

TIRES ARE USED 37 YEARS WITH ENGLISH OWNER

Akron rubber companies are accustomed to getting requests for adjustments on tires, but one just received from Brian Stark, 7 Mowbray road, Edgware, Middlesex, by the B. P. Goodrich company has brought a laugh from H. M. Baker, Goodrich district manager. It asks for an adjustment on three, or "tyres" as the English have it, that have been in service 37 years, since 1900. The letter follows:

"Dear Sirs: I am in trouble with some of your tyres. They leak gradually and not through the valve. They are rather old, being single tube tyres of 1900 date of manufacture. They are on a Locomobile steam car that I am overhauling for a famous collector in this country. R. O. Shuttlesworth of Old Warden Park, Biggleswade, Bedfordshire. He is very keen on using the same tyres on the few runs that are made in this country every year to show how motoring used to be. This size is 28 by 2 1/2 with five lugs.

Have you any useful ideas on how to treat these internally to cure their porosity? For instance, how about putting a half pound of thick rubber solution in each tyre? "The trends are simple and as good as new as far as I can tell, a wonderful tribute to the quality put into them. One out of the four is holding up well after a fortnight. Therefore I am hopeful of restoring the others and preserving in use a world's record that can never be beaten, pneumatics in use after 36 years."

Goodrich is sending Mr. Stark a special compound developed by its technical men which it hopes will preserve the tires for several more years. After all, keep a satisfied customer feeling that way, is the motto.

DRIVING HABIT SHOWS ON TIRES

The amount of mileage a motorist gets from a tire depends to a very large extent upon his driving habits.

This fact received new emphasis recently from a tread wear survey made by United States Rubber Products, Inc. Fifty-six cars of a single make and model were equipped with the same make and size of tire and driven over the same roads by 56 different drivers.

The average tire mileage for all the cars was 22,994 based on four tires per car. Dividing the cars into four groups of fourteen cars each the following averages were obtained: Lowest group, 15,960 miles; next, 20,560 miles; next, 24,430 miles; best, 31,040 miles. In other words, the poorest fourth of all drivers obtained only about half the tire mileage obtained by the best fourth.

Effect of driving habits on tire wear was brought out still more forcibly when a comparison between the two low and the two high drivers of the 56 was made. The two low obtained an average of only 10,500 miles, or 46 per cent of the average for the whole group. The two high averaged 36,900 miles, which was 60 per cent better than the group average, and actually 26,400 miles more than the two low obtained.

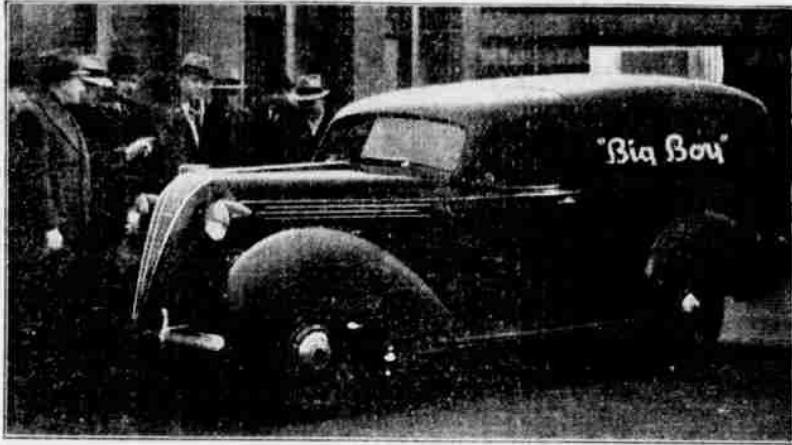
EASTERN TRIP WON BY TIRE SALESMAN

D. W. Jackson, wholesale salesman for the B. P. Goodrich company in the Pacific Northwest district, has won the first prize among the district sales staff in the trade expansion program just closed, it is announced by H. M. Baker, district manager.

The prize is a three-day victory celebration trip in June to the company's principal headquarters in Akron, Ohio. Twenty-six other salesmen, in each of the company's sales districts, won similar prizes for their accomplishments in the contest, and will make the trip at the same time. A round of banquets, golf tournaments and other activities will be arranged for the victors during their visit.

B. Van Onsenaard was runner-up for the Seattle district.

ANNOUNCE NEW COMMERCIAL CARS



Sales executives of Hudson Motor Car Company inspect the first of the new Terraplane "Big Boy" commercial cars, which are being announced at present by the company. The car pictured here is a panel delivery, three-quarter ton model and, like all four models in the new line, is built on a 124-inch wheelbase, and has 96 horsepower, with 102 horsepower available at a slight additional cost. At the left, George H. Pratt, Hudson's sales manager and W. R. Tracy, vice president in charge of sales, point out the advantages of the new commercial car for the regional sales managers, who gathered in Detroit last week from various sections of the country for a sales conference.

PRICE OF AUTO SET BY INCOME

Chicago—Two factors determine the volume of motor car sales. They are prices and national income. Of the two, Milan V. Ayres, analyst of the National Association of Sales Finance companies, finds the price element the more important.

Writing in Time-Sales Financing, official publication of the association, Ayres states, for instance, that although the national income in 1936 was about 19 per cent less than in 1926, the number of cars produced for sale in this country was 4 per cent greater.

The answer is found, according to Ayres, principally in the ability of automobile manufacturers to widen their market through sharp reductions in prices. Under the subject of "Motor Vehicle Sales and the National Income," he states in part:

"There are always a great many people in this country who want new automobiles but do not buy them because they feel they cannot afford to do so. "It may reasonably be deduced that if the national income should increase without a corresponding increase in the price of cars, a greater number of new cars would be made and sold. Conversely, if the national income remained the same but the average price of cars went down, there would also be an increase in the number sold."

Ayres notes that in addition to incorporating important advancements in design and body construction, there has been an almost universal demand for closed cars, with the result that price declines have been even more pronounced than the cold figures indicate.

SAFETY AND SERVICE KEYNOTE OF DEALERS

Praise for the crusade to accomplish "Safety through Service" in the Pacific Northwest and for a 21 per cent gain in Dodge dealers' new car sales for this area were given here by W. R. Bamford, director of parts and service for the Dodge factory at Detroit.

Bamford called on dealers of the area in company with D. L. Beck, Dodge regional manager, and reported that service facilities in this area both to Dodge owners, and dealers were being developed to a greater degree than ever before.

"The Dodge dealers of this area are the outposts for factory service," he said. "Through regional parts departments located here, this service is almost equivalent to having Detroit moved into the Pacific Northwest for convenience."

"The value of such service cannot be over-emphasized in a region having year 'round driving conditions," he added. "Our aim is to provide such service in making parts available to Dodge owners that highway accidents cannot be laid to inaccessibility of necessary

PRICE OF AUTO SET BY INCOME

Bamford spoke highly of Seattle and Portland automobile testing stations operated by the cities as a means of enlisting public cooperation in safety precautions.

Beck announced that greatly increased sales volume of both new car and truck and used vehicle sales in the Northwest region point to record-breaking spring business in this area. One of the prime incentives influencing new Dodge sales, he added, is the operating economy of the new models.

TIRE MAKERS SAY SAFETY DEMANDED

Increasing used car sales emphasize the need for safety equipment to prevent a corresponding rise in fatalities, yesterday warned Walter Zosel, manager of the Goodrich Silverton Store at 186 South Commercial street.

"Don't put the question of highway safety entirely in the hands of police authorities," he warned. "It is your life that is at stake when your car is improperly equipped, or when your tires blow out. "Blowouts are unnecessary in the majority of cases. In the case of The B. P. Goodrich Company, years of research have been expended to make a safe tire to reduce the danger of blowouts."

"Because it has been found that heat developed in weak casings is one of the principal causes of blowouts, the Goodrich company has developed and patented the Goodrich Silverton tire with the Life-Saver Golden Ply.

MOVIES FAVOR LATE BUICKS

To appear in many of the year's leading motion pictures, a new fleet of Buick cars was recently purchased by Warner Brothers, motion picture producers of Hollywood.

These new 1937 models, consisting of 10 8-passenger sedans, a convertible coupe and a convertible phaeton, are to replace a similar number of Buicks, which covered more than 250,000 miles in studio service in a year. The cars were delivered to Jack L. Warner, head of the studio, and placed under the direct supervision of Art Klein, former race driver and war pilot, himself a Buick owner.

Many of Warner Brothers executives and stars drive Buicks and the film company's fleet is used in transportation of stars and equipment on outdoor shots as well as for "props" in the films themselves. It was explained by Otto Wilson, local Buick dealer.

"Among Warner Brothers features in which Buick cars play a role are 'Singing Marine,' 'Talent Scout,' 'Kid Galahad,' 'Flyaway Baby,' 'Dance, Charlie, Dance,' 'Marry the Girl,' 'Marked Woman,' 'The Go Getter,' 'The Case of the Stuttering Bishop,' 'Her Husband's Secretary' and 'That Man's Here Again!'" he said.

"Buick thus far is seen daily by millions of persons in motion picture theatres throughout the country. French troops continued their mountain maneuvers in the Alps during the bitterest part of winter.

USED VEHICLES RELIABLE ONES DEALERS STATE

Why the Dodge factory takes a vital interest in providing dependable used cars for patrons of Dodge dealers was explained yesterday by D. L. Beck, Dodge regional manager, in connection with current bargain sales of used vehicles by the Salem Dodge dealer.

Herrall-Owens company, dealer at 235 South Commercial street, is the principal Dodge outlet of the Salem area who this week is featuring drastic sales prices for used cars.

"The used car buyer is just as important to us as the new car buyer," Beck declared. "In fact, the used car buyer is the backbone of the automobile business. The reason is obvious. Today it is necessary to sell two used cars for every new car sold. Almost every new car buyer has a trade-in. Thus, not only must our new products appeal to popular demand, but we must provide a sales outlet for the new car buyer's trade-in."

"In recognition of this fundamental fact, the Dodge factory has established rigid rules to extend the dependability trademark which has featured Dodge products for more than a score of years, to the used cars sold by Dodge dealers.

"This requires careful inspection and reconditioning of used cars to yield the maximum of unused transportation in them with economy and safety for the purchaser."

Beck pointed out that used car buyers have developed a shrewdness and sense of values that compel honest merchandising—a characteristic to which he paid tribute as a contribution to the advancement of the motor car industry.

Welcome news to the small boy is that Norway's cod liver oil output was reduced last year.

Style Feature



TENITE STEERING wheels of attractive spring steel spoke design are a style feature of the 1937 Buick cars. The Buick crest is carried in the center on the horn button.

Ford Announces Coupe With Box



PICTURED ABOVE is a new dual purpose car, a coupe with a pickup box, designed for operators who require a light commercial unit with the comfort and style of a passenger car, which has just been announced by the Ford Motor Company. The new unit is available with either the 25 horsepower or the 60 horsepower V-8 engine.

This car is expected to find a wide field of usefulness among farmers, contractors, plumbers, oil field workers and appliance salesmen. Addition of the new pickup box converts the coupe into a light delivery or utility unit. The pickup box provides a load space 64 inches long, 33 inches wide and 12 inches deep.

The sides and tailgate of the box are of steel. The floor is of wood, protected by steel skid-strips. The tailgate is fitted with drop chains and provides additional space when lowered.

LICENSE LAWS MORE POPULAR

New York—Adoption of driver license laws in eight states thus far this year, with the possibility of several more before the end of current legislative sessions, was today declared to be the greatest contribution of highway safety this far in 1937 by Alvan Macaulay, president of the Automobile Manufacturers' association.

"The wholesome success of this effort to bring as many states as possible up to standard as regards driver licensing is particularly gratifying to our industry," said Mr. Macaulay. "Through the Automobile Manufacturers' association the entire industry joined in the effort of the American Association of State Motor Vehicle Administrators, the National Safety Council, the General Federation of Women's clubs, the American Legion, the National Congress of Parents and Teachers, the American Automobile association, the National Grange and a host of others to obtain the enactment of these vitally necessary laws."

States in which new laws have already been adopted this year are: Arkansas, Georgia, Indiana, Kansas, Maine, New Mexico, North Dakota and Tennessee. Driver license bills are now pending in Illinois, Michigan, Minnesota, Missouri, Nebraska, Oklahoma, Texas and Wisconsin.

AUTO FATALITY REDUCTION HAS FOUR LINE PLAN

Omaha—The low auto fatality rate scored by Omaha is due chiefly to four lines of activity, Irving Itzeran, president of the Omaha safety council, declares.

"Showing of the movies, 'Remember Jimmie' and 'Sudden Death,' brought definite results," Itzeran said, "in impressing careless drivers."

Safety test for drivers at police station; six-week drivers' school at city hall; establishment of the municipal auto-testing station; distribution of "safety lesson sheets, circulating bicycle safety cards in the elementary schools, and a special educational program in the high schools; 60 safety talks a month by various civic groups; distribution of safety literature at auto show; enforcement of the state financial responsibility law.

These activities will be continued in 1937. In addition, the following will be added:

Establishment of traffic court; legislation to provide uniform penalties for law violations; enlargements of traffic squad at police stations to insure complete patrolling of the streets.



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