

## SERVICE MANAGERS TO STUDY PROBLEMS

Polices and Practices to Be Discussed at Forum Meeting June 14

"Satisfactory service to car owners has its beginning in a well-organized, properly functioning service department at the factory. Right policies and practices there are fundamental," says Harry M. Jewett, chairman of the service committee of the National Automobile chamber of commerce, announcing the Factory Service Managers Forum to be held in Cleveland, at the Hotel Statler, June 14, 15.

Among the live problems that will be discussed are: Handling Replacement Parts Shipments; Group Bonus Payment of Mechanics; How Shop Equipment Should Be Distributed; Training the Service Personnel; How the Factory Can Help the Dealer on Service; Results of Increasing Adoption of Flat-Rates; the Particular Problems in Bus Maintenance; What a Service Promotion Program Can Do, and When and Why Lubrication Fails.

Mr. Jewett will preside and the opening address will be given by Edward S. Jordan. Other speakers will include P. L. Emerson, vice-president in charge of sales, Yellow Truck & Coach Mfg. company; Percy Chamberlain of the Automotive Equipment association; Prof. John Younger, Ohio State university and editor Automotive Abstracts; Zac D. Dunlap, Durant Motors, Inc., and Earl Turner, general manager of the Automotive Electric association.

There will be a showing of the new film of the General Motors Proving Grounds by W. J. Davidson, executive secretary, General Technical Committee, General Motors Corporation.

Trips are planned for Thursday, June 16 to the Cleveland Trade school and the White and Chandler-Cleveland service departments.

Factories are inviting the attendance of their branch and distributor service managers. Invitations to the meeting are also being extended to the Cleveland section of the Society of Automotive Engineers, the Cleveland Automobile Manufacturers & Dealers association and the Automotive Electric association.

## TRAVELS 4700 MILES TO SEE BIRTHPLACE

(Continued from page 1.)

methods of your American automobile plants, and I came here with high expectations. I must admit that the reality has far surpassed anything I expected to see. The marvelous speed and precision combined in Chrysler manufacturing processes have been a revelation. We pride ourselves in Germany upon our industries but we have a great deal to learn from the United States and especially from automobile plants over here."

The remarkable gains in Chrysler export business which have been a consistent feature of the company's reports for months past and, have recently been increasing faster than ever are due, officials believe, to the fact that at its price Chrysler surpasses foreign standards of motor car perfection, just as the same qualities account for the phenomenal success the company has registered in the United States.

Outstanding records in racing and endurance contests, which have been made by Chrysler cars in all parts of the world, are especially responsible for the appeal these cars make to sport-loving peoples abroad, the officials declare.

Among the most interesting of many such sport records reported to the Chrysler Corporation in recent weeks are the detailed certificates regarding ice races held in Finland and Sweden during the past winter.

The Finland races were held in Helsinki under the auspices of the Finnish Automobile club. Eight Chryslers started in these races and seven won first places with the eighth finishing second in its event.

In the kilometer distance races at Helsinki, Chryslers won first place in classes 6, 5 and 4 of Group A and classes 5 and 4 of Group B.

In the 20 kilometer distance races Chrysler won first place in classes 6 and 5, and second place in class 4.

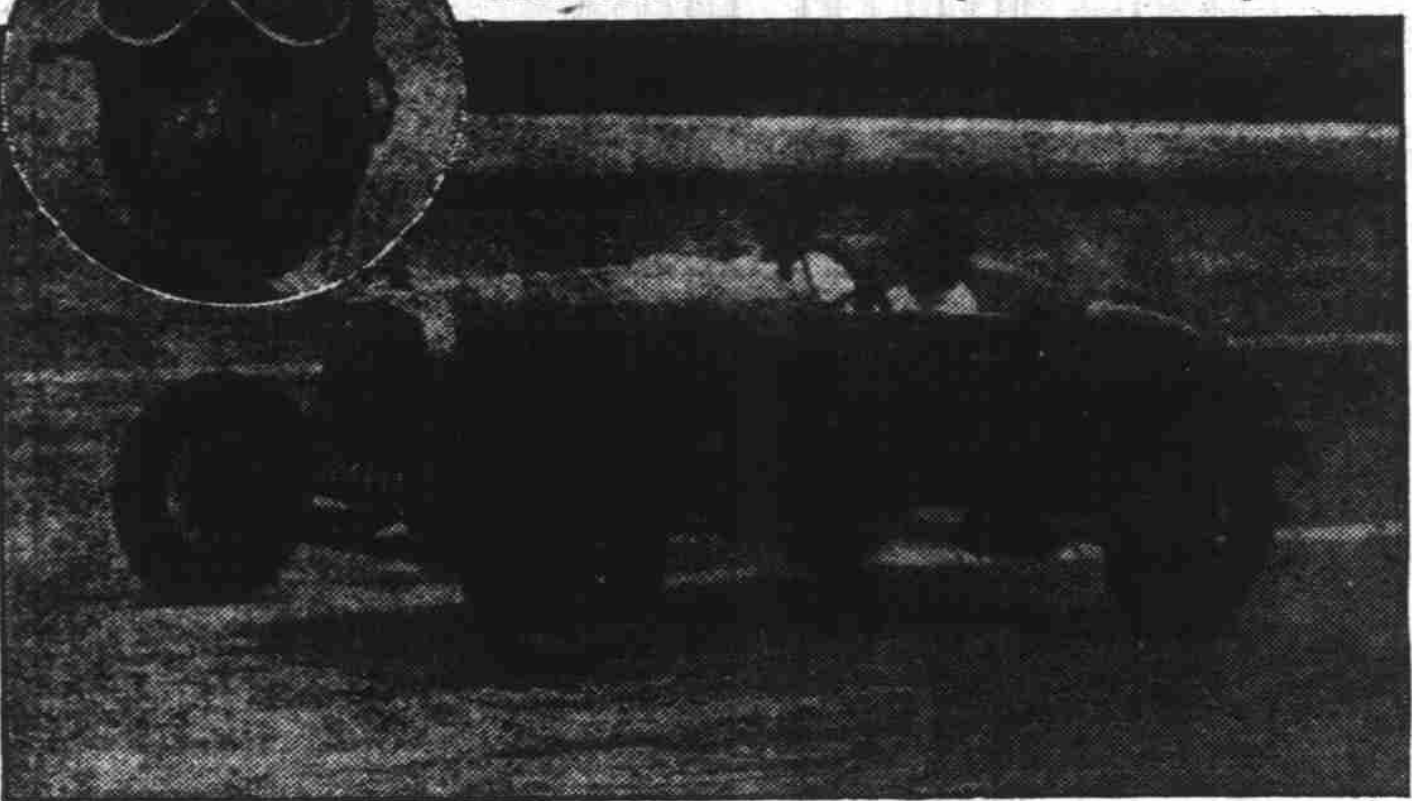
In Sweden Chrysler "70" touring cars won all of the first places in the three to four liter class races; a Chrysler "60" was first in the two to three liter class; and Chrysler Imperial "80" cars finished first and second in the four to five liter class.

The Dagens Nyheter, of Stockholm, made the following comment on the Swedish races in its issue the following day:

"Particularly noteworthy was the uniform high speed of the Chrysler car. In the three to four liter class four Chrysler cars took the first four places. There was a difference of only 8-10 of a second between the first and the fourth. These results speak for themselves and are proof of the uniformity of quality as well as the excellence of performance

## Whippet Six Shows Speed

William Bradden (inset), of Audubon, N. J., in a test recently staged on the Atlantic City Speedway, drove a Whippet Six Roadster 23 miles in 22 minutes. This photo shows the Whippet Six as it sped over the track at a speed of better than a mile a minute. Bradden said he could have established a better mark had it not been for the heavy mist which wet the board track and forced him to slacken speed as a matter of precaution.



In one of the most spectacular sped trials ever staged in the east, a Whippet Six Roadster recently set a high mark when it maintained a speed of better than a mile a minute over a 23-mile course. The test was staged on the board automobile race track operated by the Atlantic City Motor Speedway.

William G. Braddon, of Audubon, N. J., piloted the Whippet Six during the thrilling 23-mile test which was made under the most adverse weather conditions. The car Braddon drove in the

test was a strictly stock model, the first stock automobile ever driven on the world's longest race track.

As the Whippet was started off on the first lap, conditions were fair after a few minutes a heavy mist began to fall and shortly thereafter the board track became slippery making the going extremely hazardous, especially at the high rate of speed maintained. Because of this perilous condition of the track Braddon slackened the pace of the Whippet Six during the remainder of the test.

## ELECTRICAL MEN TO HOLD MEETING

(Continued from page 1.)

tary of War Dwight F. Davis; J. P. Shaughnessy, president of the National Association of Railroad and Utilities Commissioners; R. D. Moot, counsel of the General Electric company; B. C. Forbes of Forbes Magazine; M. L. Noon, director of the American Farm Bureau Federation; Mrs. John D. Sherman, president of the General Federation of Women's clubs; Charles E. Mitchell, president of the National City company of New York; Bancroft Gherardi, president-elect of the American Institute of Electrical Engineers; Lovick P. Miles, counsel for the Memphis Power & Light company and the Memphis Street Railway company; William Green, president of the American Federation of Labor; Edward N. Hurley, ex-chairman of the U. S. Shipping Board and chairman of the board of the Electric Household Utilities Corporation, Chicago; M. H. Aylesworth, president of the National Broadcasting company and Gerard Swope, president of the National Electrical Manufacturers' association and head of the General Electric company.

Delegates to the convention will include experts from practically every large company in the country and many of the smaller ones, with a delegation from Canada.

Several special trains have been arranged for coming from Chicago, New England and the south, with special cars from the Pacific coast and the northwest. These trains will arrive Sunday and Monday. The influx of delegates and guests already has begun, several thousand already being in Atlantic City. Association officials estimate from advance registrations that a minimum of 10,000 will attend, thus breaking the record of last year when more than 8,000 were in attendance at the convention, which also was held in Atlantic City.

During the convention many of the developments in the industry during the past year will be reported upon and problems of the industry will be discussed. Reports of committees which have been working on these problems, or conducting research, will be made, the convention in this respect being a clearing house for ideas and practices so that all members may have the advantage of full information regarding the developments and work carried on during the year.

At the concluding session Friday, officers for the ensuing administrative year, beginning July 1st, will be elected.

## MARMON PERFECTED GOOD CARBURETION

(Continued from page 1.)

ifolding has successfully eliminated any tendency towards this condition because fuel is delivered to each of the eight cylinders in equal quantities. Heat from the exhaust is transmitted to the incoming gasoline mixture just after the latter leaves the carburetor and, in traveling the same distance to each cylinder, the mixture retains the same amount of

heat, burns cleanly, and thereby reduces to a minimum carbon deposits with their inevitable damage to spark plugs and valves."

Chrysler cars have been signally successful in a long series of sporting events in Scandinavian countries. During 1926 they captured first place in no fewer than 60 races in Sweden alone.

## New Style of Dresses Prove Boon to Motorists

The president of the Danish Automobile club in a recent speech at Copenhagen, according to a German newspaper, declared that even in the night short skirts and thin, flesh-colored hose gave such high visibility to feminine pedestrians that it was almost impossible for a driver to fail to see them in time to prevent accidents. He added that if the few old-fashioned women with black stockings and long skirts still in Denmark should get run over, it would be their own fault. Yet a cynic might suggest that the high visibility of modern women on account of their dress or their lack of it sometimes

works the other way with auto drivers.—Motor Chat.

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The Cheapest Transportation Obtainable

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FASTER ACCELERATION  
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See this new engine—the finest ever used in Graham Brothers Trucks and Commercial Cars!  
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## Bonesteel Motor Co.

474 So. Commercial

Telephone 423

## Federal Truck Advertising Handled by Detroit Firm

Federal Motor Truck company announces that effective immediately its advertising program will be handled by Brooke, Smith & French, Inc., Detroit. Plans are already under way for an intensive advertising and merchandising effort in behalf of the well known Federal trucks.

Selection of Brooke, Smith & French, Inc., was due largely to the reputation of this agency for intensive merchandising ability in bringing about factory sales control right down to the point of the ultimate purchaser.

Federal is the third major account to enlist the services of Brooke, Smith & French, Inc., within the past 60 days. It followed close upon the heels of the Sparks-Withington company, Jackson, makers of Spartan Horns; and the Norge Corporation, Detroit, manufacturers of electrical refrigeration equipment.

Because of the steady expansion of their business, Brooke, Smith & French have recently made several additions to their staff, the latest being Fenn H. Hossick, who joined the copy department last week.

## AMERICA LIKES NEW COLORS OF OAKLAND

(Continued from page 1.)

At the end of the 23 miles the Whippet Six glided up to the finish line and the stop watches showed that the car traveled the 23 miles in 22 minutes. Braddon declared that had the track remained dry for the entire length of the test the speed average of the Whippet would have been much better than the mark set.

Despite the high rate of speed the Whippet Six motor at the end of the test was cool and declared to be capable of continuing indefinitely at the same speed without showing any ill effects.

The Landau Sedan and Landau Coupe are finished in Alpine Green on body, hood and lamps. On the Landau Sedan, the upper structure is the same. The striping on both is in straw color and Burnt Orange. Aberdeen Green fenders, side shields, radiator apron, hood sills and headlamps' tie-rod make these two of the most colorful cars in the line. Both have Walnut garnish rails, the Landau Sedan having the black instrument board paneled in Walnut.

## CHAPERONING PAYS

LONDON.—(AP)—Paid chaperons who number duchesses among their ranks, are earning sums up to 5,000 pounds a year by introducing the daughters of their employers into London society.



## Spend Your Vacation at the Newport Beaches

### WHERE THE MILLIONS GO

Deep Sea Fishing, Agate Hunting, Boating, Horseback Riding, Rock Oyster Digging, Clam and Crab Fishing, Golfing, Swimming, Bathing, Roller Skating, Trout Fishing, Dancing, Hiking.

"THE SAFEST BATHING BEACH ON THE COAST"

<p><b>NEWPORT NAT</b> Swimming in Warm Salt Water <b>DANCING</b> Nat Grill Excellent Service Nye Beach—Newport, Ore.</p>	<p><b>SEA CREST COTTAGES</b> Right at the Beach Furnished cottages, directly fronting ocean. Wood, Light, Water, Auto Shed Open all the Year Newport, Ore., Chris Arms</p>	<p><b>HOTEL GILMORE</b> By the Sea Nye Beach Newport, Oregon</p>
<p><b>Cherry City Cottages</b> Open All Year One Dollar per-day and up Wood, light, water, furnished Near Beach. For Reservations Address Box 423, Newport</p>	<p><b>TENT CITY</b> Cottages and tents, furnished except top bedding. Water, wood, lights, free. Box 5, Newport</p>	<p><b>Newport Service Station</b> "Super Service" At junction of Roosevelt and Newport-Corvallis Highway KELLY AND GILKEY, PROPS.</p>
<p><b>Woody's Beach Garage</b> The only Fireproof Storage Garage at Newport <b>EVERY AUTO SERVICE</b> Coast Street Newport, Ore.</p>	<p><b>AGATE BEACH INN</b> 3 1/2 Miles North of Newport on Roosevelt Highway, Near Light House. KATHARINE GEORGE, Proprietor. Agate Beach Post Office</p>	<p><b>CRANE COTTAGES</b> 2 blocks N. of Postoffice Box 43, Newport</p>
<p><b>New Locked Garages Free</b> With clean cottages at Whitten Camp Newport, Ore.</p>	<p><b>PACIFIC VIEW—(Mrs. Olive Hampton)</b> Board and Room—Furnished Cottages 270 High St. Newport.</p>	<p><b>REST COTTAGES</b> Furnished, Wood, Lights, Water, Free. Box 456, Newport</p>



## A car for her, too!

In thousands of average American homes there are now two automobiles—"a car for her, too," so there may be transportation for the family while "he" drives away to work.

And the family car has such an infinite degree of usefulness! Downtown shopping, taking the children to school, afternoon calls, meeting trains and the many additional trips that must be made to and from the house as a part of every day's routine.

No other car is so admirably suited to a woman's requirements as the Most Beautiful Chevrolet.

With striking new bodies by Fisher, and finished in pleasing colors of lustrous, lasting Duco, it provides in abundant measure the comfort, charm and elegance that women admire in a motor car. It is easy to start because of its Delco-Remy electric starting system—famous the world over for its excellence. It is easy to stop because of powerful, over-size brakes. And it is easy to drive and park because of a modern three-speed transmission, smooth-acting disc clutch, and a semi-reversible steering gear that gives finger-tip steering.

Visit our showroom and see the Most Beautiful Chevrolet. Note the wide variety of body types. Mark their sweeping lines and carefully executed details. And then ask us to explain the easy terms on which a Chevrolet may be purchased—terms that include the lowest combination of handling and financing charges available anywhere.

- The COACH \$595**
- The Touring \$525 or Roadster
  - The Coupe \$625
  - The 4-Door Sedan \$695
  - The Sport Cabriolet \$715
  - The Landau \$745
  - The Imperial \$780
  - Landau (Chassis Only) \$395
  - 1-Ton Truck (Chassis Only) \$495
- All Prices Excl. Tax, Lic., Mich. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

## Newton Chevrolet Company

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