

EDSEL FORD SAYS 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 Company:

"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 produce these new Ford cars in greater numbers than any manufacturer has ever attempted before. The work of retooling our plants throughout the country to prepare for the heaviest production schedule we have ever undertaken, is now nearly complete.

"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 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 for sale.

"When the Model T. Ford car was designed more than twenty years ago, no one could foresee 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

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WOMEN DELIGHTED WITH NEW BUICKS

Many Features Specially Designed for Convenience of Feminine Driver

WOMEN—6—AUTO SUN
Buick, first motor car manufacturer to adapt its automobile to the woman driver's requirements, offers in Buick 1928 a product designed to win women the world over.

The qualities responsible for the new Buick's appeal to women are the same qualities as have endeared Buick to so many thousands of men—men easily able, in numerous instances, to afford more costly cars.

Supremacy in that many-sided quantity known as performance, surpassing 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 into the car an array of refinements specifically designed for the woman driver's convenience.

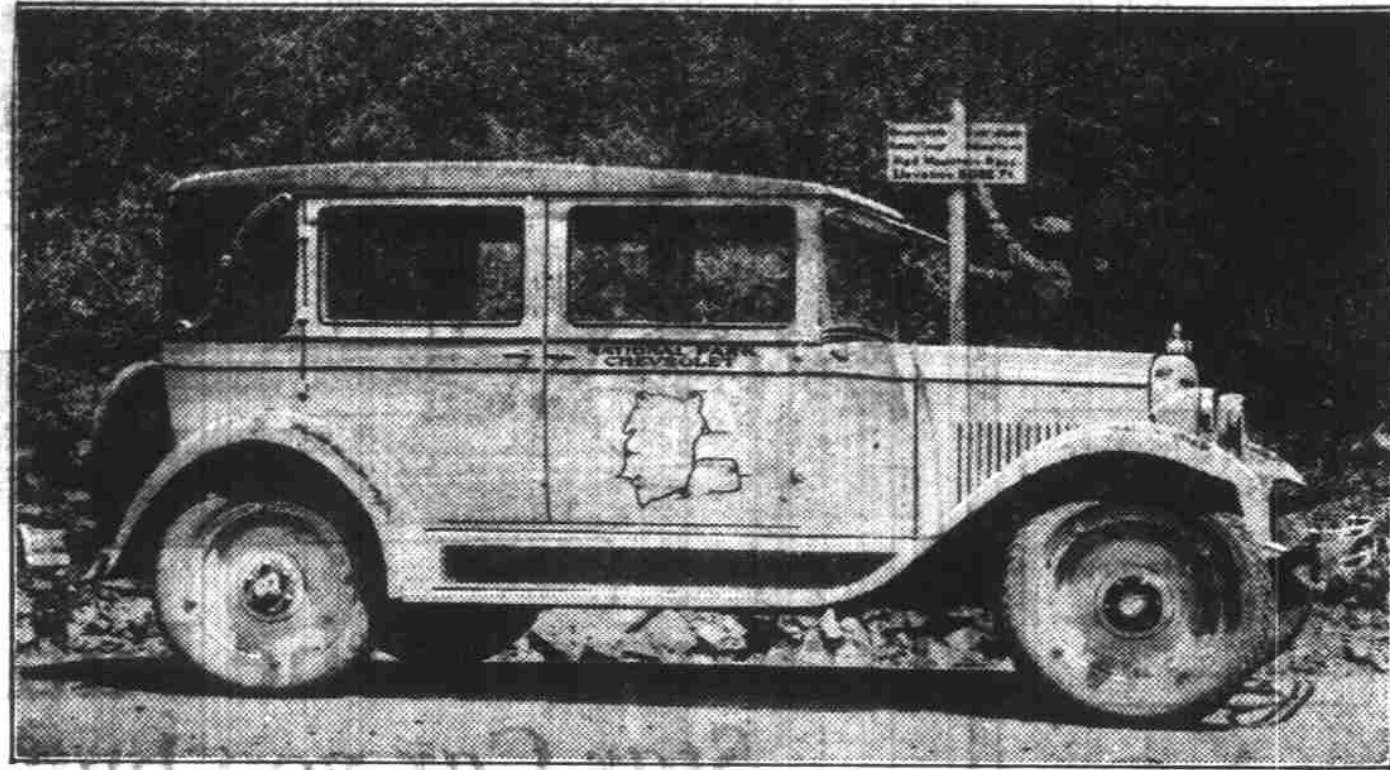
The new steering wheel, which fits a small hand as comfortably as a large; the adjustable steering post, the new and accessible lock and light controls, and the movable driver's seat inaugurated in two models, all are typical of the thought which went into development of Buick as a car for the women as well as the man.

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

Why must a motor car's interior suffer in comparison with a drawing room? Why can it not be as comfortable, as luxurious and inviting, as the richest easy

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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.

PARK-TO-PARK TOUR EXTENDS TO OREGON

Chevrolet Visiting All National 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 newspaper illustrations and gathering information as to road conditions and tourist accommodations. It will then turn south to Mt. Lassen, 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 Glacier parks.

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 a 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 landau proceeded to Walla Walla, where it was shown for a time 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 by W. J. Richmond, zone sales manager. This week the car will gather material showing the attractions of Rainier National Park.

The idea of this tour originated with R. H. Grant, vice-president of the Chevrolet Motor Company, and has met with signal favor from its inception. The purpose is to show motorists that in the United States are attractions far

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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 free of snow until such time as the depth of snow makes such efforts uneconomical.

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

By the use of a snow plow mounted on a last 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 keep 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 snows of winter made snow removal expensive and uneconomical. In very open winters this plan might succeed in keeping the highway open all year.

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 Association seems to have struck a popular chord. The first of these trips, which was the Mount Hood climb on July 23 and 24, was attended thirty-five of whom made the ascent of the mountain.

Encouraged by the success of this 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 caravan, 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 McKenzie Pass.

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

Stops will be made en route and opportunity given for authorities to speak to the members of the caravan on the many interesting and scenic wonders which will be on display. Overnight stops will be made at Eugene, Bend, Crater Lake, Oregon Caves and Corvallis. Members can either stay at hotels or camp out as they prefer, as arrangements have been made with the idea of providing both types of accommodations, for those who attend.

The caravan is for association transportation. Wherever accompaniers and their friends, and each person will arrange his own accommodations as desired, the association will make reservations for the member if the request is made at the time the member registers for the trip.

Following is the itinerary 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.

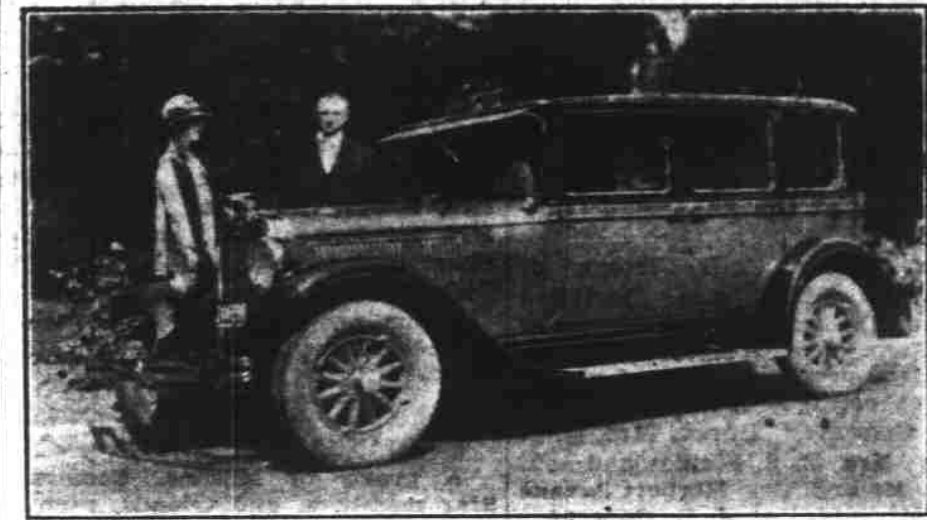
August 21
McKenzie River Highway, Metolius River resorts, Deschutes and Crooked River Canyons, Bend. Approximately 175 miles. Stopping for the night at Bend.

August 22
Bend, Lava Caves, Klamath Falls and Crater Lake. 206 miles.

August 23
Leave Crater Lake for Medford via Rogue River and Ashland, Grants Pass and the Oregon Caves. Overnight stop at the Caves, 187

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BUYS ANOTHER OAKLAND



K. D. Kugel, local agent for several steamship companies, is emphatic in his declaration that the Oakland is a good car. He has been driving Oaklands since 1918, having owned four of them.

When the new "All American Six" was placed on the market by Vick Brothers, Mr. Kugel was the first to purchase one. With Mrs. Kugel he left last Thursday in the new car for a trip through southern Oregon in the interests of the concerns he represents. During his absence from Salem, he will visit Marshfield, Roseburg, Grants Pass, Ashland, Klamath Falls, Crater Lake, and will return via McKenzie Pass. Mr. and Mrs. Kugel and the new car appear in the picture.

Since the shipment of the late model Oakland arrived, Vick Brothers have disposed of 16, with more orders coming in. Incidentally, the firm established a new record for car sales in one day last Wednesday when 11 new cars went out to Marion county buyers, 2 Oaklands and 9 Pontiacs.

Conditions Said Favorable for Argentine Road Work

Present conditions favor widespread road development in Argentina, in the opinion of George F. Bauer, special representative of the National Automobile Chamber of Commerce, who is now in South America visiting Rotary clubs, chambers of commerce, automobile dealers and owners' associations, highway and traffic officials, bankers and other groups interested in motor transport.

Quarries at Cordoba, Tandil and other strategic points can be developed to furnish construction material economically. Automotive taxation is now collected in volume which would provide maintenance cost for a large highway system.

A more optimistic view of the situation will help to give Argentina her needed roads, according to Mr. Bauer.

Young Drivers Trustworthy Connecticut Police Report

HARTFORD, Conn. The state Police and Motor Vehicle Department 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 was \$87,674.

DOWN THE ROAD— By FRANK BECK



ROCKS THAT WRECK THE GOOD SHIP MATRIMONY

NEWTON TO HANDLE HUDSON-ESSEX LINE

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 Co.

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 throughout 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 history."

"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 car or ridden in one which will do the many things the present Hudson will accomplish with its new high compression anti-knock Super-Six motor. Even the old timers in my organization are astonished at its slow speed pulling on the grades and its lightning acceleration. Naturally we are all enthusiastic because we feel we can contribute something entirely new in the way of performance to automobile users in this community."

"My service men are enthusiastic, too. These Hudson and Essex cars are so sturdily built that I believe we will have little service other than the usual occasional adjustments to take care of. Both Hudson and Essex are very accessible cars. We can get at them easily and that means we can keep the cost of service at a satisfactory low figure."

"We want present Hudson and

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UNIFORMITY LACK SEEN IN ROAD LAW

Despite Progress, Diversification Still Rule, AAA Review Shows

Despite the progress made in the promotion of a uniform motor vehicle law for the country, diversification rather than standardization is still the rule as far as traffic regulation and control in the large cities of the nation is concerned.

This coupled with the conclusion that from all appearances standardization of city traffic regulations is 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 questionnaire sent to key cities in every section of the country.

The questionnaire of the national motoring body was designed to matters as the right and left hand gird 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 contractors, and kindred matters related to flow of traffic.

Another important fact developed by the questionnaire 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 consensus being in favor of the abolition of the left-hand turn, while particular emphasis is laid on the danger of the left-hand turn in congested districts and on arterial highways.

Second—One-way streets are

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"Lock Your Car" Advice of National Organization

Aiming to save hundreds of thousands of dollars annually for 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 cases where cars are taken for use in crimes.

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