SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 22, 1927

PRICE FIVE CENTS

TO GET BIG STORY

Tornado Stricken Town

Gives Auto Chance to Dem-

onstrate Powers

Out of the wreck and desola-

RECORDS BROKEN

# BUILDING OF MOTOR -SARS BIG INDUSTRY

Greater Possibilities in Store for Manufacturers in Near - Future

By Lynn McNaughton Vice President Cadillac Motor Car Company

In the United States the buildof motor cars has developed the country's leading industry Throughout North America the motor car itself has become a factor of first importance in careving on our every day business, and determining our manner of living. America, which comprises but one-tenth of the world's population, is producing and using ninedenths of the world's motor cars. The remainder of the world is only beginning to comprehend its vast possibilities as a means of

in a general way we are familiar with the rapid growth in the use of the automobile in Europe, South America and Australia, Yet on every continent of the globe the stimulating effect of motor car transportation is being felt, and, with the small number of registrations outside of North America. the rate of increase is everywhere more rapid than here. This applies to the great populations of China, India, Asiatic and Euroean Russia as much as it does to outh America, the United Kingiom, France and Germany. From 1924 to 1926, world registrations outside the United States increased 57 per cent; and to a lesser degree we can look for the motor car to add to world prosperity and well-being much as it has to that

Here, in 1907, the capital employed in the industry was negligible. Ten years later it was approaching a billion dollars, and today, it is almost two billion. If we include the capital investment in parts, accessories and tire protically another billion. For a number of years back the amount invested in motor roads here has amounted to practically one billion lars per year, and motorannually investing ten billions in the operation of their

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Score of University Graduates Given Apprentice Positions Last Year

A new phase in automotive merchandising has been started by lieves that if all motorists give a Oldsmobile officials. They are laying the foundation for a group ionsness of the problem they are of trained men who will have practical and theoretical training after abstain from giving lifts to in them are important phases of the industry-production, service, highways, wholesale and retail selling.

At the conclusion of the college year last spring, nearly a score of university graduates were given the age-old wanderlust, have left apprentice positions with the Olds- home without preparation or with mobile organization. During the past year they have received practidea as to destination or as to tical training and instruction in engineering and production methods at the Oldsmobile factories.

ther sales training, and at the stands. Not guly that, but these completion of their year's training in the factory they are being given intensive instruction and prace tical experience in the selling of Paige Possesses "It" automobiles. This will be followed by a period of six months actual retail selling experience in Oldsmobile branches, and an equal period as factory representatives in the wholesale field. It is ex- in human nature made famous pected that the course will be com- by Elinor Glynn, according to La pleted next spring.

The factory instruction course now being given covers sales and gan." in a beauty and charm conservice methods, from the receipt test conducted by a Chicago newsof cars in the field to the actual paper. sale to the consumer. Sales policies, the operation of the General Motors Acceptance corporation and the Oldsmobile six per cent certificate plan are thoroughly

en this second year of training is complete these young men will have a close and practical knowledge of automobile merchandising. Their training will have. included a regular college course, with engineering studies; one year of practical factory work in production departments, six

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## America's Scenic Out-of-Doors Calls Motorists

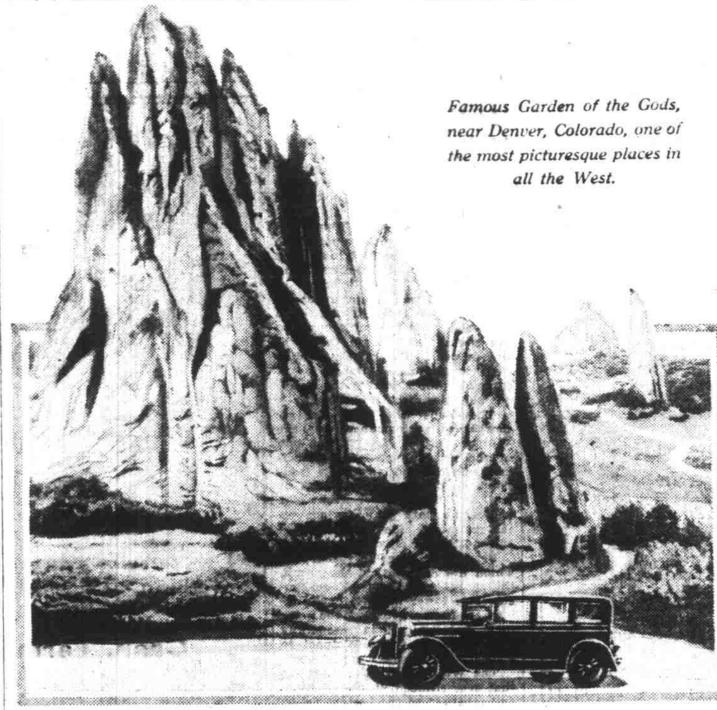


Photo Courtesy Hupp Motor Car Corporation

Outers Find Way to City by Getting Rides

WASHINGTON, D. C. - (Special. 1-Motorists who indulge in the habit of giving automobile This wide use of motor cars is lifts to boys and girls along the highways and byways are contributing in a very measurable degree to the creation of a serious national problem, according to a bulletin issued from the national headquarters of the American Automobile Association today.

The American Motorist, which is the official publication of the AAA has just completed a survey which shows that more than 70 per cent of the youthful down-and outers, who become a hurden on charitable organizations in our large cities, have arrived at destitution via the "hitch-hiking"

The national motoring body beminimum of thought to the serhelping to create, they will hereboys and girls encountered on the

Nine times out of 10, according to the American Motorist, these boys and girls simply succumb to equipment and without a definite what they want to do to support themselves. It continues:

"Hitch-hikers are not confined Eight of these graduate apprent to boys alone. Almost as many es have been selected for fur- girls find their way to the soup

(Continued on page 6.)

# Says Queen of Beauty

DETROIT, Mich. - (Special)-The Paige car has the "IT" of motordom, comparable to the "IT" Verne Reynolds, the Detroit girl who won the title of "Miss Michi-

"To me Paige has that almost indefinable spark of personality, which fascinates and enslaves,' the beauty winner declared. "What is 'it'-well, I am not sure that I can say, but 'it' is there

nevertheless. "The car gives the necessary thrill as it responds to my light touch on the accelerator. It slips by and through traffic with an ease that wins my complete admiration. And we all know that woman must admire to be won. It completes the charf with beauty. If there is 'IT' in Motor cars, I

know that Paige has 'IT'."

With the coming of the warm

months an ever increasing num-

ber of motorists will make plans to see more of scenic America. One of the places which will attract many is the picturesque Garden of the Gods near Denver, which contains some of the most striking effects of erosion ever found. The Garden covers an duction, the amount climbs prac- Many Youthful Down-and area of about 500 acres, within magnificent columns. "cathedral spires." and giant figures some-

(Continued on Page 2.)

times appearing almost as if made

### Directors for General Motors Elected at Meet

WILMINGTON, Del. (Special) corporation, held here, the directors were reelected for the ensuing year, and a tentative plan for the mixture travels the same distance the seven-bearing motor. and white, in forms of grotesque formation of a second Managers' from the carburetor to each cyl-Securities company, designed to tant managerial positions as partners with the stockholders in the in human likeness. The road into corporation was approved in prin-

# ENGINE EMBODIES ADVANCED FEATURES

Marmon 8 Result of Years of Intensive Research and Experiment

Numerous advanced features of automotive design, the result of years of intensive research and experimental work, have been combined to produce performance characteristics in the Marmon eight that are entirely new in the passenger var field.

Such is the statement of H. H. Brooks, general sales director of the Marmon Motor Car company, who reports that Marmon eight sales throughout the entire country are more than three fold ahead of the anticipated spring

"The performance of the Marmon eight may be explained not only in terms of maximum miles per hour, but in the extreme flexibility of the car and its ability to overcome all kinds of traffic difficulties." Mr. Brooks said, "In the first place, the piston displacement of the Marmon eight engine is only 190 cubic inches. yet the engine develops more power in comparison to its displacement than any other production engine. Thus, it is apparent that Marmon engineers have followed the trend in modern racing car design a trend that has brought forth so many new records for this year's tiny motors of only 91 12 cubic inches of pis- plants were also active. ton displacement.

(Continued on page 6.)

## OVER 1,000 AUTO CAMPS READY FOR 1927 SEASON



(A typical auto camp by a Pacific Coast roadside offers unusual hospitality to tourists)-Photo by Wallace Hutchinson, the day's work and are forgotten courtesy U. S. Forest Service.

Biggest Month Witnessed at Light Six Plant in Production Work

April was the biggest single month in point of production and shipments in the history of the

"One of the outstanding fea- shipped from Racine in June two company products. tures of engine design in the years ago, the plant having been Marmon eight is the method of bought by the Nash Motors comgasoline distribution, so long a pany a year previously. Brand drawback to the development of new machinery, thoroughly modthe straight eight engine for the ern in design, was installed in the passenger automobile. The in- factory and because of heavy detake manifold of the Marmon is of | mand for the light six, additional the down draught type, which machinery and new equipment At the annual meeting of the makes it possible for cylinders to were installed late last fall to stockholders of General Motors, receive exactly the same amount meet the steadily increasing deof fuel in exactly the same degree | mand. The light six series, like of vaporization. The gasoline all Nash cars, is equipped with

inder, thus preventing the end show heavy increases in Canadian interest the men occupying impor- cylinders from becoming 'starved.' sales of Nash advanced six, spe-"Overhead valve mechanism, cial and light six models this year

(Continued on Page 2.)

With the expectation of a banner touring season on the pacific coast, over 1000 anto camps have opened or are opening their doors CARS SHOW GAIN to motor campers according to the latest list just issued by the 'Asociated Oil company.

> The growth and magnitude of this manner of travel is indicated by figures of the United States river's headwaters, a giant twister forest service which show that had turned the town of Rock over 6,000,000 registrations were made in 1926 of people entering telephone operator, who had or leaving national forests in Cali- stumbled a mile out into the darkfornia alone. This travel has in- ness to find a wire with unbroken creased from 800,000 ten years connection to the outside world, ago or over 800 per cent.

This list of camps includes mun-Nash light six plant. With daily icipal, private and government buildings were left standing in shipments keeping pace with pro- auto camps in the state of Call- the town. Of the population so duction, the Nash Racine plant fornia, Oregon and Washington. was moving at high speed while A copy of this 40-page-book with both the Kenosha and Wilwaukie road maps can be obtained for survivors there were, Instant aid the asking from service stations was imperative. The first Nash light six was and garages carry Associated Oil

Americans Different Says promised, but many hours must Local Chandler Dealer and Gives Reasons

There is something different similar to that used on the large over 1926. The increase for April, about the American public, ac-Marmon series 75, was adopted 1927, was 103 per cent. More cording to Mr. MacDonald, manager of the MacDonald Auto company, local Chandler representatives, that sets it apart from any other nation in the world. Across the Atlantic people cling to old customs and ideas, but in the United States and particularly in Salem whenever anything better comes along-something actually, visibly, intrinsically better-it is given a hearty welcome.

To prove his statement the local Chandler manager said: "Witness the great, spontaneous success of the new Royal eight and the new sixes by Chandler. Everywhere throughout the country motorists are ordering these cars in such number that the factory must work at top speed in order to produce sufficient automobiles to meet the demand.

"Of course, for every such change there must be a good reason and in our case there is. Or for that matter, there is more than one. To begin with, the factory has glorified the present trend of motor car design in both the eights and sixes. An inspec- forced to face the matter of rear tion of any of the models on dis- end gears that sometimes become play in our showrooms will show noisy this manufacturer has de-

"But Chandler didn't stop there operates in a sound-proof room. by any means. The factory has The assembled gears, housing and surpassed many ideas of modern axles are mounted on massive performance with the tremendous | wheels which represent the we amount of reserve power stored of a Franklin sedan up in its Pikes Peak motor. This | mometer wheels ar is the engine that was developed miles per hour a recently to conquer Pikes Peak, presses his mic the world's highest mountain rearhousing. If the climb and it did, hence the noise or rumble is present it is name. Since that time this pow- magnified many times through a er plant has further refined and improved in all models, with the slightest whisper. result that its performance is astonishing.

"Then, too, the cars themselves reflect the fortified stability back dead stop in four and one half of the machines. And this stability is important to hear in mind miles the hour. This time the for everybody wants to be sure the automobile he buys is backed to a stop and it is claimed by facby an organization of strength and permanence. As a direct result of the leaping increase in sales, more dealers are applying for Chandler franchises, not only here but throughout the country nutest burr he overlooked in the as well, than at any other time in the history of the organizat- it will be discovered in this oper-

Ford Sterling, noted screen comedian, stopped at the Oregon State Motor association, 12th and Morrison street, Portland, Oregon,

tion left in the wake of the tornadoes which played havoc over the state of Texas this spring comes one of those stories of ready and courageous response to the call of duty which make up the proud traditions of the newspaper profession but are accepted by their participants as only part of in the absorption of the next day's assignments.

About 8:30 one night in mid-April came to the San Antonia newspaper offices a message that thrilled its staff with the electric tingle known to every newspaper man as the breaking of a big

Away t othe west, out on the sheep-raising plains of the Nueces Springs into a shambles. The whispered a tale of dire destruction and death. Only four or five many were dead, injured or missing that no one knew how many

To notify the civil and military authorities was the work of a moment, but how to reach the stricken town was a problem. Rock Springs was in an isolated region. Its nearest railroad point was 75 miles away, down at Uvarde Junction. The closest army post was another 75 miles away. Cavalry would be dispatched, and relief crews would be sent as soon as possible, it was elapse before aid could reach the

stricken community. Meanwhile there remained th newspaper's first duty of getting the news of the disaster. Once more the automobile proved its right to its foremost place in modern civilization. A hurried

(Continued on page 6.)

# IN PEACE AND WAR

Tried as Sound Detector; Adapted as Novel Plan in Engineering Work

Radio as a sound detector proved a boon to seafaring craft operating in submarine infested waters. Radio is used today to lucate approaching aircraft by antiaircraft batteries. One of the most novel uses has now been made of this sound detecting ability of th modeern science by the Franklin Automobile company of Syracuse, N. Y.

Facing the problem, as all automobile manufacturers have been veloped a radio noise dector which

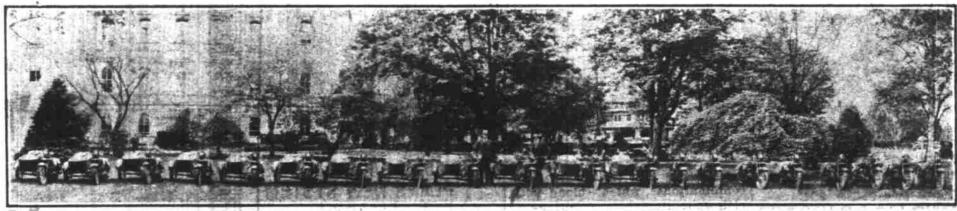
loud speaker which registers the During the tests of the gears the device is speeded to 40 miles

several times, is decelerated to a seconds and again is speeded to 40 machine decelerates by coasting tory engineers that this is the most exacting test of all. A large dial registers to three

one-thousandths of an ampere the slightest noise. Should the midelicate machining of these gears ation. Should the test show as much as three milliamperes of sound the gears are rejected and sent back to the machine shop for repolishing.

Every gear entering a Franklin making inquiry as to road condi- automobile is tested in this mantions south. Mr. Sterling was en- ner which is claimed to be the take up work on his next picture. by automobile manufacturers.

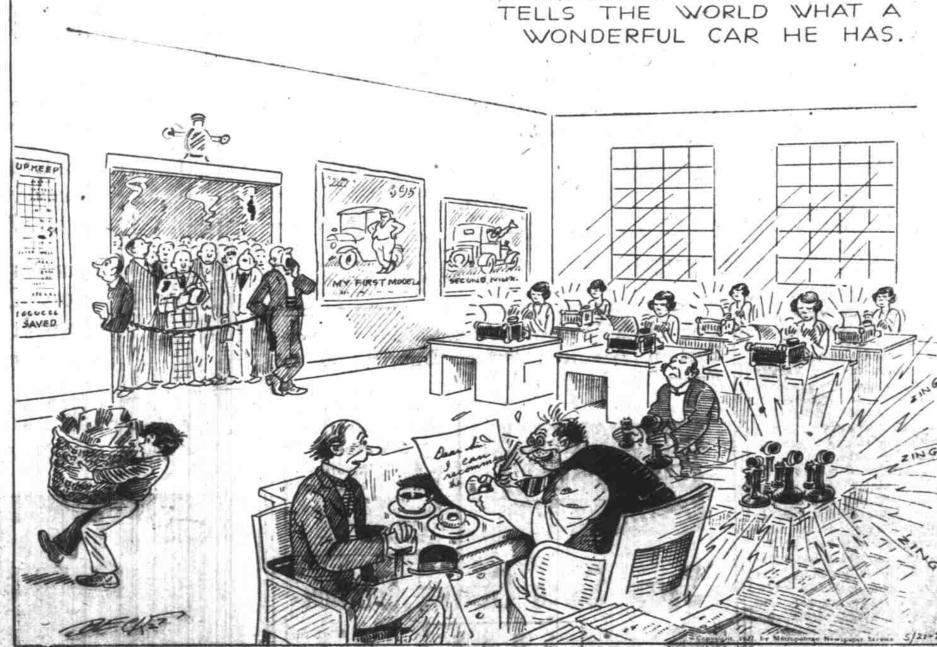
## FLEET OF MOTORCYCLES SOLD TO STATE



This fleet of 20 Harley-Davidson Motorcycles and side cars just purchased from Harry W. Scott by the Oregon State Traffic Department. All machines are special police motorcycles and are equipped with Goodyear tires.

## DOWN THE ROAD-

By FRANK BECK A SATISFIED CUSTOMER WHO TELLS THE WORLD WHAT A



The Automobile Dealers Dream

是在自然的原始,但我们是我们的一个人,我们就们就是一个人的,我们就是一个人的,我们就是一个人的,我们就是一个人的,我们就是一个人的,我们就是一个人的,我们就是