THE OREGON STATESMAN, SALEM, OREGON

SUNDAY MORNING, JANUARY 2, 1927

**Reports Show General Increase in Automobile Industry for Year 1927** 



Alfred P. Sloan, Jr., president of General Motors has issued the following state ment regarding the corporation's offering of stock to employes:

"General Motors is making the fourth annual offering of its 7% preferred stock to the employes of the corporation and its subsidiaries. Subscription books close January 31, 1927. All employes are entitled to subscribe, at \$110 a share; payment to be made in. full or in eleven monthly installments.

"Employes may subscribe in amounts from one share up. in MAKE ELABURATE pendent upon their wage earnings; the total value of the stock subscribed for not to exceed onethird of the year's wages.

"As an incentive to employes to retain their investment in the 7 c preferred stock and as an inducement to remain with General Motors an extra payment of \$2 a share a year will be made in addition to the regular dividends. of \$7 a share. The first extra payment of \$2 will be made on February 15, 1928, and will continue for five years, provided the employe retains his stock and remains in the General Motors service during this period.

"In addition to the means of saving 'offered to employes through the corporation's Savings and Investment Plan, the directors, recognizing the difficulty the person of moderate means encounters in making wise investments, have decided to again offer employes an opportunity for investing their savings or surplus earnings in such a way as to share in the profits of the corporation while enjoying the security af-The directors hope that through three Little Marmon and three this plan, employes will be assist- Series 75 body styles, both standed in accumulating an estate and remaining with the corporation was selected by officials of the and contributing to its success."

DILLES AGUOUATO



The judges right to left? William Bell, Judge G. F. Skipworth, Edwin Bailey, Elbert Bede and I. O. Hall

### Announce Winners in Paige **Detroit Motor Car Contest**

PLANS FOR SHOW DETROIT, Mich., Special .---Winners in the Paige-Detroit Motor Car company's slogan contest, in which there were more than 402,000 entries, were announced Marmon Company to Have today as follows:

First prize, \$10,000, to J. Luth er McFarland, Cairo, W. Va. Second prize, a four-door sedan, to Mrs. Walter F. Halleck, New Berne, N. C.

Third prize, a four-door sedan, to F. A. Dragoun, Peoria, Ill. The prizes were presented to rounded out by the addition of the winners the day before Christ-McFarland's winning slogan is.

'Built to win-without, within." "Satisfaction mounts with evry mile" was the second prize

winner, while third prize was for 'Commands respect on any road." These three slogans were se- dealers of Lane county, Decemected as the prize winners by the board of judges, consisting of Ed-

forded by its 7% preferred stock. held, the company will exhibit M. Jewett, president of the aPige- nearly five and a half miles be-Detroit Motor Car company. .

Fords Line Up for Start at Cottage Grove



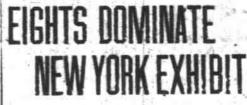
# The winner of the gas conser- Some Sure Ways to Lose

Mandatory suspension or revois provided in the model act, sug-

1. Manslaughter resu



Testing Oldsmobile's easy, steering qualities at General Motors Proving Ground.



International Character of Show Indicated by Foreign Entrants

in the past 12 months were the largest on record, the percentage The rapidly growing vogue toof registration increase was the ward the predominance of eight smallest ever recorded. This was cylinders among the world's finest motor cars was strongly em-1. The unprecedentedly large phasized at the 20th annual New number of vehicles taken out of York Automobile salon, recently Model "50." held in the Hotel Commodore.

service 2. The fact that as the total says Dubois Young, president of in service increases the rate of gain decreases. This shrinkage Some 100 cars, worth \$1,000,000 may be expected to continue until the number of vehicles taken out up to nearly \$20,000. of service each year equals or exceeds the number sold.

proximately 22,342,457.

cent over 1925.

previous year.

due to two factors.

1925.

Registration of passenger and

commercial cars last year showed

gain of 2,254,000 or 11.2 per

Passenger cars registered num-

ber 19,495,676. an increase of 1,-

831,793 or 10.3 per cent over the

Commercial vehicle registra-

tions total 2.876,781, a gain of

421.688 or 17.1 per cent over

While sales in the United States

lon will be held at the Drake ho-With domestic sales of passenger cars for the next year approximateing 3,525,000 and with a registration gain of only about 1.-50,000 it is obvious that somecity. hing like 1,675,000 cars were

aken out of service. It should not be assumed, however, that all only indicate the vogue amor of them were scrapped, for the Your Auto License Today number of cars which have accumulated in the hands of dealers influence the trend which is to be ler '30'.

since last January must be de- taken by practically every make of ducted from the total. It is prob- car manufactured," says Mr. ation of licenses granted motor able these dealer stocks will ac- Young. "It is, therefore, excepeight cylinder cars predominate Scrutiny of the registration gested at the second national con- gains by states indicates that this year more than ever, both in ference on street and highway irosperity was more widely dif- number of body models shown fused throughout the country in and in manufacturers and carrossafety, which the National Safety 1926 than in any recent year, for siers who exhibited. One eightthere were few outstanding per- cylinder manufacturer actually but that it should have more than every state of the union, as its centage increases, even in the provided 12 chassis.

south or in the grain states. Auto-"The international character of in the number of accidents. Here motive business, apparently, was the exhibit is indicated in the fact record of 51 and 88-100ths miles will be revealed.

New York retains its leadership France, Italy, England, Belgium with a total of 1,818,765, a gain and Germany, as well as the ma

An unprecedented demand for the Chrysler Model "50", latest four cylinder model from the plants of the Chrysler Sales Corporation, that has exceeded all expectations of company officials continues to test the production facilities for this model in the company's Detroit factories. Company officials indicate that

**STIMULATES SALES** 

Unusual Roomy Accommo-

dations of Chrysler 50

Popular With Public

present orders on hand and future orders bid fair to continue at the record breaking point for this full sized car until early spring of 1927.

An analysis for the reasons for this unprecedented success, according to J. E. Fields, vice president in charge of sales of the Chrysler Sales Corporation, reweals the fact that one of the principal factors is the unusually roomy accommodations in the

"Of course, the fact that this car is a Chrysler and built under the Hupp Motor Car corporation. the well known Chrysler plan of standardized quality is a basic were displayed, in prices ranging reason for the success of the Model "30", declares Mr. Fields, "and The Chicago edition of the sa- in addition fine recognition has been accorded by the public to

tel in late January and early this feature of exceptional room-February, co-incident with the iness. National Automobile Show in that "Thousands of Chrysler '20"

owners are enthusiastic over the "These salons, with their fine ample room for their family in custom coachwork, de fuxe inno- this car. Unanimously they tell vations and chassis features, not our representatives that this unusual roominess is a principal facthe finest custom creations, but tor in their selection of the Chrys-

"This justifies in every way the" ideas of Walter P. Chrysler when he issued instructions to his entionally gratifying to note that gineers on the designing of this latest of Chrysler models.

> "He insisted that he wanted a light, powerful car that would be economical to operate while capable of the finest performance, necessary room for all five passengers.

"That this has been completely accomplished is proven by the unanimous public acceptance of the Chrysler '50', concludes Mr.

ENDURANCE RECORD

Chick Murray Makes Boston

New York-Drive in Blind-

ing Blizzard

1 R. J.M.

In a blinding blizzard which

lashed and swept New York and

the New England states a few

days ago, "Chick" Murray driving

a Whippet sedan made the 248-

mile run from Boston to New

York in 8 hours and 40 minutes,

for an average speed of 28.5 miles

an hour, setting a fuel economy

record of 30.7 miles to the gal-

and one quart of gasoline despite

in many places and battled against

The run was made without ad-

Trains were running several

and thence to Hartford, New Hav-

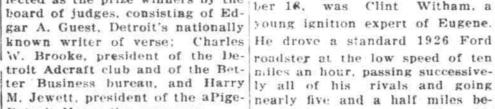
up over the running boards and

The start was made at midnight

and the finish came just as New

packing ahead of the car.

Fields.



The first public display of the complete line of Marmon quality automobiles, which has been the Little Marmon, powered with mas. an eight-in-line engine, will be

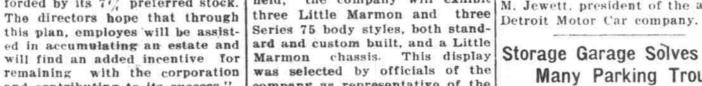
made a the New York National Automobile Show beginning January 8. Four separate exhibits, be-

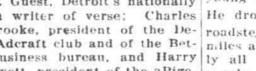
First Public Display of

Complete Car Line

lieved to be one of the largest array of fine cars ever assembled. will be displayed in New York during show week. Altogether 40 Marmon automobiles and three chassis will be shown.

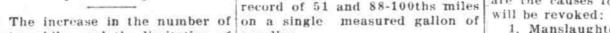
In the Grand Central Palace, where the show proper will be ard and custom built, and a Little company as representative of the entire line, including the new





vation contest staged by the Ford ber 16, was Clint Witham, a yond his nearest competitor. He

thus re-enacted the old fable of the tortoise and the hare, in modern form and with a few extra Many Parking Troubles frills. He made the astonishing



vehicle operators and chauffeurs count for 600,000 or 700,000. Council hopes will be adopted by pasage should mean a reduction



Appearance of Erskine Six Causes Great Surprise Here and Abroad

-Speculation that has been cur-DePalma, the racing star and a Marmon Automobilel company o. petitive make of car on the In- Display facilities have been en-Six. Studebaker's new 2 1-3 litre tor cars. car.

The competitive make car pilot-Erskine Six chassis equipped with for the benefit of between 00 a camouflage body. The race driver was at the track to carry on who will gather for the annual certain tests amplifying the work Studebaker proving ground near South Bend.

The incident emphasizes the extreme secrecy that has characterized the development of Studebaker's new car, which will be introduced at the National Automobile show in New York Jan. 8. Notwithstanding the fact that the Erskine Six has been brought out in Europe, where it made its debut at the Paris Salon in October, no details of its design or construction have been made in the United States.

So closely guarded was the Erskine Six that even its appearance in Paris was a complete surprise not, only to the American public, who had no inkling that Studebaker was preparing another car, graph of it, smuggled from Paris, Eugene Daily Guard. has made its appearance in the American trade press.

Have Garage Windows Open **Before Starting Automobile** 

Be sure that the windows and doors of your garge are open ere starting your automobile, cautions a bulletin issued by the National jority of thefts. Safety Council, which reminds motorists that all gasoline engines when running generate carbon monoxide gas. Scores of motor vehicle owners have died as a re-

small straight eight and the large Marmon, so well known for the fast 25 years as a precise, luxurious automobile.

Six cars will be shown in the three Little Marmon standard body types, two Series 75 standthe problem. ary styles, and one Series 75 custom-built body. Custom-built

body styles will predominate in the Marmon display at the Hotel Belmont where four custom-built Little Marmons, two custom-built

INDIANAPOLIS, Ind., (Special) Little Marmon will be exhibited. about finding a parking place and cific highway through Eugene Special preparations have been then the necessity of obeying the and Junction City, thence toward rent this week as to why Ralph made at the showrooms of the parking time limit. Also the de- Corvallis by the West Side highmember of the Studebaker engi- New York, Inc., the metropoli- when left outside, is greater in a cars passed through Junction City neering staff, was driving a com- tan sales branch of the company. year than the storage cost. / before stopping, which is 37.5 dianapolis speedway was cleared larged to permit the showing of ice the garage is equipped with Grove over the route followed. up yesterday when it was learned 22 different types of automobiles the very latest washing and greas- Seventy Fords in this contest, as that De Palma was conducting and two chassis, thus assembling ing equipment. People may drive logged by the certified speedomespecial tests on the new Erskine the complete line of Marmon mo- their cars in the garage in the ter on the judges car made an av-

Just prior to the New York and greased before evening withshow, the Marmon company will out having them stand out in the ed by DePalma was in reality an show its fall line in Indianapolis weather part of the day.

and 800 sales representatives convention January 3 and 4 which he has been doing at the 800-acre this year has been set aside as Council.

the "Inauguration of the Little Marmon." Many distributors and dealers will attend this meeting and will depart immediately after the sessions for the New York show.

The Marmon company also has made elaborate preparations for the Chicago national show, and other motor car displays throughout the country.

### Jerry Newton Called Real Champion Bean Consumer

If F. S. Gannett, chief of the Gannett Motor company, gets any "kick" out of watching the prize Salem Chevrolet sales staff eat but to the industry as well. Al- beans, Jerry Newton, head of the though at least 15 models have Newton Chevrolet agency in Sabeen developed the last two years lem, will get a lot of satisfaction and have been under tests for himself. Jerry, according to his months on the Studebaker prov- friends, is the champion bean eating ground, every car has been so | er of the Pacific Northwest, Salem well disguised that Studebaker lost to Eugene in the "turkeyhas scored a complete "scoop" in bean" selling contest. The Euwithholding its plans until the gene bunch will eat the turkey car was announced in Paris. In and Salem the beans, at the exfact, so carefully guarded were all pense of the Salem men, as the its details that only one photo- result in which Eugene won .-

### SIMPLE THEFT LOCK

Drill a hole in the clutch pedal lever close to the floor board, and insert a padlock in the hole. Of course the car could be towed, but it could not be driven under its own power, as done in the ma-

# SILENT SHIFTING

If a driver will depress the clutch, shift from low to neutral, sult of breathing a small quantity then from neutral to second and

automobiles and the limitation of gasolin

down town parking space has The contest was staged under brought about a need for exclu- the most rigorous conditions with sive storage garages. The Fire five of the most prominent men of Proof Storage garage, convenient- Lane county acting as judges. A Hotel Commodore, including ly located one block from the new purse of \$250 was hung up, dividbank building, is helping to solve ed into ten prizes, with \$100 as first prize.

This garage offers day and Forest Finley of Junction City night service and so makes its took second prize, with a record easy for all patrons to come and of 45.45 miles. Mrs. J. C. Neely go when they please. The busi- of Eugene won third, prize, her

ness man may drive his car to record being 44.88 miles. town and leave it at the garage. The contest was started in Cot-Series 75 cars, and one standard This will relieve him of the worry tage Grove and followed the Papreciation, which a car suffers way. Twenty-three of the entered In addition to the storage serv- logged miles distant from Cottage

> A similar contest was staged in Salem on the last Saturday of

September, 1926. Only new cars Cemeteries are filled with mo- were used in this contest and of torists who contest the right of all competing the average was home to sleep in an unventilated months. For a permanent frost-

the operation of a motor vehicle. liquor or narcotic druss. 3. Perjury or the making of a

false affidavit to the department under this act or any other law 479. Ohio is third with 1,507,of this state requiring the regislating their operation on highways

4. Any crime punishable as felony under the motor vehicle laws of this state, or any other elony in the commission of which motor vehicle is used.

5. Convicition or forfeiture of bail upon three charges of reckless driving all within the preceding twelve months. 6. Conviction of a driver of motor vehicle, involved in an ac-

ident resulting in the death or njury of another person, upon a charge of failing to stop and disclose his identity at the scene of the accident.

It is a foolish motorist, who jlying a thick lather of sapolio returned from his trip east, where the fact that the Whippet encounboasts of all the fresh air he en- and water to the inside. It will ty Council.

of 193,000. It now has about jority of the leading American 2. Driving a vehicle while un- half as many motor vehicles as all makes of fine cars, were shown der the influence of intoxicating the rest of the world aside from Coachwork was exhibited bu such outstanding authorities as Dietthe United States. California still is the empire rich, Brunn, de Causse, Le Baron

state's closest rival with 1,614,- and Fleetwood "The - dominance of eights in 500 Pennsylvania fourth with 1,- such a setting is a conclusive intration of motor vehicles or regu- 483,054; Illinois fifth with 1.- dication of the vogue they are 570,500; Michigan sixth with 1.- creating. The man who can af-124,559 and Texas seventh with ford a fine car naturally insists 1.053.600. Michigan and Texas on the topmost chassis principle."

are new-comers in the more than a million class.

While these figures make estimates necessary for the closing weeks of the year, a similar comrilation made a year ago by MoToR showed a margin of error of slightly less than 1 per cent on the total and only 1-7 of 1 per cent on cars.

### FROSTING FOR HEADLIGHT LENS

A temporary frosting on a headlight lens may be acquired by ap-

he has been in the interests of fered snow more than a foot deep joys while driving and then goes serve efficiently for several his business. "The thing that interested me heavy winds all the way. way, regrets the National Safety 27.1 miles. The winner made room, observes the National Safe- ing, coat the inner side of the most in looking over the cars in

lens with orange shellac.

the east," said W. E. Burns-Dan vance preparation and Murray de-Burns, "is the fact that cars there cided to make the test to deterare equipped with greater com- mine what the Whippet would do By FRANK BECK are equipped with greater com-fort. Practically every car is heat- under the most unfavorable con-

ed. No one there thinks of strug- ditions. To make the trip official "Chick" hurridly called J. Brengling along with a cold car. "And people here who have enjoyed a heated car would never nan of the National Automobile so without. The cost of a heater association asking him to act as

is so very little compared to the official observer. pleasure it gives."

Dan Burns, who has just re- hours late, trolly service had been turned from an extended visit to suspended in many of the towns the different equipment factories and cities along the route and in the east, says that one would general traffic was at a standstill. be amazed at the new equipment | The route selected by Murray that is now being turned out to led from Boston to Springfield recondition cars.

"It is now possible," continued en, Bridgeport and New York. Mr. Burns, "to recondition a mo- The blizzard force of the storm tor so that it will run every bit did not break until after "Chick" as good as new. The tools that had left Hartford. The roads have been devised with which to were unbroken by any tracks and do this almost passes the compre- the Whippet had to plow its hension of a person not actively own course with the snow piling interested."

## Smith & Watkins Increase Sales and Service Room

orner of Court and High streets, have added to their sales and service room taking on the space formerly occupied by the Valley Parts company. This gives them Boston and Montreal. 50 per cent more display room and considerable more space for

motorists to drive in. With this additional room, Jim Smith, head of the firm, states that the company will have much better room McClaren, Tires and Tubes. They cars stay in much better shape and handle shell gaseline and all the lasts longer.

Pork was shaking the snow from Smith & Watkins, located at the stride for the day. its feet to get into its business The car used was the same Whippet with which Murray established the economy record of 31 miles to the gallon between Wash Autos Often Advise Expert Laundry Operators

Ramseyer Bros., Salem auto to display their stock of tires and laundry men, located at 544 Ferry tubes and will have more direct street, claim that those who have connection with their repair and their cars washed often and do vulcanizing department. Smith & not let the dirt accumulate on Watkins are distributors for the them find that the finish on the

popular brands of motor oils and If the dirt and grease is allowed

MORNING THE AFTER.

morning and have them washed erage mileage of 34.98 miles.

31.6 miles to the gallon. **DOWN THE ROAD** 

People Enjoying Heated Cars Would Never Be Satisfied With Others W. E. Burns-Dan Burns (not lon. Murray used but 8 gallons brothers-the same man), has just

