

## CAR LOAD KELLY TIRES ENROUTE

Smith & Watkins Tire Store Complete Arrangements for Product

Jim Smith of the Smith & Watkins tire store made an important announcement concerning Salem's rapidly growing automotive service industry in which he states that they have completed arrangements for representation and warehouse distribution of the products of the Kelly-Springfield Tire company. In a very short time the first car load of tires will arrive in Salem for distribution.

When making this announcement Mr. Smith was very enthusiastic over the new line, which is made up of Kelly and Buckeye high pressure balloon and heavy duty pneumatic tires and tubes, solid and cushion track tires and the Kelly self adjusting flap. These lines are complete in every type and size used on automobiles and trucks today.

Mr. Smith says, regarding the Kelly franchise, that they had always considered the Kelly products as standard of quality and to verify this opinion they took considerable time for careful investigation in visiting numerous Kelly dealers and users. They also made local tests and all of these things confirmed their opinion. Mr. Smith feels that in making this change they will be enabled to offer their customers tires of real merit and a service much greater than before.

In preparing for this service they have made extensive alterations in their plant at Court and High streets. They have increased the size of the display and sales room as well as their "drive in" service. New and improved equipment for the care and repair of tires has been installed in their shop.

It has been necessary to increase the storage space to accommodate one of the largest warehouses in the Willamette valley. This stock provides a tire or tube of every size and type for passenger cars and trucks.

## BRIGHT FUTURE SEEN FOR OLDSMOBILE CAR

Steady Gain Made in Last Two Years Indicates Greater Prosperity

A future as bright as the chromium plating on Oldsmobile radiators was envisioned by the western dealers of Olds Motor Works at their annual dinner held Wednesday of the past week in the Gold room of the Congress hotel, Chicago. Nearly 500 dealers were present at this meeting, held during the week of the Chicago national automobile show. It was the most optimistic gathering in the long history of Oldsmobile annual dealer dinners.

The keynote of the evening was given by I. J. Reuter, president and general manager of Olds Motor Works, who declared that the steady gains made by Oldsmobile during the past two years predicted still greater prosperity in the future.

"All indications point to a good automobile year in 1927," said Mr. Reuter. "American business and American people are pursuing a sane course without inflation or extravagance. This should make for continued prosperity in general. And the continued demand for transportation, both by business and individuals, is highly favorable for the automotive industry."

Mr. Reuter tendered praise to the General Motors Corporation and its officials for the sane, conservative policies that have brought the corporation to the position of eminence it has attained. Part of this success, he said, has been due to the consistent advancements made by Oldsmobile. The parent corporation is so backing Oldsmobile to greatness.

Capitulating the records of 1926, Mr. Reuter pointed out that the automobile industry as a whole has gained 2.88% during the year while the gain for this year by Oldsmobile in domestic sales, he said, was 33.15% or more than 13 times as much as the gain of the entire industry.

Keynote speakers at the dinner were D. S. Eddins, vice president and general sales manager, and H. S. Wier, assistant general sales manager.

## SUZANNE EXPERIENCES THRILL



Skimming along the Davis Islands Marine Speedway, Tampa, Fla., at the wheel of a junior cup speedboat, Suzanne Lechien, queen of the Riviera, experiences one of the greatest thrills of her American tour. Accompanying the famous star in the boat are C. F. Hirsch, commodore of the Davis Islands Yacht Club, and Baldwin B. Baldwin, wealthy California sportsman, who has been reported engaged to Suzanne.

## "CHI CHAE" CHINESE FOR DODGE BROTHERS

Governor in Kansu Among Latest Purchases of Fine New Automobile

Among the latest purchasers of a Dodge Brothers motor car is the governor of Kansu a province of China. Kansu's greatest claim to fame appears to be the fact that it is just about as far from civilization as anyone can get. It is 1500 miles from the nearest railroad and situated in the extreme northwestern section of China. According to Ralph C. Scoville, Christian worker, who has recently returned from China, Dodge Brothers motor cars and Graham Brothers trucks are gradually replacing the "mule sedan" and the great mule drawn caravans of commerce.

"Kansu," stated Mr. Scoville, "which is one of the 18 provinces of China, is also known as the terminus of the great wall. Here, in this isolated region, which takes three weeks of tedious, constant traveling to reach after leaving the railroad, I have lived and worked for over seven years. Dodge Brothers motor cars were the only automobile I ever saw there. I am told this is because these cars seem to be the only make that can survive in this land of indescribably bad roads. The road, in reality a widened trail, runs from Lanchow on the Yellow River to the heart of Asia, where it meets similar roads from the Indian Ocean and the Caspian sea and others."

"Over these trails an occasional Dodge Brothers motor car plows through, driven generally by Russians, for the Chinese are notoriously bad chauffeurs. The particular Dodge Brothers motor car that I am referring to was purchased by the governor of the province of Kansu. He lived in Lanchow. The appearance of the governor's car upon the streets would cause cries of 'chi chae,' the literal meaning of which is steam car or power car. The car is a great curiosity and excites much comment among the raw heathens as to what makes it go, the general belief being that it is the invention of some foreign devil."

"It is, in my estimation, a great compliment to the stamina and strength of Dodge Brothers motor cars and Graham Brothers trucks that they are found operating in this roadless region, and it is what prompted me to write you of my contact with your products," Scoville states in his letter to the home office in Detroit.

## Texas Ford Dealers Prove Optimistic Over New Year

SAN ANTONIO, Texas.—General optimism prevailed at a meeting of about 75 Ford dealers from south Texas in this city recently when plans were discussed for the current year and contracts signed for the annual quotas. Dealers all reported sales as being very good and are looking forward to 1927 as one of the best years that has ever been known.

Rumors of a six-cylinder were laughed down and confidence in the model "T" expressed by every man. Included in the delegation from the Houston branch who addressed the meeting were: R. S. Abbott, J. J. Donnan, Russell Davies, W. L. Dubbock, L. G. Russell, Champ Wood and Herman Reagen.

## HOUPERT PISTONS MEET BIG DEMAND

W. E. Burns Installs Complete Stock; Ready to Supply Any Order

W. E. Burns—Dan Burns (not Brothers—the Same Man) spent last week in Portland in the interests of the Houpert piston, for which he has the state distribution. He has warehoused a stock of these pistons, which gives him the most complete assortment in this part of the country.

All local mechanics are pleased that they now have a complete stock of pistons to draw on, since Dan Burns has installed a warehouse stock of Houperets. This means that mechanics will no longer have to telegraph cars in order to supply pistons for the obsolete models of cars. The Houpert piston is perhaps the best known of all, for it runs absolutely true to type.

Unless car owners are very familiar with the mechanism of their cars they do not realize what a difference it makes in their cars if the parts are properly installed—or rather if the mechanic working on their cars chooses parts that are so designed that they can be easily and properly installed with a minimum of labor on his part.

It was because of the ease of installation that Dan Burns chose the Houpert piston when he decided to give Oregon a complete warehouse stock of pistons.

The Houpert piston is so designed that there is no unnecessary work. Their concentricity is absolutely true; the sides are of uniform thickness; the wrist-pin holes square up exactly with the piston, the oil holes are bored in just the right place. All of these essentials mean less work for the mechanic and pistons so installed that the car owner is sure of an easy-running, powerful motor.

## Britain to Seek Next World Motor Congress

As automotive associations in several European countries have indicated their desire to organize the next World Motor Transport Congress similar to the one held in New York in January, the directors of the National Automobile Chamber of Commerce in their current proceedings suggest that this major event be held each year in a country designated by the Bureau Permanent International des Constructeurs d'Automobiles which consists of the automobile manufacturing associations of the world. This recommendation will be placed before the Bureau meeting in Stockholm in June.

Col. J. Sealy Clarke, former president of the Society of Motor Manufacturers and Traders of Great Britain, here for the automobile show and congress, said that Great Britain would ask to be awarded the even for October, 1927, while the German automobile industry is similarly interested in sponsoring one.

## RECORD SALES MARK SET BY KNIGHT CAR

Necessary for Factory to Increase Automobile Building Schedules

At sales conventions held in cities up to January 24, Willys-Overland dealers already have placed orders for the immediate delivery of \$18,642,000 worth of Willys-Knight six and Whippet four and Whippet six-cylinder cars. This great influx of orders pouring in for the 1927 line of cars presents the most striking feature of the automotive industry, although the new year is still in its infancy.

Officials for Willys-Overland declare that the orders for the new cars are far beyond the estimates prepared in advance, and that the demand is general from all sections of the country, indicating that the present year will be a record one for Willys-Overland in production and sales.

The convention in New York, which was attended by dealers throughout that territory during the week of the National Auto show, brought orders totaling \$3,000,000. Toledo's sales convention was second with orders reaching \$2,300,000.

At the Pittsburgh meeting orders were taken for the delivery of \$2,084,000 worth of Willys-Knight and Whippets, while Philadelphia recorded orders valued at \$2,005,000. Orders taken at the other Willys-Overland dealers meetings were: Milwaukee \$1,967,000; Detroit, \$1,900,000; Atlanta, Ga., \$1,200,000; Buffalo, \$1,000,000; Indianapolis, \$1,187,000. These orders total \$16,642,000.

Commenting on these sales for the 1927 Willys-Overland products, officials of the company declare that dealers are enthusiastic over the position of engineering leadership established by the company, which gives complete coverage in every price class. They further say that this position of leadership is recognized by the buyers as well as the dealers and is reflected in the rapid increase of retail sales.

"Our present manufacturing schedule," according to L. G. Peed, general sales manager for Willys-Overland, "is far in excess of what it was at the same time last year. Our program for the year is the largest in our entire history and the figures we have set for 1927 are entirely justified by the early reactions from the retail sales organizations."

## MANY AUTOMOBILES STORED

PHILADELPHIA.—(Special)—That there are 20,000 automobiles in the custom warehouses of Argentina, which the owners prefer to leave there, rather than pay the duty and withdraw them when there is little prospect of disposing of them to customers, is the report brought back by Col. J. Howell Cummings, president of the John B. Stetson Company.

## THEY DID THIS ON PURPOSE



To test the efficacy of safety glass in windshields, these two cars were run head-on before an audience of engineers during the New York auto show. Weights to simulate passengers were arranged so as to be hurled against the windshields by the impact. Drivers put the cars in speed, pulled down the hand gas lever, and jumped.

The cars met at a combined

speed of 65 miles an hour. The ordinary glass in one car (left) was smashed, while the safety glass of the triplex or three-layer type in the other car did not shatter. A quarter-mile special track had to be built for the event, and a crane was required to pull the two cars apart afterward. They were given the crane engineer in payment for his trouble.

## CHRYSLER SALES MANAGER NAMED

Strong Company Growth Results in Promotion of Frazer to Position

Continued exceptional growth in the sale of Chrysler cars throughout the United States has resulted in the announcement by J. E. Fields, vice president in charge of sales for the Chrysler Sales corporation, that J. W. Frazer has been made Chrysler sales manager for the United States.

Mr. Frazer joined Chrysler in 1924 after a dozen years of sales experience with companies both in the fine car and low priced fields, and as an automobile distributor. His first Chrysler position was in a sales capacity from which he graduated to director of sales in charge of several of the country's most important districts. Since joining the company he has been an important part of the splendid organization responsible for carrying on the sales program which resulted in Chrysler sales rising from 32,000 in 1924 to more than 170,000 for 1926.

Included in Mr. Frazer's new duties are supervision over all of the country's sales, service, and advertising activities in the United States, including the direction of all domestic sales activities, including sales directors, supervisors, distributors and dealers, together with the responsibility of carrying out Chrysler sales policies.

The re-arrangement of duties, and the appointment of Mr. Frazer

(Continued on page 2.)

## AUBURN AUTOMOBILE CREATES DIVIDEND

New Models Announced and Well Received by Large Number of People

CHICAGO, Ill.—(Special)—The rise in Auburn Automobile company stock from 56 to 88 in the past two months, and the fact that this stock lead all others in volume of trading on the Chicago Stock exchange during 1926 lend particular interest to the December 31, 1926 statement of the company, made public today by E. L. Cord, president.

"Net earnings of \$949,131 for 1926, after provision for Federal Income Taxes, compare favorably with \$755,685 for 1925," said Mr. Cord. "This is at the rate of \$11.17 per share on our \$4,929 shares of capital stock outstanding, and compares with \$8.89 per share for 1925, computed on the same number of shares."

"This has been accomplished in a year when a good many automobile manufacturers have shown an increase in number of cars sold, but only an extremely small number in this industry have shown an increase in net earnings."

"The 1926 balance sheet shows total current assets of \$4,714,572 compared with current liabilities of \$838,172, a ratio of better than 5 1/2 to 1."

"Current assets include cash, \$536,308; call loans \$1,750,000 and drafts \$74,644, a total in cash or equivalent of \$2,360,953; notes and accounts receivable (less reserves) \$665,705; accrued interest \$14,925; and inventory \$1,672,987. Of the inventory more than 98% consists of new parts for 1927 production."

"Other assets comprise investments in subsidiaries \$90,000, prepaid expenses \$21,817, land and buildings (less depreciation) \$671,264 and good will \$634,027, making total assets of \$6,131,030."

"Current liabilities total \$838,172, including \$84,924 for dividends payable, January 2, 1927, \$148,428 reserve for 1926 Federal taxes, and \$18,750 reserve for interest on debenture notes."

"Remaining liabilities include \$1,250,000 debenture notes payable 1929 and reserve for contingencies \$43,500, leaving a net worth of \$3,999,353. This figure includes \$4,929 shares of capital stock of \$25 par value or \$123,225 and surplus of \$1,876,133."

"Our working capital has practically doubled during 1926 from about two to nearly four million dollars, and the increase of over \$100,000 in land, buildings and equipment includes the \$50,000

(Continued on page 2.)

## Brosseau Predicts Roads at Much Lower Outlay

Reduced expenditure in the construction of roads are predicted in the paper of A. J. Brosseau, a director of the National Automobile Chamber of Commerce, presented before the National Crushed Stone Association Convention at Detroit. "In our factories we are constantly seeking to improve details of design and production methods, so as to provide the public with improved vehicles at the same cost, or even lower," said Mr. Brosseau. "It is not much which can still be done in the mass production of

## PRODUCTION PLAN GREATER THAN EVER

Cadillac Enters of New Era Following Observance of Silver Anniversary

Entering upon its 25th year of manufacturing with a production program larger than at any previous time in its history, the Cadillac Motor Car company recently marked the opening of its first anniversary year by announcing a program of 50 body styles and types and 500 color combinations—the most varied line and largest output in the quality field since the beginning of the industry. In addition to being one of the earliest pioneer organizations and always producing only quality cars, the company has established a record for 8-cylinder motor car manufacture. Since 1914, when it introduced the V-type, 8-cylinder engine into the U. S., more than 25,000 Cadillacs cars have been built. Of this number 43,334 have been of the latest model.

The Cadillac V-type engine was introduced at a time of almost feverish experimentation by automobile engineers. It contained in highly developed form many of the fundamentals which were at that time seeking. It was powerful, compact, rigid in construction, durable and smooth in operation. Improvements upon the original design have added further smoothness, simplicity and liveliness.

In addition to the endorsement by more than 200,000 owners of the V-type eight, who have invested in its approximately \$375,000,000, the growth of the company since the one-cylinder days of 1902 has been marked by frequent milestones of progress.

In 1908 Cadillac entered and won the competition for the famous Dewar Trophy, awarded each year by the Royal Automobile club of England to the automobile making the greatest advance during the current year. This award was for complete interchangeability.

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## COTTON CONSUMED IN TIRE FABRICS

Many Other Things Tried but Cotton Proves Most Satisfactory of All

More than half a million bales of cotton are used annually by the American manufacturers of tire fabric, says the National Bank of Commerce, in New York, writing in the February issue of Commerce Monthly.

Egyptian uppers and American, long staple are generally used, but the drift seems to be toward the American variety.

"Cotton has long been considered by far the most satisfactory fabric for tire construction. Silk, hemp and linen have all been tried at various times, but they have not proved adaptable to the processes involved in making a tire. It is reported that a cotton mill has recently been experimenting with rayon as a tire fabric, but so far the results of the test have not been made public. Earlier experiments with rayon, made in Europe, proved unsatisfactory."

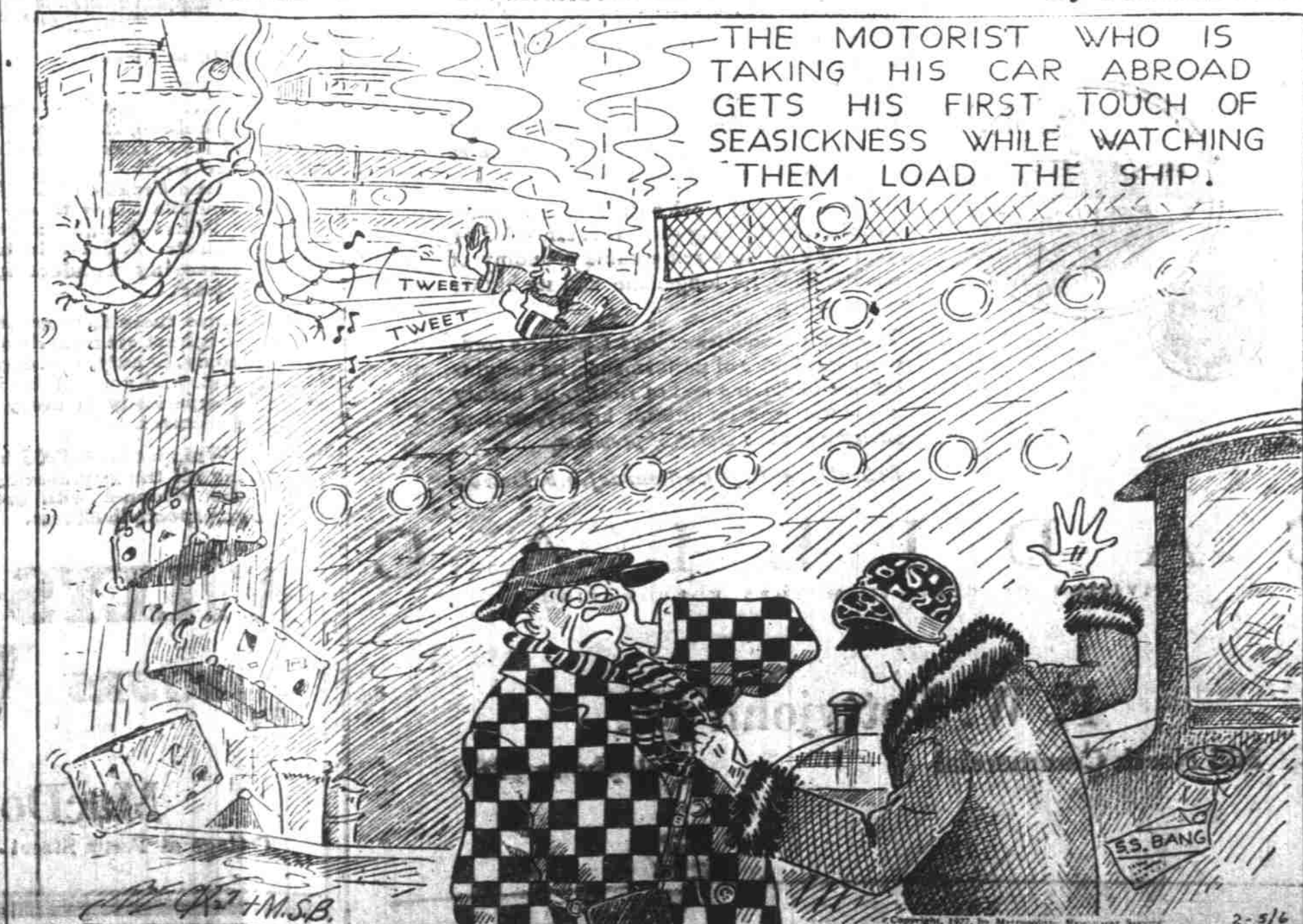
"Adoption of the balloon tire as an optional original car is said to mean eventual passing of the square-woven fabric tire. This displacement, which began to be noticeable in the summer of 1924 following the introduction of the balloon tire to the motoring public, has made rapid progress since then."

"The balloon requires about the same fabric per tire as the fabric tire, but it gives one-half to three-fourths more mileage. Somewhat more fabric is needed in the balloon than in the high pressure tire. It is still uncertain how the widened market for balloon casings will affect the consumption of cotton for fabric. Some tire manufacturers are using six or eight piles of material rather than four, in making balloons, and this tendency seems to be increasing."

"Many leading tire manufacturers now produce part of their own tire fabric, a comparatively new development but one that promises to increase. This tends somewhat to stabilize fabric production by keeping it more in line with prospective tire output."

"The fabric rarely figures as an important extent in tire prices as the cost of crude rubber, which is usually the governing factor. However, the reduction in life prices made in November, 1926, probably would have been done in the mass production of

## DOWN THE ROAD—



THE MOTORIST WHO IS  
TAKING HIS CAR ABROAD  
GETS HIS FIRST TOUCH OF  
SEASICKNESS WHILE WATCHING  
THEM LOAD THE SHIP.

By FRANK BECK