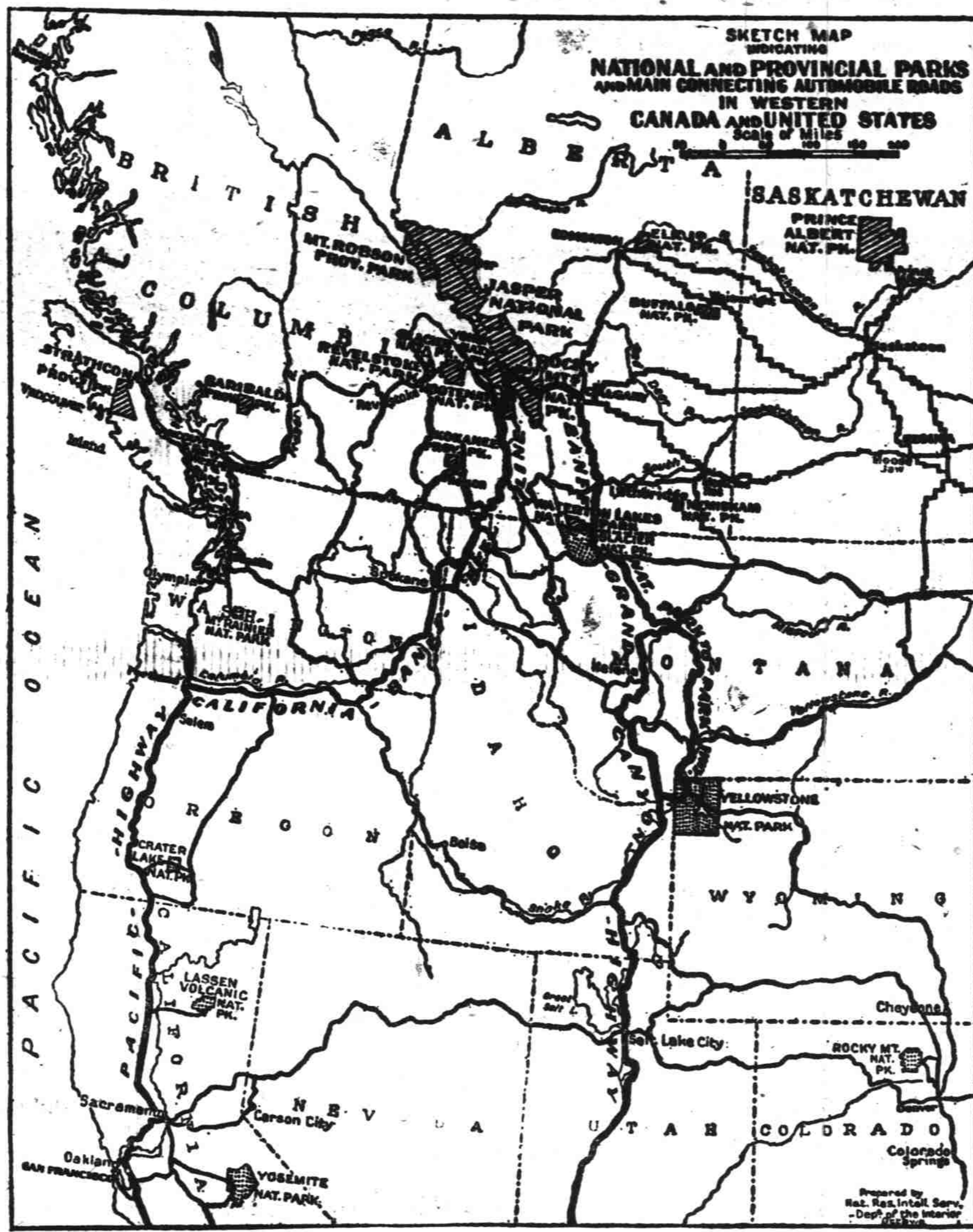
"Donald Edward" are the names which have been given the youngest son of "Bill" Phillips.

Harris Lietz has recovered from a major operation and will be filling his position as shop foreman at the Valley Motor company Monday after an enforced vacation of a month.

The floor of Loder Bros. showroom at 445 Center was given a coat of paint during the past week. Business had to be carried on in the service room, on the sidewalk, and on the used car lot.

C. G. Olson, bookkeeper at the Valley Motor company will start his annual vacation Monday.

Loder Bros. used car lot has received a number of improvements recently, among them a leveling off and a gravel surface.



DOOLITTLE WINS 'ZEPPELIN' RACE

The recent Goodyear Zeppelin race, in which dealers in four territories competed, has been won in the "A" division by Frank Doolittle. Each dealer entered a Zeppelin on a round the world flight, calling at nine points en route, each stop being the location of a Goodyear factory.

Mr. Doolittle has received letters of congratulations from the various other dealers against whom he was pitted in the contest, they taking the stand that a dealer who made nearly 200 per cent of assigned quota in July and August deserved the prize and the sincere congratulations of them all.

RECORD FOR JULY IN CAR PRODUCTION

WASHINGTON—Continuing at a remarkable pace, automobile production in the United States and Canada in July reached the amazing total of 517,792 cars and trucks, breaking all records for the month and showing only a 10 per cent seasonal decline from June.

The department of commerce announced the official figures today, showing an increase of 17,000 over the preliminary estimate issued by the National chamber of commerce of 500,000 earlier in the month. Thus it is seen the official figures will surprise the industry itself.

The normal seasonal decline in the last half year is about 22 per cent, and many estimates of at

least a 20 per cent drop in July under the level of June were made at the half-year mark.

A total of 426,159 passenger cars was produced in the United States during July, as compared with 452,624 in the previous month, and 338,383 in July, 1928. The output of trucks dropped from 91,373, in June, the highest month of the year, to 73,118.

At this time of the year when the tourist season is in full swing and nature is at her best in the great outdoors, the splendid national parks, with which the western parts of both the United States and Canada are so well supplied, have an extra attraction to a great many of us.

The sketch reproduced herewith indicates the national and provincial parks in western Canada and the United States, with the main connecting highways.

Those of our readers who are interested will be glad to learn that full information regarding the Canadian parks may be obtained from the Department of the Interior at Ottawa, Canada, which also issues free a sectional highway map in four sheets giving detailed information concerning the motor roads between Canada and the United States.

Dry Plowing and Subsoiling with 'CATERPILLAR' TRACTOR

NOW IS THE TIME TO SUBSOIL, PUTTING THE SOIL IN PHYSICAL CONDITION FOR STORAGE OF A PLENTIFUL SUPPLY OF MOISTURE AT A SAFE DEPTH. SUBSOILING AIRS THE SOIL, ADMITTING OXYGEN, THUS INCREASING CHEMICAL PROCESS, AND THEREBY BENEFITING ACID SOIL WHICH IS VITAL FOR SUCCESSFUL CROPS.



THE MOST STUBBORN GROUND MUST YIELD TO THE 'CATERPILLAR' POWER—AND SURE FOOTED TRACTION WITHOUT SLIPPAGE over ROUGH GROUND — SAND — SIDE HILLS

Wet or Dry Means Nothing to a 'Caterpillar'

YOU ARE CORDIALLY INVITED

To visit our booth at the Oregon State Fair, Salem, September 23 to 28. A complete line of 'CATERPILLAR' TRACTORS, a HOLT COMBINE and other modern farm machinery will be on display for your inspection.

Loggers & Contractors Machinery Company

PORTLAND

Modern farm tools and effective use pay big dividends

COMPRESSION IS EXPLAINED

De Soto Sales Manager Says Principle is Same as Bursting Bag

"If you have ever watched persons at different times inflate paper bags and burst them with their resultant powerful explosive effect, you have noticed that the same amount of air blown into a small bag will give a louder and more powerful explosion than if blown into a larger bag. That is the principle upon which high compression automobile engines operate," according to L. G. Peed, general sales manager of the De Soto Motor Corporation.

"The matter of high compression is a significant one to automobile owners," he continues. "High compression increases the ratio of fuel that can be transformed into useful work. It gives greater power and performance from the same amount of fuel and thereby increases the efficiency of the engine.

Unusual Volume Of Power Achieved

"In the development of the De Soto Six engine, Chrysler Motors engineers have succeeded in perfecting the cylinder head, the shape of the combustion chambers, and the design of the entire engine as regards valve location, manifold, crankshaft supports, etc. to the point where they are able to employ an exceedingly high compression ratio with a consequent unusual volume of power.

In explaining the compression ratio, Mr. Peed remarked: "In automotive engines of present day design, the down stroke of the piston draws a certain volume of gas into the cylinder, the inlet valve closes, and the piston rises and compresses the gas. If the gas is compressed into 1-5 of the space which it occupied with the piston at the bottom of its stroke, the compression ratio is said to be 5 to 1.

"With this condition, when the gas is fired by the spark plug, burns and expands on the power stroke, it will expand approximately five times before its power is used and the exhaust valve opens. By increasing the compression ratio as is done in the De Soto 'Red Head' engine to approximately 6 to 1, the same quantity of fuel is compressed into smaller space. This means that when the gas burns it expands six times. It is easy to see, therefore, that by obtaining six times expansion of the gas instead of five times, more power can be obtained from the same quantity of fuel injected into the cylinders.

R. G. Brady, service superintendent at the Valley Motor company will be back on the job Monday after a week's vacation.

Deer Season Opening Halted;

News Notes From Oregon Game Commission

Investigate Fishing on Rogue

The scheduled opening of deer hunting season has been postponed by Governor Patterson as was the case last year. In 1928, due to a long dry season which placed Oregon forests in grave danger of serious fires, Governor Patterson and the federal forest service ordered the opening of the season postponed. This announcement came only a few days before the season was due to open and caused some inconvenience to sportsmen. This year sufficient time has been given hunters to alter plans made to hunt on September 15. This has been the driest season Oregon has experienced in many years. The recent session of the state legislature changed the date of the opening of deer hunting season from September 10 to September 15.

The work of determining the source of the worms that infect the stomach of Elk lake fish still

DE SOTO BRAKES COMPLY WITH LAWS

With fast acceleration and deceleration the very heart and core of traffic control, adequate braking systems are perhaps the biggest factors in public and individual safety in automobile transportation today, according to L. G. Peed, general sales manager of the De Soto Motor Corporation.

"With traffic officers everywhere urging motorists to speed up in an effort to clear congested traffic arteries and intersections, the matter of adequate braking is a factor over which owners of De Soto Sixes can smile with satisfaction," declared Mr. Peed.

"So important is the construction of brakes that in many sections of the country, state legislatures have enacted laws specifying the types of brakes that can be used on automobiles. In every instance De Soto brakes have met with the unqualified approval of state lawmakers and owners of De Soto Sixes need have no fear of molestation or embarrassment through conflict with laws in any state in the union.

"De Soto Six brakes are of the internal expanding, hydraulic, four-wheel type built especially for this car by Chrysler engineers," Mr. Peed stated. "They are simple in construction, self-adjusting, and easily adjusted. Outside agencies cannot affect their operation, the brake supports forming a housing over the drums so all dirt, water and foreign matter is kept away from the working parts."

Chrysler Output Makes Big Gain

DETROIT, Sept. 14.—Chrysler corporation shipments totaled 47,274 cars in August, an increase of 20,000 over July, bringing the total so far this year to 353,330 cars, compared with 320,001 shipped in the first eight months of 1928.

The new 66, 70, 77 and Imperial models of the original lines made the most pronounced gains. De Soto August shipments were 8,162 cars, increase 3,100 above last August. Shipments of Dodge passenger cars totaled 7,092 in last half of August, the Dodge plants being closed the first two weeks of that month. Plymouth shipments were 10,792 cars.

Dodge truck and motor coach August shipments were 3,694 units and Fargo line of commercial vehicles 730.

The Smartest Roadster of low price



FULL-SIZE PLYMOUTH ROADSTER (with rumble seat), \$675

PLYMOUTH AMERICA'S LOWEST-PRICED FULL-SIZE CAR

\$675

F. O. B. Factory FULL-SIZE—Rumble Seat

THE snappy Chrysler-styled Plymouth Roadster is all the vogue today. Among low-priced roadsters it easily cuts the smartest figure, just as it leads them all with its typical Chrysler performance.

Here is a roadster, man-size, not boy-size—full-size, not toy-size. It has length of hood and expanse of rear deck which make a roadster truly graceful.

Engineered by Chrysler, it performs with a dashing swiftness and floating smoothness that are utterly amazing in a car so low in price.

The Plymouth Roadster is a quality car from first to last—in beauty; in riding ease; in size and in behavior.

Options: 365; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$675; De Luxe Coach (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers extend the convenience of these payments.

DEALERS:

Fitzgerald Sherwin Auto Co., Bonesteel Motor Co., Chemeketa and Liberty Telephone 1132 474 S. Commercial Telephone 423