

PRESIDENT OF CAR CHAMBER TO RETIRE

Pioneer in Industrial Cooperation; Chapin Elected as Successor

Seeking relief from the burdens of active leadership, Colonel Charles Clifton resigned from the presidency of the National Automobile Chamber of Commerce yesterday, a position which he has held since the beginning of association work in the industry nearly a quarter-century ago. The directors of the Chamber elected Colonel Clifton Honorary President and Honorary Director. He is the only individual that the industry has ever honored in this way. Colonel Clifton is chairman of the board of the Pierce-Arrow Motor Car Company.

Roy D. Chapin, chairman of the board of the Hudson Motor Car Company becomes the new president, Alvan Macauley, president of Packard, was elected first vice-president; and Alfred H. Swayne vice-president of the General Motors Corporation, was elected vice-president of the passenger car division.

When Colonel Clifton took the chair in 1904, the automobile factories were turning out 23,000 cars annually with a wholesale value of \$25,000,000. Today the output of the plants is more than 4,400,000 vehicles annually with a wholesale value of \$3,000,000,000. During his leadership, the automobile has risen from an infant industry to a place where it is rated first in the country today by the U. S. Bureau of the Census, exceeding steel and meat packing.

By those inside the industry no one is considered to have had a higher place in the shaping of the automobile business than Colonel Clifton.

His work is to a large degree responsible for the low prices of automobiles today which are made possible by the factors of standardized design, mass production, and mass selling.

In the early days, he championed the cross-license agreement whereby each company exchanges patents with every other company. The Pierce-Arrow organization of which he was then president was the first to sign the agreement. This compact has meant that every company has the benefit of the scientific progress made by all companies, and it has made possible the standardization of a vast number of parts and designs, which have made mass production possible.

Equally important in the building of the automobile industry has been this leader's insistence that the prosperity of the individual company depends on the prosperity of the business as a whole.

When the business as a whole is going forward, then each company receives the benefits to which it is entitled in proportion to its enterprise and the merit of its product.

President Clifton has always advocated the long range view that is the chief function of the industry is to sell the idea of motor transportation, working for those policies which are economically sound, and of service to the public.

He has always believed that the president and all others should be willing to give a part of their time to the advancement of the industry. Hence the automobile Chamber has been built on the principle that the leading factory executives will give their personal effort to its work. It is his belief in this principle which has led him to insist upon retiring. Having passed the three score and ten mark, he has been gradually reducing his business connections, and feels that he cannot give the time and do the travelling which he feels the work of this office demands.

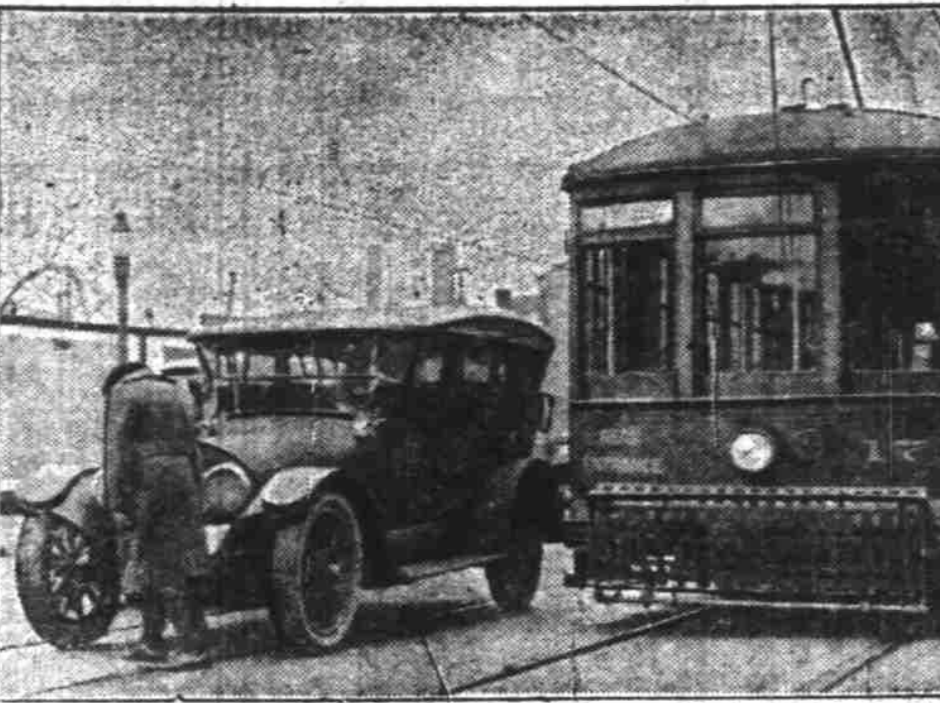
Telegrams of tribute were received by the National Automobile Chamber of Commerce from Pierre S. duPont and Alfred P. Sloan Jr., chairman and president respectively of General Motors; and from the following company presidents: A. R. Erskine (Studebaker), Walter P. Chrysler (Chrysler), Alvan Macauley (Packard), Edward S. Jordan (Jordan), John N. Willlys (Willys-Overland), C. W. Nash (Nash), F. C. Chandler (Chandler-Cleveland), A. J. Brosseau (Mack), H. H. Franklin (Franklin), F. E. Moskovits (Stutz), E. G. Wilmer (Dodge), Lawrence P. Fisher (Cadillac), R. H. Scott (Reo), Edward Ver Linden (Peerless), Alexander Lange (International Harvester), H. M. Jewett (Paige-Detroit), Frederick J. Haynes, chairman of Dodge Brothers; Charles D. Hastings, chairman of Hupf; Windsor T. White, chairman of White; W. E. Metzger, vice-president of Federal; J. J. Raskob, vice president of General Motors; Alfred H. Swayne, vice-president of General Motors; H. H. Rice, assistant to president of General Motors.

The Marmon Automobile Co. The Studebaker, the world's greatest automobile value. Operating cost small. Will last a lifetime with care. Standard coach \$1510. (*)

D. H. Mosher, Merchant Tailor, is turning out the noblest and best fitting tailor made suits to measure; 100% business and professional men buy of Mosher. (*)

Grants Pass—Josephine county buys McMaster tract for county fairgrounds.

Jay Walkers Who Cut Corners Often Are On Their Way to the Hospital



Courtesy, National Safety Council.

Bicycle riding is to be commended as a healthful hobby, but cyclists should exercise due care and caution, just as should motorists and pedestrians who want to avoid being involved in accidents, warns Albert W. Whitney, vice president of the National Safety Council. The boy shown in the picture probably will keep close to the curb in the future. Thousands of people have ridden bicycles for years without being involved in a crash, but that does not guarantee their future safety. Accidents occur in less time than it takes to describe them. Bicycle riders who want to continue enjoying their pedaling will do well to hug the sidewalk.

AMERICAN MADE AUTOS POPULAR

Rumanian Army Major Selects Oldsmobile for Record Non-Stop Run

American made automobiles are vying with Queen Marie in informing Rumanians about the United States. So great has become their popularity that a Major in the Rumanian army recently selected a new Oldsmobile to make a record-breaking non-stop run which circled the kingdom in but slightly more than 50 hours.

This run, which attracted attention of all Rumania, was made by Major Al. Berlescu, an officer in the artillery of the Rumanian army. Major Berlescu is a motor enthusiast, entering practically every automobile race held in his country. He has won innumerable prizes at these events.

Accompanied by an army lieutenant as timekeeper, Major Berlescu started in an Oldsmobile stock touring car from Bucharest, the capital of Rumania, to follow a route which was laid out to tour Rumania. The actual distance traveled was 2447 kilometers—approximately 1520 1/2 miles. The route circled back to finish in Bucharest where the Oldsmobile arrived just 50 hours and 15 minutes after the start.

Forty cities were passed thru, at each of which the car stopped and was officially checked by the police. The only other stops were for gasoline. Much of the route was over roads which would be considered unimproved in this country, which makes all the more remarkable the Oldsmobile's average time of more than 30 miles an hour for the entire trip.

Following the run the Oldsmobile was placed on exhibition in Bucharest where it attracted city-wide attention.

Since the introduction of the 6-cylinder Oldsmobile three and one-half years ago many similar record runs have been made in this country and in other sections of the world. It was the first car to ever be driven across the continent in high gear and to make a similar record in Australia. It also established the Pike's Peak record for stock cars.

Parker & Co., 444 S. Commercial. Don't fail to see Parker about repairing your car. Expert mechanics at your service. All work guaranteed. (*)

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PERPETUAL MOTION

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IRVIN COBB PLANS RADIO BROADCAST

Noted Author to Be Master of Ceremonies at Station WEAF Program

With Irvin S. Cobb as master of ceremonies, the Eveready Hour of next Tuesday evening, March 8, will have a distinctly Southern flavor.

This program, to be broadcast through station WEAF, of New York and its network of affiliated stations in the East, Middle West and South, is to be of a type which Eveready Hour directors have had in mind for some time. Irvin Cobb was chosen to be the particular personality in the program because Cobb has written and related a famous list of stories of the old and the new South that will live for many generations. Some of the best of these stories he will adapt to his part in the broadcast program next Tuesday evening.

The musical portion of the program will be varied, but around all of it will be that atmosphere of the South which is famous the world over. In the musical numbers will be several of the finest of the negro spirituals, both of the old and latter days. There will also be orchestral and vocal numbers of the lighter, livelier music which will provide an excellent setting for the humor of Irvin Cobb as a story teller.

Virginia Rea, soprano, Barbara Maurel, mezzo soprano, Barbara Eveready Revellers will be heard in the vocal numbers, while the Eveready orchestra will provide the accompaniment and the straight orchestral numbers of the program.

Capital City Cooperative Creamery, milk, cream, buttermilk. The Buttercup butter has no equal. Gold standard of perfection. 137 S. Com'l. Phone 369. (*)

PUBLIC APPROVES NEW STAR UNITS

(Continued from page 1.)

facturers were diligent in their attempt to find any weak points in this mounting but as none could be found, the adoption resulted.

It remains for the Pacific coast Star car factory, however, to be the first to introduce this advantageous feature to the low cost transportation field and this in-

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roduction merely typifies the constant efforts of the organization to offer the highest type unit possible in its price field.

Although the multitude of spring orders received by the Pacific coast Star car factory in Oakland has necessitated a seven day production schedule and a large addition to the working force, factory officials are concentrating their attention on the factory production in order that Star car quality will be maintained in every unit. They have taken every step possible to speed up daily production but at the same time are determined that this desired speed shall not be obtained through a sacrifice of quality.

In specifying fore and aft steering in the greater Star sixes, Star car engineers felt that in so doing they were providing the public with a system that would add materially to the driving ease of the cars. This is daily proving to be the case as hundreds of purchasers of these new units are enthusiastic in their declarations regarding the increased comfort of driving.

In discussing the reception that the new models received upon their introduction, Norman de Vaux, active head of the Star car forces on the Pacific coast, expressed his intense satisfaction with the way the public has placed their stamp of approval on Star car products.

"Our organization has been sincere in its effort to produce a higher type low cost transportation unit," de Vaux stated, "and it is certainly a sense of satisfaction to us to observe the way that these efforts are being accepted by the public. Myself, George R. Scott, who materially assisted me in my experiments with the rubber motor suspension use din our four cylinder models, and our entire engineering force feel that our work has not been in vain and that in offering the new silent Star four to an appreciative public we are contributing a four cylinder unit to the trade that cannot be equaled."

Capital Bargain House, Capital Tire Mfg. Co., Mike's Auto Wrecking. Three in one. Bargain center of Salem. Thousands of bargains. H. Steinbock, 215 Center. (*)

Nash leads the world in motor car values. Beautiful display of new models at the F. W. Pettyjohn Company, 365 North Commercial St. (*)

A. H. Moore, 233 N. High St., apartments and store where you can get high quality furniture and furnishings for every room in your house. (*)

SHIFTS IN STYLES CHANGES DESIGNS

Small Heels on Ladies' Slipper Causes Starting Switch Button Change

One of those kaleidoscopic shifts in the style of women's apparel has caused one of the larger automobile factories to make a change in the design of its car. The revision of design, while a minor one, nevertheless is but another demonstration of the influence of women on motor car design.

This latest recognition of the importance of convenience to women motorists has been made by Oldsmobile through the changing of the position of the starting motor switch button. For several years this button had been placed on the floorboard near the driver's seat where it was handy to the driver's heel yet was not likely to be accidentally stepped on.

This position was found to be ideal until recently when women in greater and greater numbers began wearing slippers with small pool heels. Then it was found that they had great difficulty in operating the starting button with these small high heels.

When this difficulty was brought to the attention of factory officials the problem was given far more time and thought than a layman would think necessary for a matter so seemingly trivial. Oldsmobile officials realized that a change must be made and experimented to find a location where the button would best suit all needs and all drivers. This was found to be on the near side of the base of the gear shift lever where it can be reached with ease and is operated by the ball of the foot instead of the heel.

Much of the beauty of line, the fineness of interior trim and fittings, the ease of driving and riding and the present mode of harmonizing colors instead of the formerly used black finish have been brought about by the influence exercised by women on motor car design.

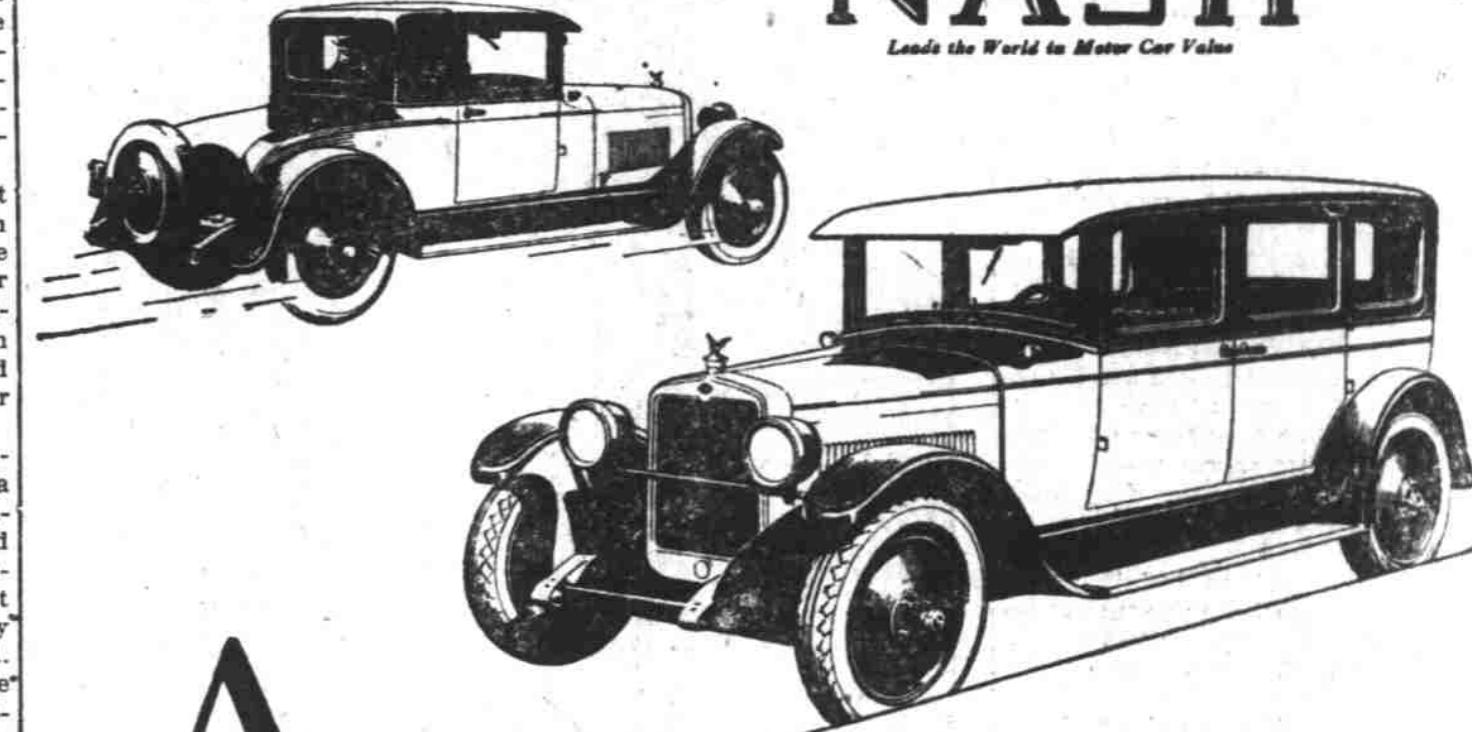
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Nash 6-cylinder, 7-bearing performance costs little, if any, more than 4-cylinder performance.

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Full force-feed lubrication; Nash mechanical 4-wheel brakes, with front wheel brakes totally enclosed. Double-beam headlights; Automatic

windshield cleaner; Rear-view mirror; Gasoline gauge on instrument board. 5 Budd-Michelin steel disc wheels; Alemite chassis lubrication, instead of old-fashioned grease cups.

Air cleaner and oil filter to seal the engine; steering gear especially engineered for balloon tires.

And, in closed car bodies, genuine hardwood frames with rounded roofs like the costliest custom cars.

You can buy this car for about the same price as one of the higher priced fours. At the most, you'll only need to add \$50 or \$60 to your first payment.

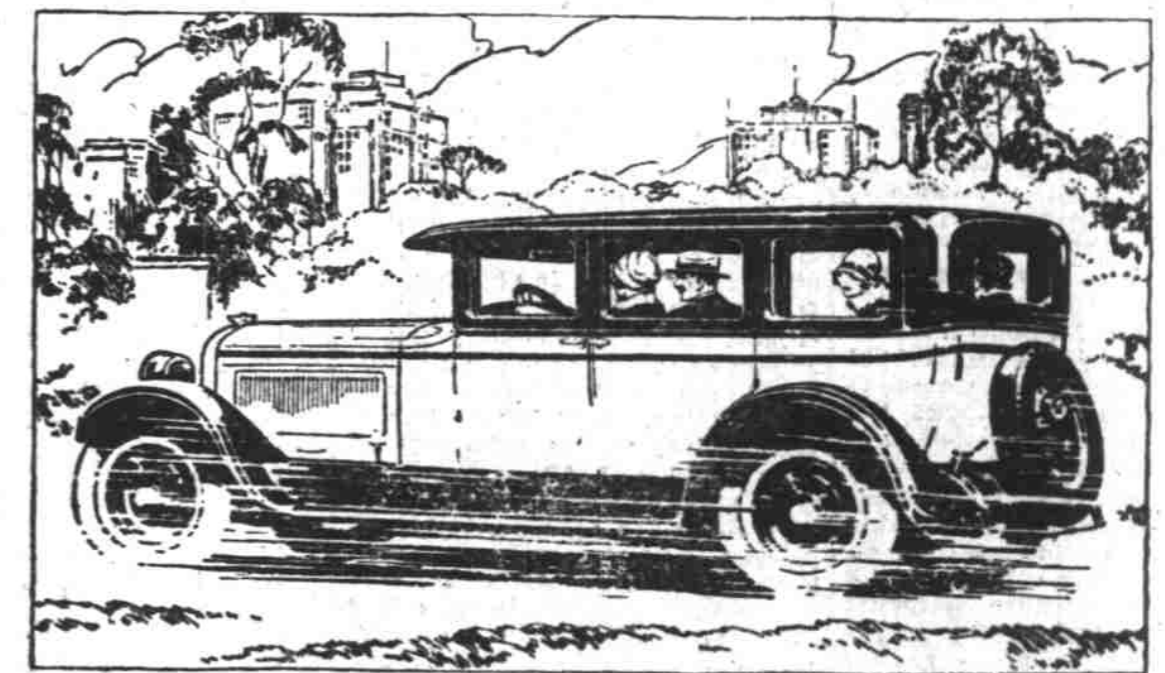
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