Automotive Real Estate Better Homes Churches

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 19, 1927

CLEAN AND VIGOROUS

PRICE FIVE CENTS

≪Brakes on New Six CALL FORTH PRAISE

Dodge Brothers Senior Has Excellent Equipment, Expert Reports

High speed. congested traffic. sudden stops, sharp turns at a fast clip and other conditions and demands in present-day driving make braking equipment one of the first considerations in appraising a motor car. Requirements today are far beyond anything even contemplated a few years

Consequently motorists driving and demonstrating Dodge Brothers Six are showing special interest in this feature of the new car's equipment and their reactions are extremely gratifying to the designers and builders of the Senior, as the new product is des-

when the distinguished technical trious dead is the Appian Wayeditor and automobile authority built more than 22 centuries ago. Brothers first contribution to six tramp of Caesar's countless lecylinder motoring. Writing Auto- gions and the grind of chariot mobile Topics Mr. Pope says:

wheels, this great military high-

Franklin Sport Sedan

Given by Flier

Following the captain's desires

ing a Franklin Sport sedan, the

La Force gray which is very sub-

difed and rich. The body, hood,

fenders and shields will be of this

color, striped with two heavy lines

of Blue Bell blue. Wire wheels

placed in the front fenders. The

top, wheels, axles and superstruc-

ture will be black with a heavy

line of Silver leaf striping the

best broadcloth obtainable will be

trays will be in harmony with the

side walls, a set of each being

above the arm rest in the rear

Franklin 25th Anniversary model,

powered with the Franklin air-

The chassis will be the regular

Captain Lindbergh chose for his

car an automobie powered with an

air-cooled motor, the same princi-

Embassy in Paris to E. G. Will-

ems. European representative of

The captain said that he would

Seaside Touring Bureau

The Oregon State Motor asso-

window reveals.

compartment.

cooled motor.

the Franklin company is prepar- city.

outstanding color scheme being Report Shows 23.000.000

A special aviator's trunk will be nia 1,600.475, Illinois 1,370,503,

placed on the rear. Lettering on Michigan 1,118,785. Ohio 1,480,-

the body and special laprobe will 246, and Pennsylvania 1.455.184.

be C. A. L. The upholstering Forida, Oklahoma Alabama, Ida-

finest Colonial Grain Blue-Gray Utah show the larger percentages

leather while from the belt up the of increase. - Motor Chat.

Senior line is distinctly good. It of tanks, caissons, and marching is of the Lockheed hydraulic in- Fascisti of the modern Italy. ternal expanding type especially adapted to the car and having modern traveler rides upon roads several features heretofore unfa- many of whose bases were laid miliar. Among these is the pro- under the direction of Roman vision of an automatic supply centurians. The majesty of the ing machine and the cord tire. To- United States. tank directly incorporated into the unit containing the master cylinder, so that the system is automatically kept full of liquid at all times. This construction obviates the dash tank and supply pump which are found with some of the older systems and makes it unnecessary for the user to pay any attention to his brakes, except when the tank may need repen- Detailed Specifications for ishing, say along toward the end of the season's work.

"Furthermore, operation of the hand brake lever mechanically pperates the rear wheel brake shoes, so that a positive mechanical wheel-locking brake is pro- Franklin Sport Sedan chosen by vided for use while the car is Captain Charles Lindbergh soon parked. The brake system is rug- after landing in Paris, have just ged, highly simplified as a whole been announced by the Franklin and very scientifically mounted, Automobile company of Syracuse, the 14-inch drums looking consid- N. Y. erably larger than they really are by reason of a strengthening and cooling flange that is provided at the inner edge. Universal adjustments are provided, but in view of the especially liberal surfaces, it is thought that once properly set us, the system should almost never require further atten-

\$75,000,000 Allotted This from the belt down will be of the ho. Louisiana, Mississippi and Year for Construction of New Highways

(By DuBois Young, president Hupp Motor Car Corporation.) Federal aid to the states in the building of good roads will be continued this year. The allotment of money will probably be about \$75.000.000, the same as in the last fiscal year. The money alleted in any one year is carried over into the next in the event it has not all been spent during that

During the last fiscal year the ple as employed on the Wright federal road projects completed Whirlwind that he has praised so contributed a net addition of 9,- often since landing in Paris. The 417.3 miles to the mileage of im- choice was made at the American proved roads in the federal aid hichway system.

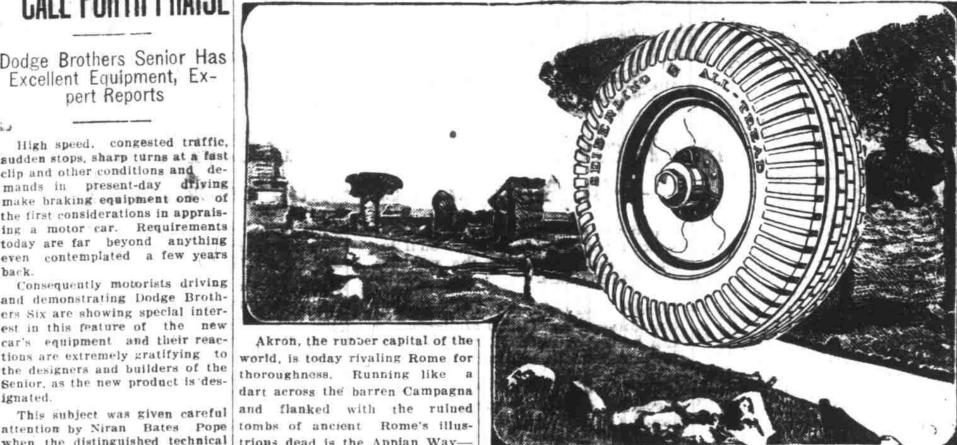
The United States Bureau of the Franklin Automobile company Public Roads has completed a map of Syracuse, N. Y. of the United States on which is shown the final location of the and by personal call that H. H. United States system of highways, Franklin, pioneer of air-cooling consisting of approximately 80,000 had offered him the choice of any miles of the most important roads Franklin car in appreciation of in the country.

his wonderful demonstration of This system embraces 10 main air-cooling, he said "regarding trans-continental routes designatair-cooling-none better." He exed by numbers, each of which is pressed a wish to possess a Franka multiple of 10 The important lin sport sedan but specified that north and south routes are num-"it must be of an inconspicuous bered 1, 11, 21, 31, etc.

The plan contemplates that these important through routes shall like to call on Mr. Frankin and may variants and crosstalk over the many advantages of overs to other routes which will air-cooling that his experience had reach practically every large city and serve every section of country In its final form the system has the approval of each of the state State Motorists Reopen highway departments and work on the unimproved sections is to be

pushed in the states rapidly. A main system of highways for the nation is the underlying idea clation has reopened its touring of the scheme. The unimproved bureau at Seaside for the summer sections at present are to be given season. This touring bureau will priority in improvements, and again be under the direction of marking and safety signs are to Mrs. Martha Payne who has conbe placed on these sections as ducted this bureau for the past soon as possible. several years,

Romans As Road Builders Now Find Rival In Akron's Rubber Pioneer



made his thorough study of Dodge Constructed to withstand the empire has passed but their high- day under his direction, a new

Through Gaul and Britain the night. For 30 years Frank A. Seiberling has been building tires.

Open Pendleton Office

George O. Brandenburg ,secre-

tary-manager of the Oregon State

Motor association and Ray Con-

way of the same organization will

conduct a survey of motoring con-

ditions over the John Day high-

way, visiting Ontario and return-

ing by way of the Old Oregon

trail. While on the trip a new

location for the motor associa-

tion's office will be selected at

sary because of development of

istered in the United States dur-

cent over 1925. Six states show

York having 1.815,434, Califor-

city in the near future.

Motor Association Will

ways remain to prove the glory process of vulcanization has been old timers, was a whip socket on The Romans did not learn to cure is substituted for the dry cause the maker of the dash-"Breaking equipment on the way has lived to feel the strain build roads in a day. Neither heat of steam. Tires are cured boards had always included a Glaring Headlight and have the rubber companies per- more uniformly, the natural oils whip socket on his buggy dashes fected their improvements over of rubber and cotton are pre- and "danged if he would make served and the new product is them any different." ready for service upon the mod-He developed the first tire build- thousands of miles across the has been made, and usually these said A. E. Shearer of the Oregon

'LINDY'' WELCOMED

Nash to Washington to Greet Flier

Detaied specifications of the Ontario and a survey will be made Boyhood friends of Captain of Pendleton with the idea of es- Charles Linbergh, driving cross tablishing a branch office in that | country from Little Falls, Minn., to Washington, D. C., as the ofat Pendleton is considered neces-Little Falls, made the trip in a per cent. According to reports received Nash four-door coupe. The party This is a much larger growth from state registration agencies consisted of Mayor Austin Grimes, in consumption than is indicated are provided, two spares being 22,001,393 automobiles were regtin and Sherman Levis.

group christened their Nash "The tist, another owning a bookstore where Lindbergh bought text

(Continued on Page 2.)

OLDSMOBILE WILL **EQUIP CARS BETTER**

Buyers Ask More Accessories to Meet Changed Traffic Conditions

The trend of automobile buyers to desire a fully equipped car is becoming more and more pronounced. What were only a few years ago regarded as luxurious accessories are today recognized by engineers as vital necessities and rightly so due to changed traffic and road conditions.

This recognition has been demonstrated by Oldsmobile when, in a recent appouncement of lower prices, it also announced that hereafter all Oldsmobiles would be equipped with front and rear bumpers, rear vision mirrors and automatic windshield cleaners. These are considered by Oldsmobile engineers to be vital necessiies under present driving condi-

only extra equipment, according to When the first Oldsmobiles were built nearly 30 years ago the perfected, whereby the water-bag the dash, and that was there be-

During the intervening years later were adopted as standard tion of this equipment as stand-tending night driving in Oregon. ard on Oldsmobile it is now pos sible to purchase at a price unin the purchase price.

The Oldsmobile price reduc- "There was a decided differtions, announced at the same time ence of opinion as to the advisas was the fully equipped car, av- ability and efficiency of the law erage approximately \$100 on all passed by the 1925 session and as body types.

310 Million Barrels of Gasoline Consumed

NEW YORK-Domestic con-The establishment of the office ficial "home town" delegation to sumption and exports of gasoline greet "Lindy" paused in Keno- in the twelve months ended April sha, enroute, long enough to re- 50, 1927, totaled 310,105,000 bartourist travel in and out of that ceive the hand clasp of C. W. rels, an average of 849,600 bar-Nash and other officials of the rels daily, according to govern-Nash Motors company. The group ment figures. This compared with commissioned by the governor of 268.221.000 barrels, an average of Minnesota as the official welcom- 734,850 daily, in the year ended Autos in United States ing committee of the state and of April 30, 1926, an increase of 15.6

by the Bureau of Public Roads Dr. C. H. Longley, Kenneth Mar- by the Bureau of Mines figures for the first four months of 1927. In Following the example of the latter period gasoline con-'Lindy' who crossed the ocean in sumption totaled 95,897,000 barthe "Spirit of St. Louis" the rels, 799,100 barrels daily, an ircrease of 11,381,000 barrels, or days in the city jail for substitu-Spirit of Little Falls." All four 13-4 per cent over the correspond- tion of lubricating oil. are well acquainted with Lind- ing period last year. The moving bergh, one being the family den- daily average for twelve months period, however, takes account of Motor Association points out, and seasonal variation in consumption the sentence has had a very benebooks and the other two boyhood and provides a more accurate

AUTOMOBILE LOWERS SELLING EXPENSE



Like the United States mail serthat ever before the business man of today realizes that the motor car makes money for its owner, he

"The Syracuse Washing Mavice, the telephone, telegraph and chine company now operates a fast continental trains, the auto- fleet of approximately 100 Dodge mobile has proved its worth to Brothers business coupes. Most business. Today it stands in the of these cars are used by our facfront rank of those agencies upon tory representatives in calling which business is absolutely de- upon our dealers and agents in pendent, in the opinion of L. R. various cities. Before we fur-Boulware, general sales manager | nished them with cars a large proof the Syracuse Washing Machine portion of their time was wasted This tax compelled those who company. Mr. Boulware believes because they had to depend upon that the automobile has attained trains and other restricted means its present commanding position of transportion to get from one elled more than five miles beyond because its adaptation to a thou- city to another. By driving their the corporate limits of the city in sand and one business needs has own cars they are able satisfacbeen fundamentally sound. More torily to care for much more extensive territories and the expense to the company is less than be-

Spotlight Very Dangerous

"The most dangerous situation facing the motorist today is the ern Appian ways which stretch for improvement after improvement glaring headlight and spotlight" came out first as accessories and State Motor association. "Visitors from all coast states comment equipment. With the introduc- upon the dangerous condition at-

"The last two sessions of the legislature have attempted to corder \$900 a six cylinder closed car rect this evil and the second efwith needed accessories included fort became a law only a few days

> a consequence it was not enforced and motorists disregarded it. The law as passed by the last legislature is one on which all authorities agreed and it is highly desirable that this law be enforced by all law enforcement agen-

> "Night driving in Oregon has been given a bad name in neighboring states but if the present law is enforced, this condition should rapidly be remedied.

Precedent Set in New

The Oregon State Motor As sociation calls attention to the precedent recently established in New York State regarding oil bootlegging or the substitution of King's Traffic Signal lubricating oils.

The New York courts recently sentenced a dealer in oils to ninety

Imprisonment instead of fines has a far greater moral effect, the ficial effect on the New York sit-

By FRANK BECK

PEDESTRIAN RIGHTS EXPLAINED IN LAW

Second Installment of Motor eliminate from the scope of this Provisions for Oregon Published Today

What are the rights of the pedestrian and the motorist, respect- ed, bore an emergency clause, and ively, on the streets and highways became effective immediately. of Oregon?

This is a questi much has been written and said, tor vehicles affected by this law, due to the fact that many traffic had already paid the additional accidents involve an automobile tax. The legislature recognizing and a pedestrian, and this class of that it would not be fair to penalaccidents is more frequently ser- ize the man who paid for someious than those in which two auto- thing he would not have had to mobiles are concerned.

found in the traffic laws of the additional 50 per cent. state; but since comparatively few people have access to those there is no question but that the laws, and since the lack of prop- legislature intended to be fair in er information is evidenced by the the matter and to restore to their prevailing disregard of their pro- rightful owners the vagrant 50 per visions, The Statesman, in copop- cent which had found its way into eration with a number of local the coffers of the state. The unautomobile dealers, is publishing fortunate part of the matter is from week to week in the auto- that the legislature expressed it-York for Oil Dealers mobile news section, passages self in a peculiar manner, It profrom these laws.

Today, on another page, ap-

(Continued on page 4.)

Adopted by Civilians

LONDON .- (AP) - Phebeian automobile owners have discovered that the two bright blue flambeaux with which King George's automobiles are fitted enable His Majesty to get thru the thickest traffic jams as easily as a fire truck.

As a result the metropofitan police are kept jumping by the appearance of a multitude of cars similarly fitted. It is being whispered that one police constable, angry, at being fooled into standing at attention so often while the "king" passed, decided to stop the next car so fitted and give the owner a good "bawling out." But he picked the wrong car. It was the King's.

John Beakey for seven years In his new position Mr. Klinger with the Oregon state highway assumes a much greater responsidepartment has recently been add- bility in the direction of Chevroed to the engineering department let sales. The new arrangement of the Oregon State Motor asso- will permit Mr. Grant to devote

Mr. Beakey's last position with with the Chevrolet retail organithe state highway department was zation throughout the country engineer at Grants Pass and his and more thoroughly to compreposition with the Oregon State hend field conditions and dealer Motor association will be that of problems. posting signs in line with the established program of the associa-

Within the next year the Oregon State Motor association, ex- organization in June, 1924, as pects to sign all unsigned highways in the state.

Autos Take 529 Lives

The Department of Commerce unnounces that during the four weeks ending May 21, 1927, auto- ness transacted by the company mobile accidents were responsible since its \$10,000,000 expansion for 529 deaths in 77 large cities plan was carried into effect," said of the United States. This num- G. H. Newton, "field problems ber (529) compares with 493 have made it imperative for Mr. deaths during the four weeks end- Grant to be relieved in part of his ing May 22, 1926. Most of these manifold duties, and naturally be deaths were the result of acci- selected one of his ablest lieutendents which occurred within the corporate limits of the city, although some accidents occurred duction and sales record, that for qualde of the city limits,

JUNE 30 LAST DAY TO ASK TAX REFUND

Commercial Organizations Must File for Return of "Peddlers' Tax"

The Oregon State Motor association desires to call the attention of all commercial organizations to the necessity of filing an application for refund and the refund of the iniquitous "peddlers" tax" before June 30, 1927.

It will be remembered that when the smoke had cleared and the curtain rung up on the 34th regular session of the legislative assembly, one of the first bills introduced was directed at the remedying of he condition created by the nefarious "peddlers' tax." used their motor vehicles for commercial purposes and who travwhich their place of business was maintained to pay an additional 50 per cent fee.

Throughout the session the battle to eliminate this provision from the motor vehicle code was long and hard. Senator Joseph E. Dunne, president of the Oregon State Motor association. fought valiantly for the repeal of this section and the senate was all for it. In the house, however, were certain members who fought valiantly against it-finally, as a compromise, a measure was passed which was intended to additional burden all cars used for commercial purposes excepting those actually used in the delivery of merchandise.

The change, when finally adopt-However, prior to the adoption of this new law, many owners of mopay for had he waited, passed a The answer, of course, is to be law providing for a refund of the

So far, the matter is simplevided that the money is to be re-(Continued on Page 3.)

AS SALES MANAGER

Well Known to Chevrolet Dealers Throughout North west Territory

R. H. Grant, vice president of the Chevrolet Motor Company, in charge of sales, announced this week the appointment of H. J. Klinger as general sales manager, and it is well known to Chevrolet dealers of the Northwest, having already included this territory on two itineraries and taken a leadlog part in the series of dealer sales meetings held by the official Association Secures Beakey party headed by Mr. Grant which in Engineering Department visited the Northwest in last March.

more time to personal contacts

The new general sales manager has been associated with Mr. Grant in sales work for many years. He joined the Chevrolet sales manager of the St. Louis zone. One year later he was called to Detroit as an assistant general sales manager, the capacity in Month Report Shows in which he has served for the last two years.

"We are informed that owing to the tremendous volume of busi-

DOWN THE ROAD— Vanity cases and smoking

THE CONSCIENTIOUS COP WHO REFUSED TO PE OGLED INTO SUCH A STATE OF PARALYSIS THAT HE COULDN'T TAG THE CUTIE CORNER-CREEPER . When informed by cablegram

Popular Policemen