

STUDEBAKER FIRM PLACES BIG ORDER

Corporation Uses New Trans-Atlantic Radio Telephone in Business

The largest export order for motor cars ever placed, by telephone was consummated last week by the Studebaker Corporation of America by means of the new transatlantic radio telephone service to London when L. J. Ollier, managing director of Studebaker (Great Britain) Limited, sat at his desk in London and asked Paul G. Hoffman, vice president of the Studebaker Corporation of America, who was seated at his own desk in South Bend, for delivery of 1,000 Erskine Six cars.

As the Erskine Six, Studebaker's new 2 1-3 litre car, sells in England for 295 pounds sterling, the total amount of the order represents nearly \$1,500,000 worth of business—said to be not only the largest automobile order placed by means of the new service but one of the largest single business transactions made thus far via the wireless telephone.

The order for 1,000 Erskine Sixes represented only the April quota of these cars for Great Britain, where the Erskine has met with remarkable success following its initial showing at the famous Olympia show in October.

"We could deliver this entire quota of Erskine Sixes immediately if we had them," Mr. Ollier told Mr. Hoffman during their 5000 mile conversation. "Business is opening up here wonderfully for the new car."

Mr. Hoffman's call to London was the first transatlantic message telephoned from Indiana on the opening of radio telephone service to the States of Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota, February 9. Until that time the service had been confined to the eastern part of the United States only.

The conversation was transmitted via long distance telephone wires from South Bend to Rocky Point, Long Island, thence to the radio station in England on wave lengths of 20 and 5000 meters. Use of two wave lengths permits the receiving station to pick up which ever wave length is meeting with the least interference. Communication between the English radio station and London was over the regular telephone wires. Mr. Ollier's part of the conversation, however, was received at a radio station at Holton, Maine, whence it was relayed by long distance wires to New York, thence to South Bend over the same circuit connecting Mr. Hoffman with the station at Rocky Point.

A number of Studebaker officials, including H. S. Welch, manager of export sales, A. J. Chanter, assistant to A. R. Erskine, president of the Studebaker Corporation; H. E. Dalton, general auditor; and L. Manson, Holland

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OVERSEAS DEMAND FOR NASH GROWS

Marked Increase in Orders for January and February Is Indication

In keeping with the demand in this country for Nash cars which swept sales and production last year 41 per cent ahead of sales and production for 1925, overseas buyers are likewise expressing their preference for Nash in increasing numbers. This is shown in a marked increase in orders received by the Nash Motors export department for January and early February, as compared with the same period in 1926—the biggest export year in the history of the company.

Factory records show an increase in orders for January for export shipment of 26 1/2 per cent over January, 1926, and, as indicating the wide sweep of public favor, February orders for the first ten days of the month are 33 1-3 per cent greater than the total orders for the entire month of February, 1926. And in this connection, it is recalled that the company's gain in export business last year over 1925 was 53 per cent.

The seven-bearing crankshaft motors, with each of the 23 models in the Nash line is equipped, are an important contributing factor to the world wide acceptance of the Nash line, which in the opinion of many has "set the pace this year for the entire automobile industry."

NEW SALEM CHRYSLER DEALERS



J. E. Fitzgerald



Howard T. Sherwin

Fitzgerald-Sherwin Motor company, a new firm in Salem are now the Chrysler distributors for Marion and Polk counties with offices and sales room at 364 North High street. The personnel of the new firm is J. E. Fitzgerald and Howard T. Sherwin.

Mr. Fitzgerald has been in Salem for the past three years coming here from Corvallis where he had taught in the college of mines and engineering. He was with the Marion Automobile company selling Studebaker automobiles for two years then with Otto J. Wilson, local Buick dealer until taking on the Chrysler here last week.

Mr. Sherwin is the son of Frank S. Sherwin, of the hardware firm of Doughton & Sherwin. He is a civil engineer having arrived from New York last Thursday where he was civil engineer for the D. L. & W. railroad. He is a graduate of Oregon Agriculture college.

The new firm is welcomed to Salem by business men and other automobile dealers here. With the experience of Mr. Fitzgerald and the reputation of Mr. Sherwin it is expected that the new firm will put the Chrysler car on the map in Salem.

MODERN WAYS BEAT FLOPS IN BUSINESS

Stability of Employment and Production Called Goal Sought by All

By E. G. Wilmer
President, Dodge Brothers, Inc., Detroit, Michigan
Events during 1926 justified the widespread opinions voiced a year ago that America had passed the crisis created by the world war, that the nation had gone far to re-establish its equilibrium, and that business had entered upon an era of prosperity which gave promise of enduring for a long period.

There is no reason to think that entry into the new year of 1927 will project any sudden or radical change into the situation.

To be sure, the history of the human race is a history of peaks and valleys; peaks of prosperity and valleys of depression. In ancient days whole tribes starved and died during periods of famine. But as knowledge increased, storage and other facilities were devised. Eventually, human beings learned that devastating famines virtually could be eliminated.

Just as their ancient forbears sought and found the solutions of famine, so modern business men are seeking and finding the solutions of business panics and business depressions. Modern business leaders appreciate that stability is far more to be desired than a constant succession of highly prosperous and deeply depressive waves and cycles. They are endeavoring to create a stability of employment, a stability of production, a stability of money; all to the end that the human race may live fuller and happier lives.

Progress of the last half century has played many new tools in the hands of business. With these tools are being carved comparatively gentle and stable curves in the charts of business statistics, in place of the violent upswings and downswings that were characteristic of earlier times. Fast railroad

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Long Distance Swim Race Planned at Bridge Party

SAN FRANCISCO.—(Special)—Long-distance swimmers may have a new chance for world fame in a race from Sacramento and Stockton to the Carquinez bridge on May 21, when the giant span across the northern arm of San Francisco Bay is officially dedicated.

This statement was made today by the Carquinez bridge celebration committee, in announcing a partial program of spectacular stunts on land and afloat to feature the formal opening of the world's longest highway bridge.

Plans for the swimming race contemplate entries representing the capital city on the Sacramento river and another group from the port of Stockton to swim down the San Joaquin river. The high spot of the spirited contest is expected to come after the rival entrants meet at the confluence of the two streams near Pittsburg.

AIR CONTROL SPEEDS UP AUTO PRODUCTION

Engineering Heads Declare Huge Volume Made Possible by Conditions

The American automobile industry is reaching new strides in productive capacity while many millions of dollars in new economies are being effected through the positive, mechanical control and manipulation of air in a hundred different processes and functions, leading plant engineers in the industry declare.

The spectacular growth of the industry with its giant volume of mass production has been made possible by wide adoption of air control in all the important phases of manufacture and the value of controlled air has been translated into terms of lower prices, greater efficiency and higher quality of material and workmanship to the car buyer, these engineers assert.

"It has been the speed with which the industry has adopted important developments in science to facilitate production, protect health of labor and reclaim material waste that has made it one of the most outstanding and spectacular in American history," the chief plant engineer of one of America's greatest motor car builders declared.

"Advance in the science of air conditioning has made it possible to increase the production of plants several times over without increasing their size or buildings. This is true of all the big builders such as Ford, General Motors, Willys-Overland, Stearns-Knight, Chrysler, Nash, Studebaker and others."

While systematic ventilation of all buildings plays a big part in the automotive industry, it is in a multiplicity of other applications that electrically controlled air is of vital importance to the industry and its thousands of workers. According to Arthur Sheldon, works manager of the Willys-Overland company, many states have laws compelling industry to protect workmen from dusts, gases, fumes and other by-products of manufacture but the motor industry has gone far beyond the letter and spirit of these laws to both pro-

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Circus Will Be Combined With Show of Automobiles

LA CROSSE, Wis., Feb. 15.—The annual automobile show, combined this year with an indoor circus, sponsored by the La Crosse Automobile Dealers' Association, and scheduled to be held on March 16 to 20, inclusive, promises to surpass all previous efforts at automobile display, according to officials of the association.

More space than that which was available last year has been secured in which all of the latest models in motordom will be on display. Acquisition of additional floor space was made necessary by the demands of dealers for adequate room for automobile and accessory displays.

STAR CAR SALES SHOW LARGE GAIN

Head of Factory Claims Sales Good Index of Public's Attitude

Sales of Star cars are showing a decided gain in all parts of the Pacific Coast territory according to George R. Morris, sales manager of the Pacific Coast Star car factory who recently completed a report of January sales figures.

In a review of the various dealers' reports it is shown that all models in both the four and six cylinder lines are receiving their share of popular favor although the Star six "Collegiate" sports roadster has been heralded as a decided leader in its price field.

The marked gain in Star car sales throughout the Pacific Coast territory which is composed of Washington, Oregon, California, Arizona, Nevada, Montana, and Idaho, is regarded as typical of the Star car prospects for the coming year by Norman de Vaux, active head of the Pacific Coast Star car factory at Oakland.

"The sales report for January is a good barometer of the public's attitude toward Star car products," Norman de Vaux stated. In studying the report it is found that the largest sales increases are not necessarily in metropolitan centers but are occurring in small towns. This is extremely interesting in that the automobile needs of the smaller communities are not of the same type as to be found in the larger cities and an increase in sales in both districts indicates that the value of the car rather than advantages gained by its size are responsible for the increase in purchases.

"To illustrate my statement," de Vaux said, "I might state that traffic conditions are such that the owner of a small car has much better parking facilities than can be obtained by larger vehicles. It is also common knowledge that

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Much Cotton Used by Tire Making Companies

That the tire manufacturer is one of the country's huge users of cotton is well known, but it remained for Mr. Zosel, local Seiberling all-treads dealer, to impress the reporter this morning with the full strength of this fact.

"In a 40x8 Seiberling all-tread truck tire," said Mr. Zosel, "there are 12 miles of cabled cotton cord; this cord laid ply on ply, forms the carcass—the backbone—the body of the tire.

"Each cabled cord is made up of 15 heavy strands of yarn which placed end to end, would extend 180 miles—a cotton strand extending from New York to Philadelphia and back again.

"Only the best grades of cotton can be used in tire manufacturing—finer tires like Seiberling All-Treads are made of the highest grade of cotton only and of minimum tensile strength."

"HORSELESS" SLEIGH



The sleigh is an old automobile mounted on runners, which are five feet long and five inches wide. They are turned up at the ends to make easy riding over the snow. The back end of the vehicle is set on a sled with the drive between the runners. An iron wheel 34 inches in diameter is the "propeller," having six paddles on each side. The sleigh is capable of attaining a speed of 35 miles an hour.

TUNING OF RADIO FASCINATING JOB

Function of Condensers to Allow Radio Waves to Pass Through Tubes

Tuning a radio receiver is a fascinating pastime. It really tests one's patience, however, if the controls become manifold. Proof of this is seen in the effort of manufacturers to lessen them to a single dial or knob. It can be done, broadly speaking, where broadcast stations are close by and powerful enough to force their waves over two or three degrees of the dial.

Accuracy of tuning increases with distance, however. One can measure the angles in an equilateral triangle the width of the face between the eyes with comparative ease. Try to measure the same angle when the focus is moved out about ten miles! It is not quite as severe as that but one is actually bi-sectioning angles when one tunes a radio receiver.

In ordinary tuned, radio frequency circuits, there are three condensers which control the operation of as many inductance coils. Neither the coils nor the condensers can be made exactly alike any more than can two radio tubes be duplicated to the preciseness we would like.

The function of the condensers is to allow radio waves of a certain frequency or length to pass through the radio frequency tubes to the detector which rectifies or changes the signals into audible tones. This is called bringing the receiver into resonance. As an illustration we might use a water main with three valves inserted in it. If any one of the three are not opened fully, the stream that emerges is not the full capacity of the pipe.

We can use this simile in radio frequency, the condensers being substituted for the valves. With them we can control the frequency or rapidly with which the waves go through the set. One could not permit one condenser to be set

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GENERAL MOTORS SET HIGH RECORD

During Year 1,215,826 Cars Manufactured and Sold to Consumers

NEW YORK.—(Special)—According to an official summary of the annual report of General Motors corporation for the year ended December 31, 1926, the period established a new record in both sales and profits. Not only the corporation as a whole but each of the car manufacturing divisions shared individually—made and sold more cars than in any other 12 months period.

During the year there were manufactured and sold at retail to consumers at home and abroad through the corporation's own branches, distributors and dealer organizations, 1,215,826 cars. This exceeds all previous records by 388,770 cars and represents an increase of 47 per cent over the prior year which in turn established a record over any previous period. The corporation's sales, excluding all inter-company items amounted to \$1,053,153,338, an increase of \$332,560,746 over the previous year.

General Motors corporation's net earnings for the year 1926 were \$186,231,182. There is included therein \$10,146,038 which is the corporation's proportion of the earnings of subsidiary operations, not consolidated, but accruing to General Motors corporation in excess of dividends received (the difference of \$176,085,144 is reflected directly in General Motors consolidated income account on balance sheet), after paying the regular quarterly dividends on preferred and debenture stocks requiring \$7,645,287 for the year, there remained \$178,585,895, being the amount earned on the common stock outstanding. This is equivalent to \$21.80 per share on the common stock and compares with \$14 per share for the year 1925, after making allowance for the difference in the number of shares outstanding occasioned by the issuance of new shares in connection with the acquisition of Fisher Body on June 30, 1926, and the 50 per cent stock dividend paid in September, 1926. This compares with net earnings for the year 1925, including the corporation's proportion of the earnings of subsidiary operations, not consolidated, of \$116,016,277. There is included in the amount \$99,531,521 resulting from earnings of subsidiary operations, not consolidated, in excess of dividends received.

It is interesting at this time to

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Engineer Hoffman Gives Some Don'ts for Tire Use

A. H. Hoffman, an engineer in the University of California, in an article on how to save rubber in "Motor Topics" projects these rules of economy:

- Don't give tires unnecessary sunlight. They enjoy the dark.
- Don't store tires behind the furnace; it cooks the life out of them.
- Don't make emergency stops a habit; every slide takes a layer of rubber.
- Don't "step on it" just because its rating; speed plus sharp stones multiplied by water equals a bill for new tires.
- Don't round that curve on two wheels; even if your neck isn't valuable, rubber is.
- Don't run with wheels out of line; the price of new casings is up.
- Don't rim-cut that "down" tire by running it to a "free air" station; some one might suspect you were too lazy to use the hand pump.
- Don't park in that puddle of oil; oil eats rubber.
- Don't use the curb as a brake; it may break a casing.

OAKLAND SIX LANDAU CAR MAKES RECORD

Automobile Left Pontiac Michigan on February 2 for 15,000 Mile Tour

Through snow and sleet, slush and other inclement winter weather found in the east and middle west, Greater Oakland Six Landau sedan is now battling its way westward across the great North American continent.

Such was the word received by Vick Bros., Oakland and Pontiac dealers in this territory.

The Oakland left Pontiac, Michigan, on February 2, on a tour which will take it from coast to coast, from the Gelf to the Great Lakes, and will add about 15,000 miles to the car's already tremendous mileage total, according to Mr. Vick.

"Before leaving Pontiac the Landau sedan completed an endurance run of 100,000 miles in six months on a treadmill in the General Motors building at Detroit," he continued. "It is one of the first Oakland Sixes built with the rubber silenced chassis. The engine is in the same condition as at the end of the 100,000 mile run, and in no sense re-built its present test. The only change in the car was to permit easier inspection of the motor. For this a glass hood has been installed and special lights have been mounted under the hood so that the engine may be inspected conveniently day or night. A large dial to show the up-to-date total mileage on the car has been built on the roof, while two spotlights play upon it at night."

"On its six months endurance run this Oakland traveled as far as the average family drives in 10 years. It really withstood more wear and tear than 10 years of normal driving would inflict upon it because this car ran practically continuously, compressing ten years of mileage into six months, whereas the average automobile has many periods of rest before it approaches 100,000 miles."

"President A. R. Glancy of the Oakland Motor Car company believes that by sending on a tour of the country the machine with the equivalent of 10 years service already on its speedometer, and enabling people to see for themselves its splendid mechanical condition, the public will get an accurate idea of the endurance now built into automobiles. In reality it is proof, Oakland engineers claim, that the longer the life of an automobile is due partly if not chiefly to smothering vibration. They attribute much of this to these two remarkable developments, the Rubber Silenced Chassis."

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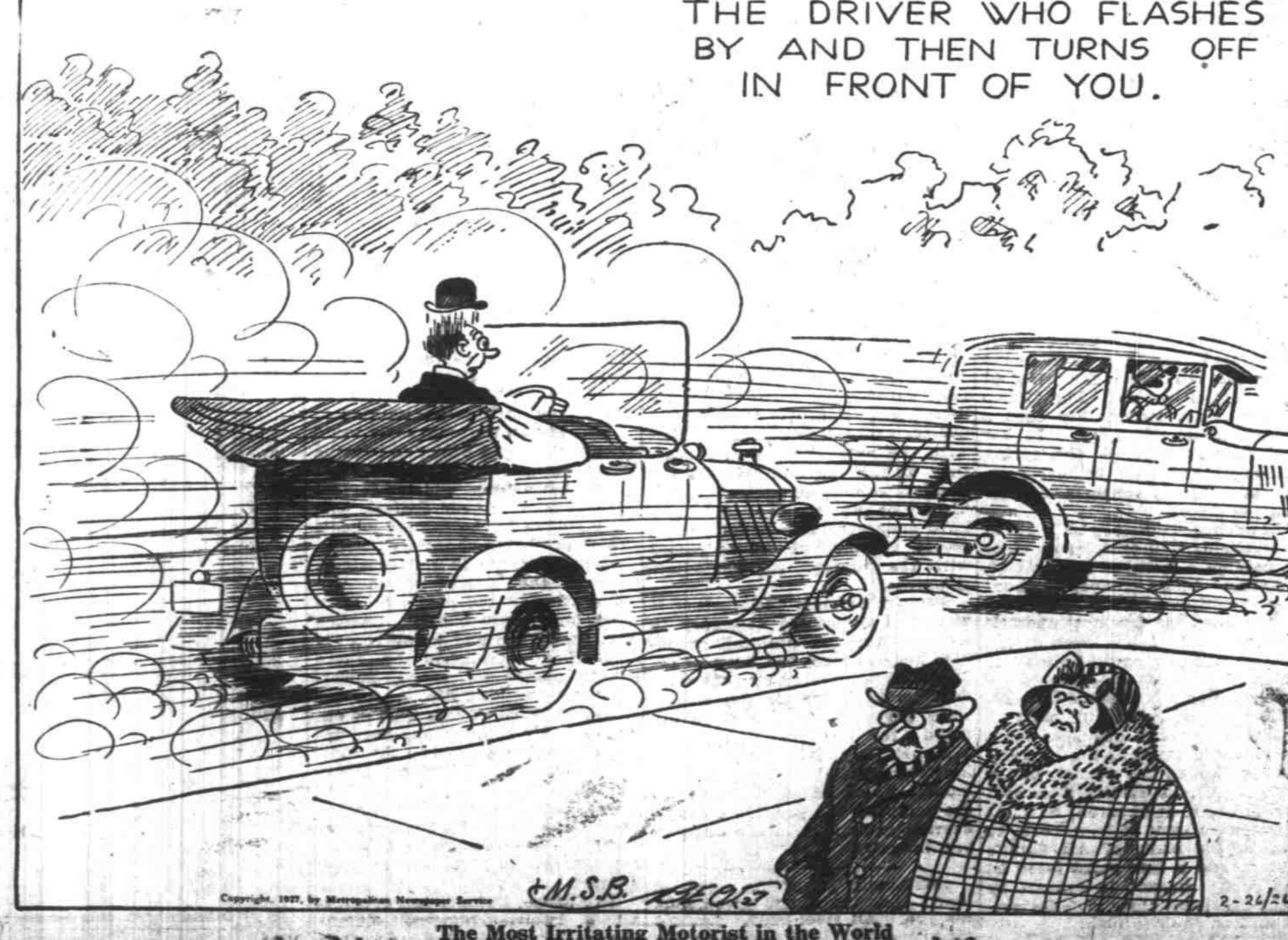
GINGRICH COMPANY TO SELL USED CARS

Firm to Limit Self to Business in Used Machines Only at Old Home

Gingrich Motor company at South Commercial and Bellevue streets last Tuesday opened what in the future will be known as Salem's Used Car emporium. This company, which for the past eight years devoted its facilities to the sale of both new and used cars, will in the future direct its entire efforts to the merchandising of high grade used automobiles of the more popular makes.

The entire new building constructed two and one-half years ago for the accommodation of this company's business will be utilized for the handling of this new business. A vacant lot adjoining the west end of the building will also be put in service for the used car business.

DOWN THE ROAD



THE DRIVER WHO FLASHES BY AND THEN TURNS OFF IN FRONT OF YOU.

The Most Irritating Motorist in the World

2-24/24