SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, AUGUST 14, 1927

PRICE FIVE CENTS

NEW CAR FINISHED

But Testing Under All Conceivable Conditions Yet to Be Completed

DETROIT, August 13 .- The following statement was issued here this week by Edsel B. Ford. President of the Ford Motor Com-

"The new Ford automobile is now an accomplished fact. The engineering problems affecting its design and equipment and affecting also its manufacture have been solved.

"But before a single car of the new type is offered for sale to the public each part will have been tested under every condition which we have been able to discover in more than twenty years of building automobiles for use all over the world.

"We know now exactly what this new car is. We have built a number of these cars and they have been performing even better than we had hoped for under a variety of conditions.

"We know also what is needed as to personnel and factory equipment in order to prouce these new Ford cars in greater numbers than any manufacturer has even attempted before. The work of re- Chevrolet Visiting All Nationtooling our plants throughout the country to prepare for the heaviest production schedule we have ever undertaken, is now nearly com-

"But we realize that any new automobile that is to gain and hold public esteem today, whether it shall sell for \$500 or \$10,000 must perform exactly as it is designed to perform. No automobile manufacturer, in this day and time, should allow the public to do his testing and proving for him. The Ford Motor Company then turn south to Mt. Lassen. cannot afford to permit the automobile user to discover imperfections in these new models.

"We haven't discovered any faults in the finished new Ford car, but we are taking nothing for granted. If there are any faults they shall be found and remedied before any of the cars are offered

"When the Model T. Ford car was designed more than twenty years ago, no one could forsee the wide variety of conditions under which it would operate. It did not occur to us that that automobile would be expected to perform as satisfactorily in Alaska as in

(Continued on page 3.)

WITH NEW BUICKS

Many Features Specially Designed for Convenience of Feminne Driver

WOMEN-6- AUTO SUN

Buick, first motor car manufacturer to adapt its automobile by W. J. Richmond, zone sales to the woman driver's require- manager. This week the car will ments, offers in Buick 1928 a pro-

world over. The qualities responsible for the new Buick's appeal to women are the same qualities as have endear- of the Chevrolet Motor Company, ed Buick to so many thousands of and has met with signal favor

men-men easily able, in num- from its inception. The purpose erous instances, to afford more is to show motorists that in the costly cars. Supremacy in that many-sided

quantity known as performance, curpassing beauty, luxury and comfort, coupled with an operating ease unapproached by any other car,-these are the reasons for Buick leadership among all classes of drivers.

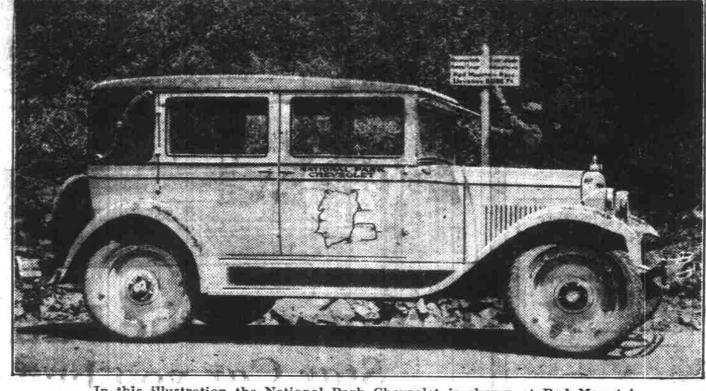
Besides increasing the power, flexibility, and riding comfort of Buick, in preparation of the new models, Buick engineers built in- free of snow until such time as to the car an array of refinements the depth of anow makes such efspecifically designed for the woman driver's convenience.

The new steering wheel, which fits a small hand a comfortably as a large; the adjustable steering the report is given out that the post, the new and accessible lock and light controls, and the movable driver's seat inaugurated in two models, all are typical of the thought which went into develop- use although open for traffic. ment of Buick as a car for the women as well as the man.

Women, too, will be warmest in their appreciation of Buick's new and unprecented interior treatment. They will recognize, in the luxurious two-tone interiorg, one of the greatest advances ever made in body decoration.

Why must a motor car's interior suffer in comparison with a snows of winter made snow redrawing room? Why can it not he as comfortable, as luxurions cal. In very open winters this and inviting, as the richest easy plan might succeed in keeping the

Tour Through Western Wonderland in Progress



In this illustration the National Park Chevrolet is shown at Red Mountain pass, 11,025 feet above sea level, on the road to Mesa Verde. This is one of the grades the car has conquered with ease in its present park-to-park tour. Yellowstone and Glacier have been logged subsequently.

All Dry Now, Announced

al Parks to Be at Crater Lake Soon

Within the next few days the National Park Chevrolet, now on a tour of the great scenic playgrounds of the far west, will visit Rainier National Park in Washington and Crater Lake in Oregon. securing photographs for news-. paper illustrations and gathering information as to road conditions and tourist accomodations. It will Lake Tahoe, Yosemite and other wonder regions of California.

From the marvelous beauties of Colorado scenery the Imperial landau proceeded to Butte, Mont., where it was met by A. Parker, sales manager of the Butte Chevrolet zone, who accompanied its custodians, Frank Maloney and Clifford Shaw, to Yellowstone and

On leaving these two domains, watched over so carefully by Uncle Sam, the car turned west to Spokane, devoting a day to logging Mt. Spokane. On this trip James Whitelaw, vice-president of the Spokane dealer company, was member of the party. While the country visited is not a national park, it has been taken under the protective wing of the state and fits nicely in spirit into

the theory of the Chevrolet tour. On leaving this district the Imperial landan proceeded to Walla Walla, where it was shown for a ime at the store of the local Chevrolet dealer.

It then crossed into Oregon and proceeded down the famous Columbia river highway to Portland, many good photographs of Nature in her grandeur being taken on the way. It was welcomed there gather material showing the atduct destined to win women the tractions of Rainier National

The idea of this tour originated with R. H. Grant, vice-president

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Urge McKenzie Highway Be Kept Open With Plow

The Oregon State Motor association has, through its board of directors, passed a resolution requesting the highway department to keep the McKenzie highway forts uneconomical.

It is pointed out by the association that the first snow fall of the year stops traffic for a day and highway is closed, whereas, the ground may be bare for two or three weeks following the first snow fall and the highway not in

By the use of a snow plow mounted on a fast moving truck a light snow of the early fall could be removed almost as fast as it fell to the ground and a single fast moving truck kep pace with the early storms. By this method the highway could probably be used for an additional six or eight weeks each fall before the heavy moval expensive and uneconomihighway open all year,

Recently Oiled Highways

Highways to the beaches which have been recently wiled, are dry and in good condition for the week-end of July 23 and 24, says a report of the state highway department. These include the All Standard Oil Service roads to Cannon Beach, Neskowin and Rockaway.

All oiling operations on Mt. Hood loop are complete and the oll is, dry.

On the Redwood highway in Josephine county the first course of oil has been applied between Selma and the California state line, which is wet in spots and motorists should be careful.

Reoiling between Keno and Klamath Falls on the Ashland-Klamath Falls highway is in progress, and also between The Dalles and Dufur on The Dalles, California highway. Both of these jobs, however, are arranged so that traffic does not pass over the wet oil. The same is true between La Grande and Elgin on the Wallowa lake highway where re-oiling is

Ophimism Characterizes Outlook for 1927-1928

New York. There are several factors in the present automotive situation which have caused leading executives to take an optimistic view of the prospects for 1927-1928. A reflection of this opt mism undoubtedly is found in the buoyancy of antomobile shares in the stock market.

This optimism prevails despite the fact that the year which closed on July 31 last was not as good as the preceeding year. While final production last month was considerably below June, with output for the month estimated at around 275,000 vehicles, against 314,552 reported in June and 354,394 in in July, 1926.

DOWN THE ROAD—

Headquarters Slated to Use Same Equipment

Service stations of the Standard Oil company from the Mexican to the Canadian borders are to be illuminated with Claude Neon lighting, according to announcement made here yesterday. Local Standard Oil stations already have the equipment.

The largest contract in the history of the Neon has been entered into by the Standard Oil company and the electrical Products corporation of Los Angeles, Oakland, Portland and Seattle, A consideration upwards of \$500,000 is involved. Night travelers will pick up th

Neon trail at Tia Juana and follewing the State highway from California, Oregon and Washingon, the brillint sunset red and dazzling blue will greet them to the portals of Canada. On the California State High-

way, from Los Angeles to San Francisco, th epath of brightness both coast and inland routes, also on the Pacific highway from San Francisco to the Canadian

One hundred stations will be equipped with the Neon lighting as quickly as the Electrical Products Corporation factories can complete the installation. J. C. ping for the night at Bend. Zanacker, vice president and general manager, estimates that about 90 days' time wil be required. Additionl service stations will be added to the list and it is

in Neon within a year. (Continued on page 3.)

CARAVAN ROUTINGS BECOMING POPULAR

Oregon State Motor Association Announces Another for Aug. 20-25

In innovating personally conducted trips to interesting places, the Oregon State Motor Associationseems o have struck a popular chord. The first of thes trips, which was the Mount Hood climb on July 23 and 24, was attended thirty-five of whom made the asent of the mountain.

Encouraged by the success of his trip, the association is announcing a more ambitious trip for the month of August. This trip will be more in the nature of a six day carayan, and will take in as fine a variety of scenery as America has to offer, Included in the trip will be visits to Crater Lake and the Oregon Caves, in addition to a trip across the Mc-Kenzie Pass

The innovation on this caravan trip wil be the "personally conducted" feature, and arrangements have been concluded whereby the various interesting points Conditions Said Favorable will be described by persons inimately acquainted with the region and its history.

Stops will be made en route and opportunity given for authorities on display. Overnight stops will be made at Eugene, Bend, Crater Lake, Oregon Caves and Corvallis. arrangements have been made ested in motor transport. with the idea of providing both types of accomodations, for those who attend.

The caravan is for association ransportation Wherever acconembers and their friends, and each person will arrange his own modations are desired, the assoiation will make reservations for the member if the request is made at the time the member registers for the trip.

Following is the itenery as it has been worked out by the motor association, and as can be seen. persons who cannot go for the full time may make a two, three or four day trip by returning from any of the overnight stops: August 20

Leave Portland at 1 P. M. making the trip via the Pacific Highway to Eugene, 123 miles. Overnight stop at Eugene. August 21

McKenzie River Highway, Met olius River resorts, Deschutes and Crooked River Canyons, Bend. Approximately 175 miles, Stop August 22

Bend, Lava Caves, Klamath Falls and Crater Lake. 206 miles. August 23

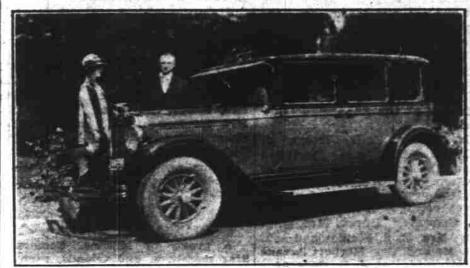
Leave Crater Lake for Medford probable that 500 will blaze forth via Rogue River and Ashland, Grants Pass and the Oregon Caves. Electical Products Corporation Overnigh stop at the Caves, 187

ROCKS THAT WRECK THE GOOD SHIP MATRIMONY

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PAINTING

BUYS ANOTHER OAKLAND



several steamship companies, is Pass, Ashland, Klamath Falls, emphatic in his declaration that McKenzie Pass. Mr. and Mrs. the Oakland is a good car. He Kugel and the new car appear in has been driving Oaklands since the picture. 1918, having owned four of them.

his absence from Salem, he will tiacs.

K. D. Kugel, local agent for visit Marshfield, Roseburg, Grants Since the shipment of the late

When the new "All American model Oakland arrived, Vick six" was placed on the market by Brothers have disposed of 16, with Vick Brothers, Mr. Kugel was the more orders coming in. Incifirst to purchase one. With Mrs. dentally, the firm established a Kugel he left last Thursday in the new record for car sales in one new car for a trip through south- day last Wednesday when 11 new ern Oregon in the interests of the cars went out to Marion county concerns he represents. During buyers, 2 Oaklands and 9 Pon-

for Argentine Road Work

Present conditions favor widespread road development in Argentina, in the opinion of George F. to speak to the members of the Bauer, special representative of caravan on the many interesting the National Automobile Chamber and scenic wonders which will be of Commerce, who is now in South America visiting Rotary clubs, chambers of commerce, automobile dealers' and owners' associa-Members can either stay at hotels tions, highway and traffic officials, or camp out as they prefer, as bankers and other groups inter-

A more optimistic view of the

situation will help to give Argento Mr. Bauer.

Young Drivers Trustworthy

HARTFORD, Conn. The state Police and Motor Vehicle Departments are expressing utmost satisfaction with the results of the new law, in effect since May 1, which has given automobile drivers' licenses to 5,200 boys and girls from 16 to 18. In the three months not one of these youngsters has been arrested for driving while intoxicated, and not one of this class of drivers has been involved in a fatal accident,

July Most Active Month in Hudson-Essex History

DETROIT, July was the best month in Hudson-Essex history exceeding even March and April of this year,' July's total of Hudson and Essex cars manufactured and shipped was87,674.

By FRANK BECK

HUBBY SPENDS HIS

THE CAR.

PRECIOUS TWO WEEKS VACATION

New Car Follows Out Latest and Best American Engineering Practice

Quarries at Cordoba, Tandil and play of the new "All-American son will accomplish with its new other strategic points can be de- Six" models ata the salesrooms high compression anti-knock Suveloped to furnish construction of the Vick Brothers according to per-Six motor. Even the old timmaterial economically. Automo- Geo. F. Vick, manager of the lo- ers in my organization are astontive taxation is now collected in cal Oakland-Pontiac dealers, who ished at its slow speed pulling on volume which would provide mair- prophesies reford sales activity on the grades and its lightning acceltenance cost for a large highway all Oakland "All American-Six" eration. Naturally we are all enmodels during the coming months. | thusiastic because we feel we can

among the 1928 offerings reveals in the way of performance to autina her needed roads, according changes more complete than does tomobile users in this communthe latest Oakland. The new ity." car has a longer wheel-base, now 117 inches, a new and more pow- tic, too. These Hudson and Ese erful motor, a new chassis, seven sevx cars are so sturdily built that Connecticut Police Report new bodies by Fisher, new Duco I believe we will have little sercolors and a host of advanced en- vice other than the usual occas gineering features, making it one sional adjustments to take care of, of the most interesting and talked Both Hudson and Essex are very about cars of the current season. Feminine motorists will find the improvements in body designs in keep the cost of service at a satisthe "All-American-Six" just as fascinating as the mechanicallyminded motorists will the many chassis advancements.

\$t is because the newest Oakland is an essentially American achievement, following the hest American engineering practice. and built to meet American operating conditions that the name "All-American" was chosen for it -a rather refreshing title in view of the over-plus of "European-type motors," and "foreign body lines" which have been the fashion in the automotive world.

A single glance will suffice to note the lengthened wheel-base of the new car, and its long, low body lines. Though there is but a height of 70 inches from the ground to the roof of the new Sweeping beit lines add to the actual achievement in bringing the new cars close to the ground.

The new motor of the Oakland has a piston displacement of 212 cubic inches, said to be the largest of any motor in the present Oakland price range, which incidentally is lower than the models which just proceeded. The motor is of the L-head type, and is distinguished by a new type cylinder head developed in the General Motors Research Laboratories which is declared to eliminate de-

(Continued on page 4)

"Lock Your Car" Advice of National Organization

Aiming to save hundreds of thousands of dollars annually for flow of traffic. the automobile driver, the motor car manufacturers of the country have started a campaign urging the private car owner always to lock his automobile when not using it.

Directors of the National Automobile Chamber of Commerce have recommended that each motor company include in its instruction book a page on the necessity of locking the car.

Thousands of vacations will be spoiled this year because of this inattention on the part of the automobile user. The unlocked car is an invitation to the casual thief as well as to the professional car stealer.

Still more serious both to society and to the owner are those districts and on arterial highways.

Agency Taken Over by Company Already Well Known and Successful Here

The Portland Motor Car company announces the appointment of George L. Newton, as the dealer for Hudson and Essex cars in Salem and vicinity. The new agency will be carried on in the garage building which Newton has conducted previously. It will be known as the Newton Motor Car

The announcement was made by L. D. Lambeth, territory representative of the Portland Motor Car company, who is in Salem looking after details of the opening of the new agency.

"I am glad to have the Hudson and Essex lines for two reasons." says Mr. Newton. "Investigation shows that their reputation hroughout the industry and with their owners is of the best. They have been building good cars for years and their financial strength is solidly founded on years of efficient manufacturing and fair dealing."

"Certainly the Hudson and Essex cars of today are the finest in the company's long successful his-

"After looking over the present Essex line, its beautiful bodies, complete equipment and clean sturdy six cylinder chassis it is hard to understand how so fine a car can be built at such low cost."

"I have never before owned a During the past week a record car or ridden in one which will do attendance was noted at the dis- the many things the present Hud-No new model yet displayed contribute something entirely new

> accessible cars. We can get at them easily and that means we can' factory low figure."

"We want present Hudson and (Continued on page 5.)

Despite Progress, Diversification Still Rule, AAA Review Shows

Despite the progress made in the promotion of a uniform motor vehicle law for the country, diversiclosed cars, there has been no fication rather than standardizasacrifice of head-room inside of tion is still the rule as far as the cars and a road clearance of traffic regulation and control in 8 5-8 inches has been maintained. the large cities of the nation is con cerned.

This-coupled with the conclusion that from all appearances standardization of city traffic regulations ig still on the far horizon of the future-is the outstanding deduction from a survey recently completed by the American Automobile Association. This survey was based on an exhaustive questionaire sent to key cities in every section of the country.

The questionaire of the national motoring body was designed to matters as the right and left hand ched light on the handling of such turns, one-way streets, parking, automatic control signals, boulevard systems, penalties for traffic violations, special traffic courts, use of the streets by contractorg, and kindred matters related to

Anothr important fact developed by the questionaire was that regulations tried and proven effective by one city were often discarded as worthless, if not hazardous, by other communities where conditions were more or less comparable, indicating, it is believed, that even expert traffic engineers hold widely diverse views on some common problems, The A. A. A. summary of the survey follows:

First - Right - and - hand turns are more or less of a local problem, the general concensus being in favor of the obolition of the left-hand turn, while particular emphasis is laid on the danger of the left-hand turn in congested Second - One-way streets are

cases where cars are taken for use in crimes.