

# Reports Show General Increase in Automobile Industry for Year 1927

## MEANS OF SAVING OFFERED EMPLOYEES

### General Motors Company Makes Annual Offer of Seven Per Cent Stock

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

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

"Employees may subscribe in amounts from one share up, (in no case more than 10 shares, dependent upon their wage earnings; the total value of the stock subscribed for not to exceed one-third of the year's wages.

"As an incentive to employees to retain their investment in the 7% 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 employee retains his stock and remains in the General Motors service during this period.

"In addition to the means of saving offered to employees through the corporation's Savings and Investment Plan, the directors, recognizing the difficulty of the person of moderate means encounters in making wise investments, have decided to again offer employees 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 afforded by its 7% preferred stock. The directors hope that through this plan, employees will be assisted in accumulating an estate and will find an added incentive for remaining with the corporation and contributing to its success."

## DE PALMA CONDUCTS TESTS ON NEW CAR

### Appearance of Erskine Six Causes Great Surprise Here and Abroad

INDIANAPOLIS, Ind. (Special)—Speculation that has been current this week as to why Ralph DePalma, the racing star and a member of the Studebaker engineering staff, was driving a competitive make of car on the Indianapolis speedway was cleared up yesterday when it was learned that De Palma was conducting special tests on the new Erskine Six. Studebaker's new 2-1-3 litre car.

The competitive make car piloted by DePalma was in reality an Erskine Six chassis equipped with a camouflage body. The race driver was at the track to carry on certain tests simplifying the work he has been doing at the 800-acre 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, but to the industry as well. Although at least 15 models have been developed the last two years and have been under tests for months on the Studebaker proving ground, every gasoline engine when running generate carbon monoxide gas. Scores of motor vehicle owners have died as a result of breathing a small quantity of this odorless gas which cannot be seen. Fresh air alone will not prevent this.

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## Have Garage Windows Open Before Starting Automobile

Be sure that the windows and doors of your garage are open ere starting your automobile, cautions a bulletin issued by the National Safety Council, which reminds motorists that all gasoline engines when running generate carbon monoxide gas. Scores of motor vehicle owners have died as a result of breathing a small quantity of this odorless gas which cannot be seen. Fresh air alone will not prevent this.

## Stage Conservation Contest Lane County Ford Dealers



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

## MAKE ELABORATE PLANS FOR SHOW

### Marmon Company to Have First Public Display of Complete Car Line

The first public display of the complete line of Marmon quality automobiles, which has been rounded out by the addition of the Little Marmon, powered with an eight-in-line engine, will be made at the New York National Automobile Show beginning January 8.

Four separate exhibits, believed 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 held, the company will exhibit three Little Marmon and three Series 75 body styles, both standard and custom built, and a Little Marmon chassis. This display was selected by officials of the company as representative of the entire line, including the new small straight eight and the large Marmon, so well known for the last 25 years as a precise, luxurious automobile.

Six cars will be shown in the Hotel Commodore, including three Little Marmon standard body types, two Series 75 standard 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 Series 75 cars, and one standard Little Marmon will be exhibited.

Special preparations have been made at the showrooms of the Marmon Automobile company on New York, Inc., the metropolitan sales branch of the company. Display facilities have been enlarged to permit the showing of 22 different types of automobiles and two chassis, thus assembling the complete line of Marmon motor cars.

Just prior to the New York show, the Marmon company will show its fall line in Indianapolis for the benefit of between 60 and 800 sales representatives who will gather for the annual convention January 3 and 4 which this year has been set aside as 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 Jerry Newton, head of the Newton Chevrolet agency in Salem, will get a lot of satisfaction himself, Jerry, according to his friends, is the champion bean eater of the Pacific Northwest. Salem lost to Eugene in the "turkey-bean" selling contest. The Eugene bunch will eat the turkey and Salem the beans, at the expense of the Salem men, as the result in which Eugene won.—Eugene Daily Guard.

## SILENT SHIFTING

If a driver will depress the clutch, shift from low to neutral, then from neutral to second and release clutch, this double maneuver almost invariably assures silent shifting.

## Announce Winners in Paige Detroit Motor Car Contest

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 today as follows:

First prize, \$10,000, to J. Luther 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 the winners the day before Christmas.

McFarland's winning slogan is, "Built to win—without, within." "Satisfaction mounts with every mile" was the second prize winner, while third prize was for "Compassion respect on any road."

These three slogans were selected as the prize winners by the board of judges, consisting of Edgar A. Guest, Detroit's nationally known writer of verse; Charles W. Brooke, president of the Detroit Adcraft club and of the Better Business bureau, and Harry M. Jewett, president of the Paige-Detroit Motor Car company.

## Storage Garage Solves Many Parking Troubles

The increase in the number of automobiles and the limitation of downtown parking spaces has brought about a need for exclusive storage garages. The Fire Proof Storage garage, conveniently located one block from the new bank building, is helping to solve the problem.

This garage offers day and night service and so makes it easy for all patrons to come and go when they please. The business man may drive his car to town and leave it at the garage. This will relieve him of the worry about finding a parking place and then the necessity of obeying the parking time limit. Also the depreciation, which a car suffers when left outside, is greater in a year than the storage cost.

In addition to the storage service the garage is equipped with the very latest washing and greasing equipment. People may drive their cars in the garage in the morning and have them washed and greased before evening without having them stand out in the weather part of the day.

Cemeteries are filled with motorists who contest the right of way, regrets the National Safety Council.

## Fords Line Up for Start at Cottage Grove



The winner of the gas conservation contest staged by the Ford dealers of Lane county, December 18, was Clint Witham, a young ignition expert of Eugene. He drove a standard 1926 Ford roadster at the low speed of ten miles an hour, passing successively all of his rivals and going nearly five and a half miles beyond his nearest competitor. He thus re-enacted the old fable of the tortoise and the hare, in modern form and with a few extra frills. He made the astonishing record of 51 and 88-100ths miles on a single measured gallon of gasoline.

The contest was staged under the most rigorous conditions with five of the most prominent men of Lane county acting as judges. A purse of \$250 was hung up, divided into ten prizes, with \$100 as first prize. Forest Finley of Junction City took second prize, with a record of 46.15 miles. Mrs. J. C. Neely of Eugene won third prize, her record being 44.88 miles.

The contest was started in Cottage Grove and followed the Pacific highway through Eugene and Junction City, thence toward Corvallis by the West Side highway. Twenty-three of the entered cars passed through Junction City before stopping, which is 37.5 logged miles distant from Cottage Grove over the route followed. Seventy Fords in this contest, as logged by the certified speedometer on the judges car made an average mileage of 34.98 miles.

A similar contest was staged in Salem on the last Saturday of September, 1926. Only new cars were used in this contest and of all competing the average was 27.1 miles. The winner made 31.6 miles to the gallon.

## REPORT SHOWS OVER 22,000,000 AUTOS

### Passenger Cars Number 19,465,675; and Trucks 2,876,791; Gain 11.2

Motor vehicles in use in the United States now number approximately 22,342,457.

Registration of passenger and commercial cars last year showed a gain of 2,254,000 or 11.2 per cent over 1925.

Passenger cars registered number 19,495,676, an increase of 1,831,793 or 10.3 per cent over the previous year.

Commercial vehicle registrations total 2,876,781, a gain of 421,688 or 17.1 per cent over 1925.

While sales in the United States in the past 12 months were the largest on record, the percentage of registration increase was the smallest ever recorded. This was due to two factors:

1. The unprecedentedly large number of vehicles taken out of service.

2. The fact that as the total in service increases the rate of gain decreases. This shrinkage may be expected to continue until the number of vehicles taken out of service each year equals or exceeds the number sold.

With domestic sales of passenger cars for the next year approximating 3,325,000 and with a registration gain of only about 1,850,000 it is obvious that something like 1,675,000 cars were taken out of service. It should not be assumed, however, that all of them were scrapped, for the number of cars which have accumulated in the hands of dealers since last January must be deducted from the total. It is probable these dealer stocks will account for 600,000 or 700,000.

Scrutiny of the registration gains by states indicates that prosperity was more widely diffused throughout the country in 1926 than in any recent year, for there were few outstanding percentage increases, even in the south or in the grain states. Automobile business, apparently, was about equally good everywhere.

New York retains its leadership with a total of 1,818,765, a gain of 193,000. It now has about half as many motor vehicles as all the rest of the world aside from the United States.

California still is the empire state's closest rival with 1,614,479. Ohio is third with 1,507,500. Pennsylvania fourth with 1,483,054; Illinois fifth with 1,379,500; Michigan sixth with 1,124,589 and Texas seventh with 1,062,600. Michigan and Texas are newcomers in the more than a million class.

While these figures make estimates necessary for the closing weeks of the year, a similar compilation 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 per cent on cars.

## FROSTING FOR HEADLIGHT LENS

A temporary frosting on a headlight lens may be acquired by applying a thick lather of soap and water to the inside. It will serve efficiently for several months. For a permanent frosting, coat the inner side of the lens with orange shellac.

## His Work Makes Driving Easy



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

## SEATING CAPACITY STIMULATES SALES

### Unusual Roomy Accommodations of Chrysler 50 Popular With Public

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 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, reveals the fact that one of the principal factors is the unusually roomy accommodations in the Model "50".

"Of course, the fact that this car is a Chrysler and built under the well known Chrysler plan of standardized quality is a basic reason for the success of the Model "50", declares Mr. Fields, "and in addition fine recognition has been accorded by the public to this feature of exceptional roominess."

"Thousands of Chrysler '20' owners are enthusiastic over the ample room for their family in this car. Unanimously they tell our representatives that this unusual roominess is a principal factor in their selection of the Chrysler '30'.

"This justifies in every way the ideas of Walter P. Chrysler when he issued instructions to his engineers 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, but that it should have more than 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. Fields.

## WHIPPET SETS NEW ENDURANCE RECORD

### Chick Murray Makes Boston New York-Drive in Blinding Blizzard

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 gallon. Murray used but 8 gallons and one quart of gasoline despite the fact that the Whippet encountered snow more than a foot deep in many places and battled against heavy winds all the way.

The run was made without advance preparation and Murray decided to make the test to determine what the Whippet would do under the most unfavorable conditions.

To make the trip official "Chick" hurriedly called J. Brennan of the National Automobile association asking him to act as official observer.

Trains were running several hours late, trolley service had been suspended in many of the towns and cities along the route and general traffic was at a standstill.

The route selected by Murray led from Boston to Springfield and thence to Hartford, New Haven, Bridgeport and New York.

The blizzard force of the storm did not break until after "Chick" had left Hartford. The roads were unbroken by any tracks and the Whippet had to plow its own course with the snow piling up over the running boards and packing ahead of the car.

The start was made at midnight and the finish came just as New York was shaking the snow from its feet to get into its business stride for the day.

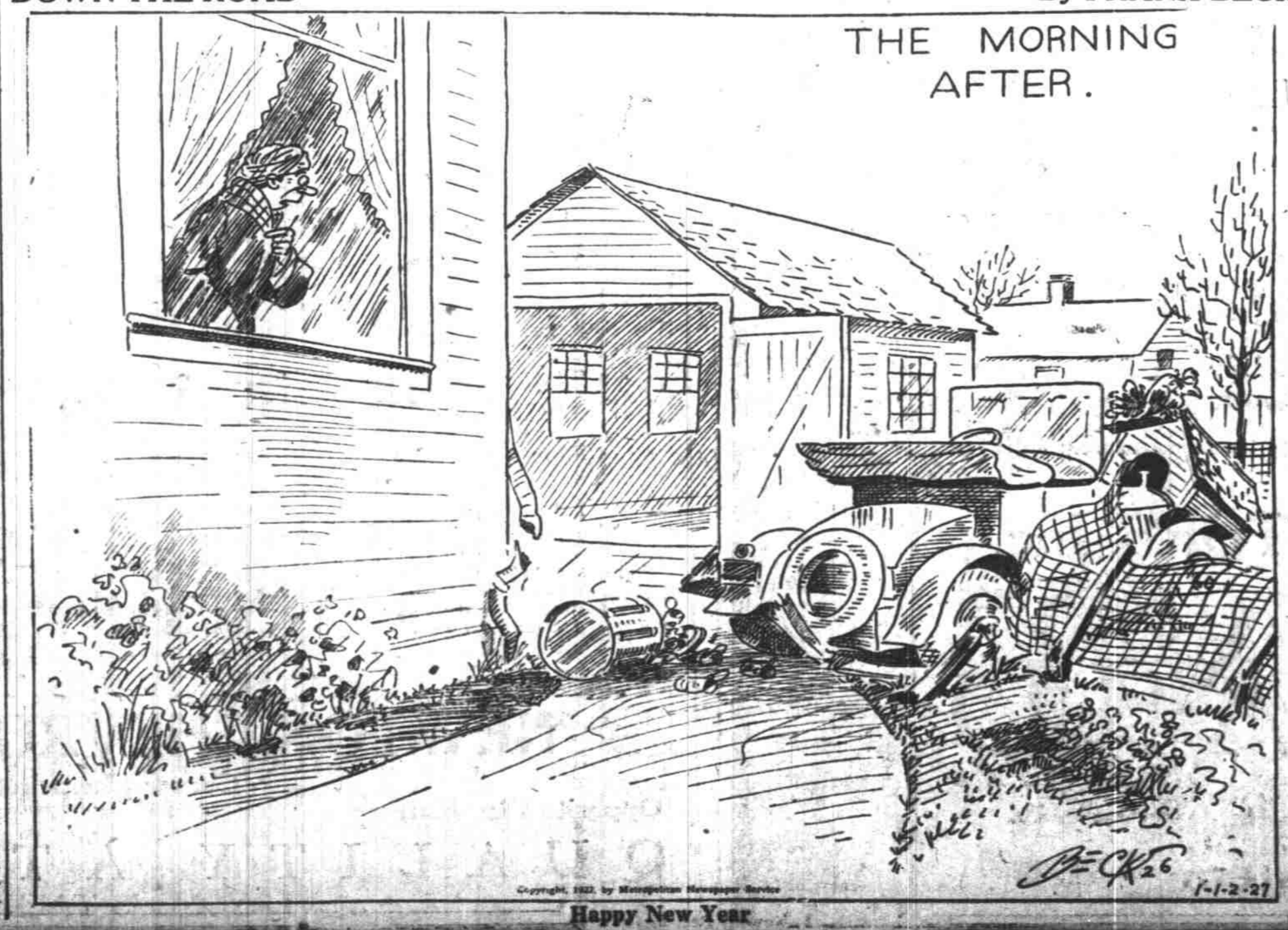
The car used was the same Whippet with which Murray established the economy record of 31 miles to the gallon between Boston and Montreal.

## Wash Autos Often Advise Expert Laundry Operators

Ramseyer Bros., Salem auto laundry men, located at 544 Ferry street, claim that those who have their cars washed often and do not let the dirt accumulate on them find that the finish on their cars stay in much better shape and lasts longer.

If the dirt and grease is allowed to stay on indefinitely it brings the paint off with it when it is finally removed, is their contention.

## DOWN THE ROAD



By FRANK BECK

THE MORNING AFTER.