

TESTS POPULAR IN RADIO FIELD

What People Purchase Must Be "Tried Out on Dog" in Present Day

This is the day of tests. Theoretically, people no longer buy in haste and repent at leisure; what they purchase has first been "tried out on the dog."

The radio manufacturing field just now is in the midst of a particularly strenuous period of putting its newly developed products through the mill of laboratory try-outs.

Gasoline motors for automobiles, for motorboats and for airplanes, have had evolved for them tests that demand the utmost of immediate service and long life.

The entire list of household electrical appliances, such as vacuum cleaners, laundry machines, dishwashing machines, electric home refrigerators, might be said to owe their very existence to the laboratory tests which first evolved them and then made them practical for use by unskilled, non-technical people.

An automobile man, in a burst of frankness, brought up the subject the other day.

"These tests aren't honestly made and they are necessary," he said, "but after all, the real test—the test through which the product either lives or dies—never comes until the product is sold and in the hands of its users. A non-technical owner can develop flaws in an hour that the technician never dreamed of."

In the earlier days of the electric storage battery, before it was brought to its fool-proof stage, Edison made an illuminating remark after developing the battery.

"I've abused that battery in every possible way I can think of," he said, "and I can't injure it. But the first truck driver that gets it will probably ruin it before he has gone a mile."

"What is the chief trouble being encountered in the development of socket-power devices for 'B' power supply?" a prominent radio engineer was asked the other day.

"Bugs," he promptly replied. "And what do you mean by that?" was the next question flung at him.

"I mean that every new mechanical device is full of what we technical men know as 'bugs'—"

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PROSPERITY SHOWN IN OLDS SELLING

Sales During January and February Exceed Last Year's Record

Increased sale of Oldsmobiles for the first two months of this year is evidence that the predictions of continued prosperity for this country during 1927 were based upon substantial reasoning. The sales of Oldsmobiles during January and February have exceeded those of the same months last year by a generous margin, factory officials report.

The February increase alone was 32 per cent over last year's sales. This gain is figured on retail sales only. These gains by Oldsmobile this year are of particular importance inasmuch as they are increases over 1926 when the largest sales record of Oldsmobile's history was made. The 1926 sales totaled an increase of 38.15 per cent over those of the preceding year and was one of the outstanding advances in the industry.

Factory production of the Olds Motor works is being increased—in fact has steadily been stepped up since the first of the year—to provide sufficient cars to meet consumer demand. The larger production has been made possible by additional building, machinery and equipment resources which were placed in operation the first of 1927.

During the past two months factory officials have attended dealer meetings held simultaneously with automobile shows in various parts of the country. In this way they have been in close touch with conditions throughout the east, central, south and north west and the south.

Dealers in all localities visited are optimistic regarding spring business, the officials report, and general trade and industrial conditions appear most favorable. In addition to the encouraging outlook, the dealers declare that the recent addition of four-wheel brakes and larger balloon tires without price change places them in an enviable position in the public eye.

Improvement Replacing Expansion



Frank A. Seiberling

COMMERCE GUIDED BY MOTOR COACH

Experience Causes Adaptation of Chassis to Handling Perishables

Motor coach experience is furnishing a guide to commerce and industry for the movement of commodities through the adaptation of the motor coach chassis to the handling of goods which are perishable or otherwise valuable. Through this adaptation, new standards of speed, safety and range of distribution have been set up. This trend is growing to a marked degree, according to officials of the General Motors Truck company, and it is one of the outstanding developments of motor transportation.

Many coach chassis of two-ton and four-ton capacities, produced by the Yellow Truck & Coach Manufacturing company—of which the General Motors Truck company is a subsidiary—have already been given months of service in long distance movements. Oil companies are using them in the handling of gasoline and fuel oils. Railroads are finding them valuable to transport package freight. Inter-city transportation companies are able to maintain close schedules. Newspapers in several large cities are using them in the delivery of papers over a wide range of territory to increase their circulation by reason of earlier delivery.

Rigid tests by these users have demonstrated that motor coach speed can be maintained with full loads and with no sacrifice of safety.

This means that a single unit can frequently be made to cover a territory otherwise requiring two slower-moving trucks. Such a saving, combined with the fact that operating costs of the coach chassis are no greater in the long run, is an important factor in investments in motor equipment.

In the ease of handling, the motor coach chassis in freight service presents all of the advantages of the passenger coach. The engineering and operating experience of millions of miles of service by Yellow coaches in passenger service has been drawn upon in the design, and in the development of chassis which are of proved dependability and low operating cost. The use of the famous Yellow-Knight six-cylinder results in rapid acceleration and smooth-

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New Auto Paint Shop Opens on Mill Street

The Salem Auto Painting company opened for business yesterday at 681 Mill street with George Bergeson as the manager. Auto painting in all its branches will be taken care of at this paint shop and the class of work will be like the factory finish. Mr. Bergeson has had 20 years experience in paint work and has been in Salem four years. For the past two years he has served as the head finisher for the JWP Auto Paint shop.

This company will employ 10 to 20 men, when it gets fully established. It is planned to carry a complete line of all auto paint supplies so as to be prepared at all times to give the best service to the patrons of the shop.

COMPLETE CIRCUIT LONDON-NEW YORK

Technical Statement Made Concerning the Trans-Atlantic Service

From any telephone in the United States connecting with the long distance lines of the Bell System you may now place a call to any telephone in England, Scotland and Wales.

The complete circuit going and coming between New York and London consists of a union of about 850 miles of wire line and 6300 miles of ether path. A call from the Pacific coast is first transmitted over more than 3000 miles of land lines and is then connected at New York with this radio telephone circuit.

Calls now originating anywhere in the United States are handled over the regular long distance telephone circuits to the long distance office of the American Telephone and Telegraph company at Walker street, New York. At this point equipment is provided to send London. East-bound transmission London from that received from parate the transmission toward is carried by telephone lines to the radio transmitting station at Rocky Point, Long Island thence by radio to the receiving station at Wroughton, England. From Wroughton the transmission passes by wire telephony to the long distance office of the general post office. At this point is located segregating apparatus similar to that in the Walker street building.

From the general postoffice long distance building the calls are handled over the ordinary telephone plant to the London subscriber. West-bound, the transmission from the London subscriber, which reaches London long distance office over the regular wire plant and is there segregated from the east-bound transmission, is carried over ordinary telephone lines to the transmitting station at Rugby, from which it proceeds by radio to the receiving station at Houlton, Maine. From Houlton, to New York, the received transmission is handled over telephone lines and at the New York long distance office it passes through the combining apparatus and is delivered to the American patron over regular telephone circuits.

The radio transmission both east and west-bound are on the same wave length, of approximately 5000 meters, or 60 kilocycles. This is the wave length which long experience through many years of experimentation has indicated as being the most satisfactory and reliable which the present state of the radio art makes available for this transmission. The choice of this wave length was agreed to by the engineers of the American Telephone and Telegraph company and the British postoffice as being the one most suitable in the initial transatlantic telephone channel.

As is well known, radio transmission is more profitable to consumer and manufacturer than the era of expansion.

When Mr. Seiberling organized his present company in 1921 there were 200 companies ready to compete with him. Today less than 100 manufacturers remain in the field, while Seiberling's new company ranks tenth in production of tires. During the past four years his sales have increased annually more than forty per cent, a record unequalled by any other rubber company.

Tillamook — \$100,000 veneer plant to be built, to employ 130 men.

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MARMON ACHIEVES UNUSUAL ECONOMY

Development in Automobiles Parallels Trend in All Other Business

By G. M. Williams
President, Marmon Motor Car Company

Everybody seems to be talking about "the trend of motor car design" in this country, but it appears that the subject is broader and deeper than that, and that the development in automobiles closely parallels the trend in almost every other line of merchandise.

There has been a decided step forward in good taste in this country during the past few years. People have demanded better quality, better appearance and greater style in houses, furniture and wearing apparel as well as in motor cars.

There is certainly a sweeping undercurrent that demands the distinctive—the unusual—but in demanding these things, people are also demanding greater utility, accompanied by reasonable prices. People are no longer fooled by merely the bizarre. Along with good taste they must have all of the practical advantages.

The small quality car recently introduced by the Marmon Motor Car company is a direct outgrowth of observations along these lines. It is not patterned after European tendencies and practices, but was designed to meet American needs and tastes, taking into account the increasingly difficult traffic problems.

Along with the trend toward good taste and distinction there is a definite tendency toward what may be termed "dimensional economy," which again applies not only to motor cars but to practically every manufactured product.

The term "dimensional economy," as frequently used by engineers, may be defined as the principle of making things better, more efficient and more beautiful through the elimination of unnecessary excesses in size and weight.

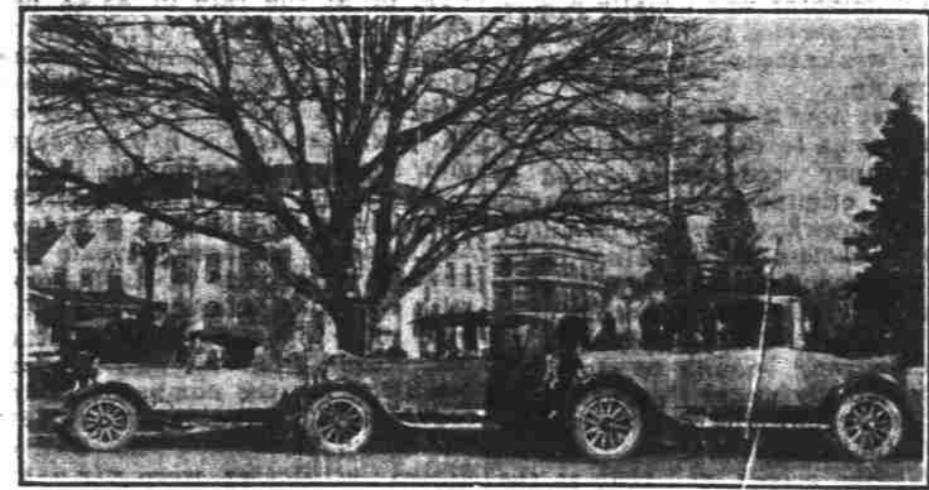
It does not necessarily mean making things smaller, but rather means saving space—putting finer and better things into smaller packages—subverting every waste inch and waste ounce to the more worthy purposes of human comfort and convenience.

This is the age of dimensional economy, and it is inevitable that it should be applied in its full significance to motor car design. In the opinion of our company the best way to meet the universal demand for a small but high-quality car was the application of dimensional economy. The little Marmon eight is the result. Moreover, our new car is not a so-called European type of automobile, but, on the contrary, is built to American standards of precision, power, and appearance.

As applied to automobiles, dimensional economy means using finer materials and making any given part smaller and stronger.

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Carload of Stars Arrive



Star Collegiate Roadster, Sedan and Coupe

WOMEN FIND EASE DRIVING WHIPPET

Overland Line Adapted to Use by Feminine Operators, Work Simply

That the very design of the design of the 1927 line of Whippet motor cars together with their mechanical features make them specially adaptable to women drivers, is the claim of Willys-Overland officials in presenting these low hung, smart looking cars to the public.

In bearing out this contention they cite the advantages of Whippet construction over that of other type cars, declaring the Whippet meets fully the demand of the ever increasing number of women drivers.

They claim that no other light six-cylinder car, or four, can be parked as easily or in as small a space as the Whippet. For a woman to worm a large, heavy, cumbersome car into a tight parking place, they declare, is a heavy tax on energy and strength, an effort not necessary in handling the smaller lighter Whippet. They claim that the Whippet steering gear construction together with the general design of the car makes its handling one requiring little effort.

They cite still another Whippet advantage which has a special appeal to women—its ability to travel upwards of 30 miles to a gallon of fuel and to maintain a smooth riding quality at any speed over any kind of a highway.

The ready response of the four-wheel brakes is another feature stressed by factory officials, providing safety, not only in straight-away country driving but in congested city traffic where good brakes often spell the difference between crash and security.

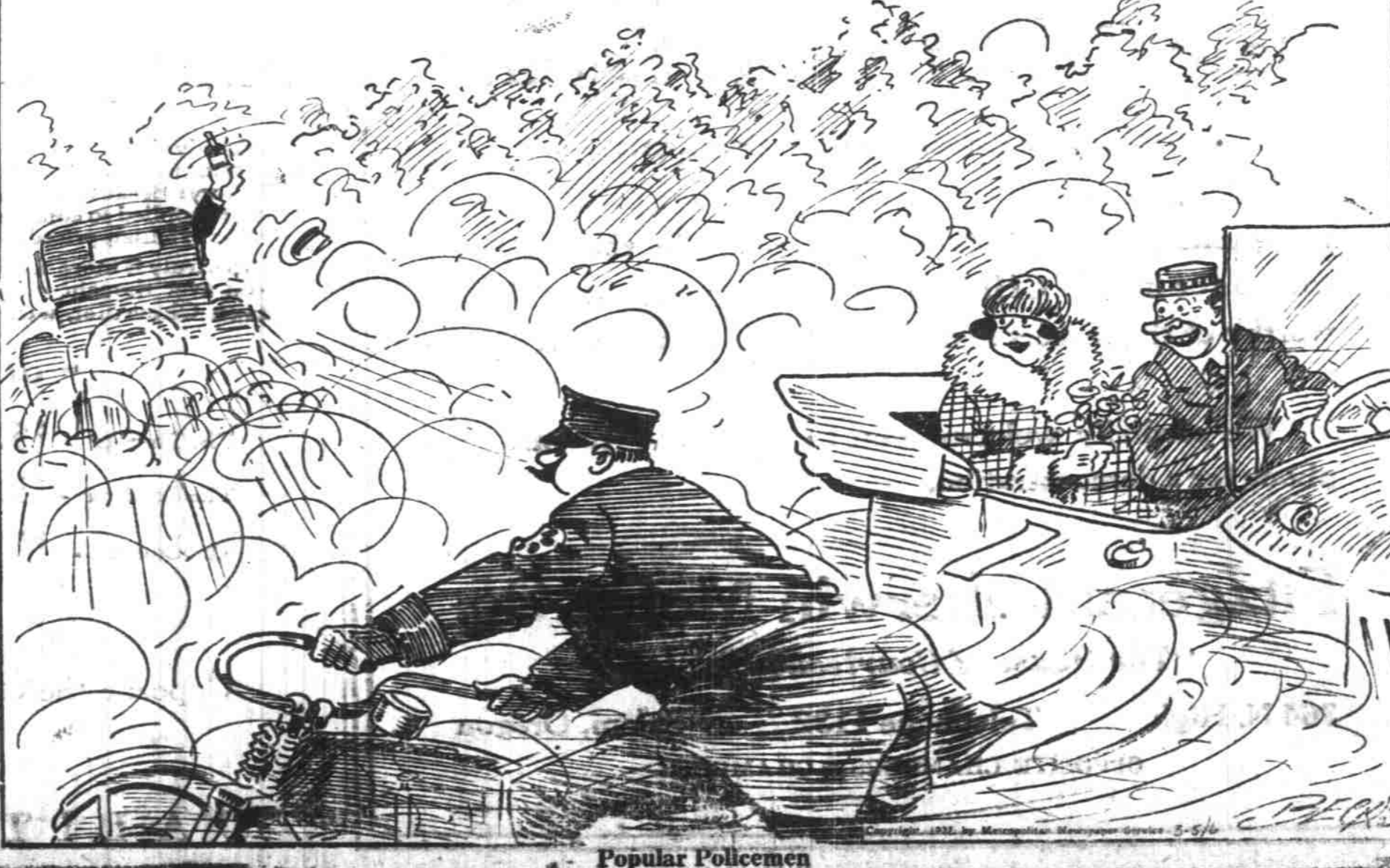
Every available inch of space has been utilized by the engineers in the interior body construction to provide unusual roominess. To give room for stretching out in the front seat, the metal dash is curved forward several inches and there is as much leg room in this compartment as there is in the rear.

Also the general dashing, streamline effect in body construction.

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DOWN THE ROAD—

THE COP WHO PASSES UP TAGGING YOU FOR PARKING ON A HIGHWAY TO PURSUE AN INEBRIATE DRIVER



Popular Policemen

By FRANK BECK

A carload of Star automobiles was received by the Salem Auto company Wednesday, March 2. The car contained sedans, coupes, a collegiate roadster and a coach. In speaking of these models Mr. Shade called special attention to the collegiate roadster and said that it was proving to be one of the most popular cars on the market at the present time.

The Salem Auto company moved recently from the old location on North High street to a fine show room and repair shop on North Church street. They have an excellent location and are making many changes to aid in the giving of better service.

Every effort is being expended to establish a first class modern shop, which means better and better service at all times. A complete line of accessories and parts have been secured and are ready for instant use.

The proprietors have caused to be erected a wash rack and a greasing rack, which are proving of great usefulness and aid in giving first class service.

The personnel of the company includes the three proprietors, C. J. Taylor, H. J. Wooley, and H. E. Shade. These gentlemen purchased the Salem Auto company in January. They have all been connected with this company for seven or eight years. Messrs. Taylor and Wooley were employed in the mechanical department and Mr. Shade as a salesman. They are all well qualified to carry on the work in a most thorough and efficient manner. Other members of the personnel include J. R. Wallace, a salesman with four years' experience, Carl Graham, mechanic, and several other service department employees.

Panek, Brake Specialist, Installs New Machinery

Mike Panek, Salem's brake specialist, has just completed the installation of a new lathe especially designed for turning brake drums.

This lathe is a special machine to remedy poor drums on the wheels. A great percentage of all brake drums on both new and used cars are off center or out of round. On used cars many of the drums become grooved or scored all of which makes it an almost mechanical impossibility to get the best results from brake drums and brake lining. This new machine corrects these faults.

The machine is automatic and will true drums attached to the wheels either with the tire off or on. It runs either inside or outside of both two-wheel and four-wheel drums while they are on the wheels.

Heretofore, in order to true a brake drum, it has been necessary to remove the drum from the wheel, turn it in the lathe, reassemble it on the wheel and then put in new hub bolts. Tightening the hub bolts in many instances, would pull the drum off center and cause the same trouble as before. This was especially true in case of wooden wheels.

By truing the drum on the wheel with Mr. Panek's new machine this costly and often times unsatisfactory operation is eliminated and the drum is made absolutely true with the axle.

Mr. Panek, as a brake specialist is always looking for new equipment and methods to improve his service of automobile brakes.

Moscow Art Orchestra to Broadcast Over WEA

Arno Arriga's Moscow art orchestra will be the feature for the third Crosley Hour, which will be broadcast over the WEA chain Sunday, March 6, from 5:30 to 6:30 o'clock, eastern standard time. This orchestra provided the entertainment for the first Crosley chain program in the series which began February 6. The programs are broadcast on alternate Sundays.

Willard Sektburg, distinguished member of the American Guild of Organists and a composer-pianist of note, and Anne Tyson, contralto, will give a joint recital in the studio of WABC Wednesday night March ninth at half past nine. Miss Tyson enjoys the distinction of being the young concert star whose voice is frequently compared to that of Mme. Louise Homer.

AMERICAN MOTOR STILL POPULAR

Introduction of European Standards Does not Endanger Use of Local

The popularity of American type of motor car is in no way endangered by the introduction of European standards of motor design in this country, nor is the newcomer to be considered in competition with established American design. This is the opinion of Paul G. Hoffman, vice president of the Studebaker corporation of America. Mr. Hoffman's opinion is especially interesting in view of the popularity which has been accorded the Erskine six, built by Studebaker and embodying many European standards.

"Several different types of small economical motor cars were introduced at the latest automobile shows with much resulting discussion as to whether they would replace the larger, more powerful cars of typical American design. There is room in American motoring for both types. An indication of the truth of this contention may be found in sales of both the Erskine six, Studebaker's 3 1-3 litre European type and the President, Studebaker's Big Six seven passenger custom sedan.

The success of the Erskine six since its recent introduction to America at the New York automobile show is still a matter of comment both in automotive trade circles and among motorists themselves. Yet the President, with a motor which ranks with the highest powered American cars, remains the fastest selling seven-passenger car in the world and has lost none of its popularity since the "Little Aristocrat" was introduced.

"It is not too far fetched to compare the motoring situation with the housing situation. The cities have their apartment buildings, while the suburbs have their bungalows and mansions. Yet no one would predict that the apartment—or compact mode of living will ever replace the bungalow or mansion. Carrying this analogy further, the big six is the mansion type of motor car, the standard six may be considered the bungalow type and the Erskine six the apartment type.

"Perhaps it is not entirely correct to call the Erskine six a European type of car, for it is essentially American in everything except its size, appearance and economy. Due to the high taxes on vehicles, Europeans have concentrated their design on tiny cars of limited power for the sake of light weight, low horsepower and fuel economy. For the past two years we have heard that some American would come to the same sort of motor cars and Americans would never tolerate four forward gears, the necessity of shifting gears at the slightest grade and the other details of operation incident to the true European type.

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NASH MORE POPULAR OVER SEAS LATELY

Demand Sets New Records During Last Year in Keeping With U. S.

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 1926, 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 per cent over January, 1926, and, as indicating the wide sweep of public favor, February orders for the first 10 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 which each of the twenty-three 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."