

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, AUGUST 21, 1927

PRICE FIVE CENTS

## FRANKLINS ARRIVE, INTEREST UNUSUAL

Many Prospective Purchasers Visit F. W. Pettyjohn Co. to See New Car

The first carload of new Franklin automobiles received by the F. W. Pettyjohn Co., distributors for Marion, Polk, Linn, Benton and Lane counties, were displayed last Monday in the beautiful decorated salesroom of that company at 365 North Commercial street.

Unusual interest in the new Franklin is evidenced by the many prospective purchasers who have called to view the Twenty-fifth Anniversary Models which are finished in exquisite taste and beauty, and exemplify the high standards attained by the Franklin Automobile Company through years of effort toward an ideal yet unapproached in the automotive world.

Extremely gratifying too, are the many expressions coming from present owners of Franklin automobiles who have called at the company offices Salem, Albany, and Eugene to voice their appreciation of the Franklin performance and to indicate their pleasure and pride in the ownership of this excellent quality equipment.

It seems that every Franklin owner, many of whom have previously owned other automobiles, believes that the Franklin expresses more in comfort performance, and in economy of operation and upkeep, than is found in any other car, says Mr. J. H. Maden, manager for the F. W. Pettyjohn Co. A beautiful new Franklin Sedan in blue was delivered this week to Mr. and Mrs. D. C. Minto of 821 Saginaw street, Salem, and the prospects appear, excellent for Franklin cars.

## CHANDLER 6 COUPE CREATES SENSATION

Special Model With Rumble Seat Beautifully Decorated in Colors

"The new Chandler Special Six Coupe with rumble seat has created wide interest," said R. N. McDonald, local Chandler distributor, following the arrival of the new Chandler models here.

Finished in attractive two color combinations and with the three-bar Chandler radiator in nickel with smart new emblem, it is the finest car in its class that Chandler has ever produced.

Upholstery in the interior is smart Spanish leather. The rumble seat is finished in the same manner. The instrument board is circassian-finished. On the De Luxe models the interior is finished in mohair and the rumble seat in leather. Door panels and window moldings are circassian finished. As a unique improvement the instruments are pleasingly grouped together under glass. The board is softly illuminated from above and contains an electro ignition lock and the usual instruments.

Refinements in this Special Six Coupe include newly designed, full crown fenders, landaulet arms, new radiator cap, and electro lock. Light control from the steering wheel makes headlight dimming convenient and simple. The new Chandler emblem, done in rich color harmony appears on radiator.

A compartment back of the driver's seat provides ample carrying space for parcels and incidentals. The rumble seat is constructed so as to give a maximum amount of room and thus insure comfort as well as additional storage space.

"Mounted on the Chandler Special Six chassis and powered by the record-holding Chandler motor, this model is outstanding in value," said Mr. McDonald.

"This car should prove one of the most popular of the Chandler line. As a serviceable two-passenger Coupe, it can be converted into a four-passenger car in an instant. Conversation between the occupants of the front and rumble seats can be carried on without difficulty by lowering the rear window. This Coupe is built for those who like the advantages of a closed car, combined with the chumminess of a roadster."

The new model is now on display at the showroom of the McDonald Auto Co., local Chandler distributors.

## CONDUCT NEW OIL COMPANY



—Photos by Kenneth Ellis.

The Smith & Gilbert Oil company, distributors here and at Albany and Corvallis for the Richfield Oil company of California, is now open for business in its newly erected plant on the Pacific highway just north of the Valley Packing company. The members of this firm have invested approximately \$25,000 in the plant here. Deliveries were begun in the past week, although a little work on the plant is yet to be done. The

Richfield Oil company is an all-California firm which has risen from obscurity to second or third place in its field in that state in the last two years. Both members of the local firm have been connected with the oil wholesaling business for several years. Mr. Smith (left) is a graduate of O. A. C. in the class of 1921. Mr. Gilbert (right), formerly lived at Albany.

## GASOLINE ECONOMY SECRET EXPLAINED

Lighter Weight, Low Gear Ratio of New Dodge Declared Reasons

One of the most important problems of the automotive engineer today is to design motors which will permit greater gasoline economy. Experiments along this line are constantly being made and remarkable successes are being attained.

The latest claim of unusual economy is made by Dodge Brothers for their new four cylinder cars which are being advertised as capable of going approximately 25 miles on a gallon of gasoline at a speed of 25 miles per hour. A representative of the Bonesteel Motor Co., Dodge Brothers Dealer, states that since the new cars were introduced practically everyone who has examined them has commented upon this feature.

"Several features in the cars' design and construction are responsible for this exceptional fuel economy," the local dealer states. "One of the most important is the lighter weight of the cars. Naturally with less weight for the engine to move a considerable saving in gasoline is accomplished."

"Another contribution to economy is made by the gear ratio which is lower than on former Dodge Brothers cars. This means that the engine makes fewer revolutions in driving the car a mile than were formerly required, thereby bringing about another saving."

"Improvements in carburetion, better manifold, a redesigned cylinder head and faster entry of the gas into the combustion chamber, announced earlier in the summer as important characteristics of this Dodge Brothers motor, also result in the achievement of operating economy."

"The design of the carburetor was improved when the new motor was introduced and its location changed so that the gas has a shorter distance to travel from the carburetor to the combustion chamber. The gas goes from the carburetor through the intake manifold which is heated by the exhaust and all liquid fuel which passes over this 'hotspot' is completely vaporized."

"The cylinder head for the new motor was redesigned and is now of such shape that more power is obtained from each explosion than was possible with the old head."

"These factors, in addition to contributing to greater gasoline economy, are responsible for a very large increase in power and acceleration."

## Horse Drawn Cab Doomed In Berlin; Autos Replace

BERLIN.—(AP)—The horse drawn cab is about doomed in Berlin at last. Although there are about as many horse drawn vehicles in the city as motor cars, the cab horse alone is losing ground to the gasoline bus.

There are only 318 horse cabs left and about 8500 taxicabs. The taxicabs are used principally for Sunday drivers through the parks when most of Berlin is out for the weekly afternoon walk.

## CHRYSLER SHOWING "ILLUSTRIOUS 72"

Bigger Engines, Increased Speed, Enhanced Beauty Feature New Car

Rarely unusual features of chassis and body are presented in the "Illustrious New '72", brilliant successor to the famous original '70". Just announced by the Chrysler Sales Corporation and on display today at the salesroom of the Fitzgerald Sherwin Auto Co.

It is confidently predicted by Chrysler officials that the "72" will receive the most enthusiastic welcome ever accorded any creation of the company's designers and engineers.

The principal features of this remarkable new car include an entirely new, larger and more powerful engine mounted in rubber at both front and rear, and featuring a seven bearing crankshaft which is counterweighted, similar to the crankshaft used with such phenomenal results in the Chrysler Imperial "80"; a longer chassis fitted with rubber shock insulators replacing metal spring shackles; and roomier and more handsome bodies.

In appearance the new "72" is an improvement even over the original Chrysler which so influenced automobile body design upon its introduction more than three years ago. The car is longer and the added length has opened the way for space engineers to increase the roominess of the bodies. Unusual leg room adds to the enjoyment of motoring and the soft luxury of the new saddle-spring cushions enhances the comfort.

A new radiator design contributes to the unusual beauty of the new "72". Charming new color harmonies have been devised for each type of body by Chrysler's famous color experts, always artistic technicians. Genuine mohair upholstery in handsome and durable weaves is used in trimming the closed cars; high quality leather in the open types.

Advance trials of the road qualities of the new "72" reveal performance of the highest order. The new engine, which has 3 1/2 inch bore and 5 inch stroke, gives an increase of fully ten per cent in driving torque, puts at the driver's command 72 and more miles per hour with remarkable acceleration and flexibility of performance. The piston displacement is 248.9 cubic inches, compared with 218.59 cubic inches of its predecessor, the "70".

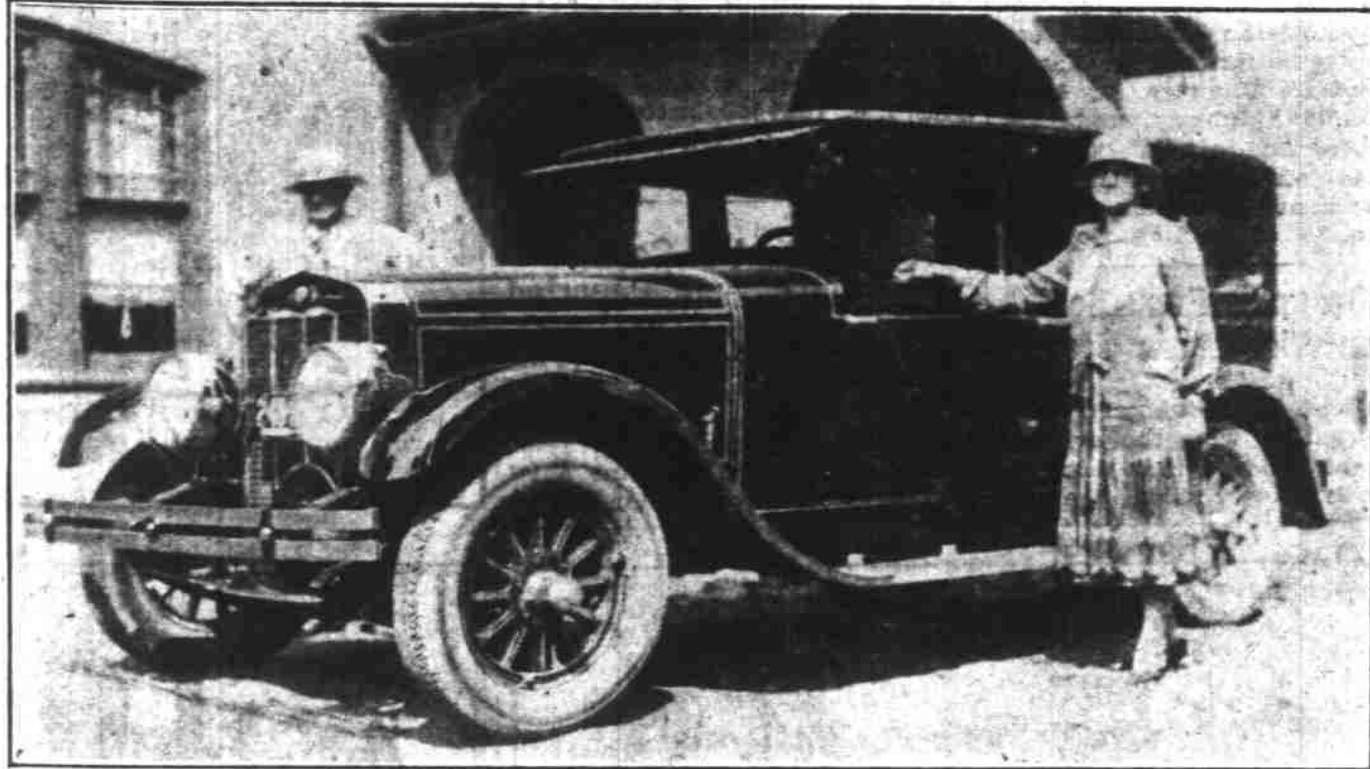
Actual tests of the car in mountainous country shows a climbing ability little short of marvelous. "This new car simply wipes out every hill it comes to," one driver said in talking of his experience.

As has been always the case with Chrysler six-cylinder cars, the "72" has a 7-bearing crankshaft machined over its entire surface and balanced statically and

(Continued on page 3.)

(Continued on page 3.)

## MINTOS AND NEW FRANKLIN



Mr. and Mrs. D. C. Minto and the new Twenty-fifth Anniversary Franklin Sedan recently purchased from the F. W. Pettyjohn Company, Franklin distributors in five Willamette Valley Counties.

## NEW MODEL DRAWS UNUSUAL INTEREST

Salesroom at Vick Brothers, Local Agency, Visited By Large Crowds

The enthusiastic reception of the new "All American" Six, the latest product of the Oakland Motor Car Company, by the local motoring public has led George Vick of Vick Brothers, the Oakland dealer organization here, to predict that new sales records will be established during the present month.

Throngs have crowded the salesrooms since the introduction of the new models. Mr. Vick pointed out last night that no new model sponsored by the Oakland Motor Car Company ever attracted such widespread and continued interest. "From reports I have been informed that this condition is not a local one but exists throughout the country as well," he pointed out.

A significant feature of the reception given the new Oakland "All American" Six models was the number of people who came to the dealer organization's show rooms several days after the announcement of the cars. "Most of those visitors who came late did so because someone who had seen the new Oakland in the first day or so it was shown had advised them to come," he continued.

"That is the best proof in the world that the new Oakland has made a very decided and very favorable impression on the thousands of motorists who have already seen it."

"One of the reasons for this, of course, the fact that the new Oakland contains very sweeping

(Continued on page 3.)

## California Motor Laws Require Many Reports

Sacramento, Cal.—Several new motor vehicle laws have gone into effect in this state that are expected to involve numerous report filings by both car dealers and general garages.

Notable among the new laws is one that requires all garages and parking stations to keep a record of all cars stored for longer than twelve hours, and to report to the police in instances where a car has been stored for a period longer than thirty days, if the name and address of the owner is unknown.

With the purpose of minimizing the number of stolen cars, another law requires that dealers give notice of the sale of used cars to the division of motor vehicles. Under the old law notice was required only in the case of new cars.

It is now a misdemeanor to withhold a certificate of ownership when the purchaser is entitled to it.

Muffler cut-outs must be eliminated from all cars under the act by January 1, 1929.

## Fordson Plant Employs 3,000 New Men Each Day

DETROIT.—Men are being taken on at the Fordson plant of the Ford Motor Company at the rate of 3,000 daily, and the Department of Street Railways has been asked to make arrangements to handle that additional number of men every day until peak production has been reached on the new car.

This date is now set for somewhere near September 1, though the probability is that it will be considerably later. At the present rate of daily increase it will be at least six weeks before the men laid off will all be taken back.

## OLD GAS BUGGIES PARADE BROADWAY

Ancient Oldsmobile Awarded Endurance Prize; Jazz Age Takes Toll

Blase Broadway woke up the other day, rubbed its eyes and pinched itself to make sure it had not been transported back to 1900 in one of H. G. Wells' "time machines." There, through the heart of the "Roaring Forties" roared 40 gasoline buggies reminiscent of the days when horses and hair pins were in their prime.

The tomorrow's edition of one of the leading tabloids (out that afternoon) brought a return of sanity. It told that the oldest automobiles of the Metropolitan district had been "challenged" to "strut their stuff" and that the 40 had responded to an extra shot of gas and were racing from Dyckman street to the city hall.

Like many other oldsters that have endeavored to cavort on Broadway, 16 of the ancient arks fell by the wayside. The jazz age of 1927 had proven too strenuous for their patting pistons and hardened gas lines. Of the 24 that finished the Oldsmobile was crowned Endurance King.

For Oldsmobiles, each past its 27th birthday, had finished among the first six winners. Even the sages of Forty-second street admitted that four out of six in the money was traveling some.

Unquestionably the result was but another proof that blood tells. These Oldsmobiles of an almost forgotten day were brothers to other one-cylinder Oldsmobiles that sedately traversed Fifth avenue with their steering tillers proudly handled by such celebrities as Chauncey Depew, Maude Adams and Mark Twain.

In those days of Merry Widow hats and good five cent cigars, the little curved dash Oldsmobiles were the aristocrats of Motordom, which then consisted of a handful of owners opposed by millions whose war cry was "get a horse." Since 1900 there have been changes.

Broadway has welcomed greater electric signs, the movies and night clubs—has learned about padlocks. The automobile industry has dropped its swaddling clothes and taken on the habiliments of a giant. Oldsmobile has graduated into one of the active divisions of the General Motors Corporation, making cars for the masses instead of for the elite few.

Credit however, is due the pioneers of 1900 for the advancements of 1927. The men and the cars of the earlier date made possible the men and cars of today. The veteran motorists who drove their veteran Oldsmobiles in the race, winning four out of the first six places were George H. Jacklitch, Jersey City, N. J., second place; Henry Muller, Elmhurst, L. I., third place; Jim Cook, Totawaboro, N. J., fifth place, and Victor Howard, 525 Clason avenue, Brooklyn, sixth place.

JOINS CHRYSLER FORCE  
George Allen, salesman for the last three years with the Bonesteel Motor Co., has taken a similar position with the Fitzgerald Sherwin Auto company, Chrysler dealers.

VEEDOL SALESMAN HERE  
Dean R. Adams, representative of the Tide Water Oil Sales corporation, Oregon distributors of Veedol motor oils, was a visitor in Salem this week.

## MOTOR CLUBS PLAN PORTLAND MEETING

Third Annual Conference Set For September 16 and 17, Announced

WASHINGTON, D. C. (Special)—The Third Annual Conference of the western motor clubs affiliated with the American Automobile Association, including motor clubs from adjacent Canada, will be held in Portland, Oregon, September 16th and 17th.

In announcing the date of this year's convention, which will be held at the Hotel Imperial, A. A. National Headquarters declared that altogether seventeen motor clubs and state associations would participate in this gathering of organized motordom in the West.

While the details of the Conference program are not yet complete, Ernest N. Smith, General Manager of the A. A. A. declared that the outstanding feature of the program would be the discussion of ways and means to enable the territory serviced by these A. A. A. western units to cash in on the tremendous increase of motor travel into the favored playgrounds of the west.

"Even before President Coolidge selected the Black Hills for the summer White House, thereby giving tremendous impetus to the westward urge," said Mr. Smith, "it had become apparent that the tide of motor touring into the Rocky Mountain states, the Pacific Slope states, including northern California, Oregon, Washington and adjacent Canada, had assumed dimensions seldom equalled by any human migration."

"It had become apparent in fact that this area with its tremendous assets of climate, scenic grandeur and business opportunities, was developing into the hub of the nation's summer playground. It is too early yet to secure accurate figures as to the increase in the number of west-bound motorists for the 1927 summer vacation, but it is safe to say that the increase meant 25,000,000 to 30,000,000

(Continued on page 3.)

## STAR SALES SHOW DECIDED INCREASE

Durant Now Financing Any Reputable Dealer; Plan Found Successful

OAKLAND, Cal.—Star car sales throughout the United States have shown a decided increase in the last sixty days, according to Norman de Vaux, vice president and general manager of the Durant Motor company of California, who returned on Wednesday from a two weeks' journey to New York City where he conferred with W. C. Durant and other Star car officials. The Star car sales program nationally is now under the supervision of Mr. Durant personally, according to de Vaux and the results of W. C. Durant's individual efforts are being evidenced in a remarkable sales growth.

Since the announcement made by Durant nearly two months ago that he would finance any responsible individual who had experience in the sale of automobiles, Star car headquarters in New York have literally been deluged with applications for the Star car franchise and many of these applicants are now full-fledged Star car dealers.

De Vaux intends to inaugurate a similar plan in Los Angeles and San Francisco and in doing so permit talented young business men with limited capital to operate a Star car dealership in a profitable way.

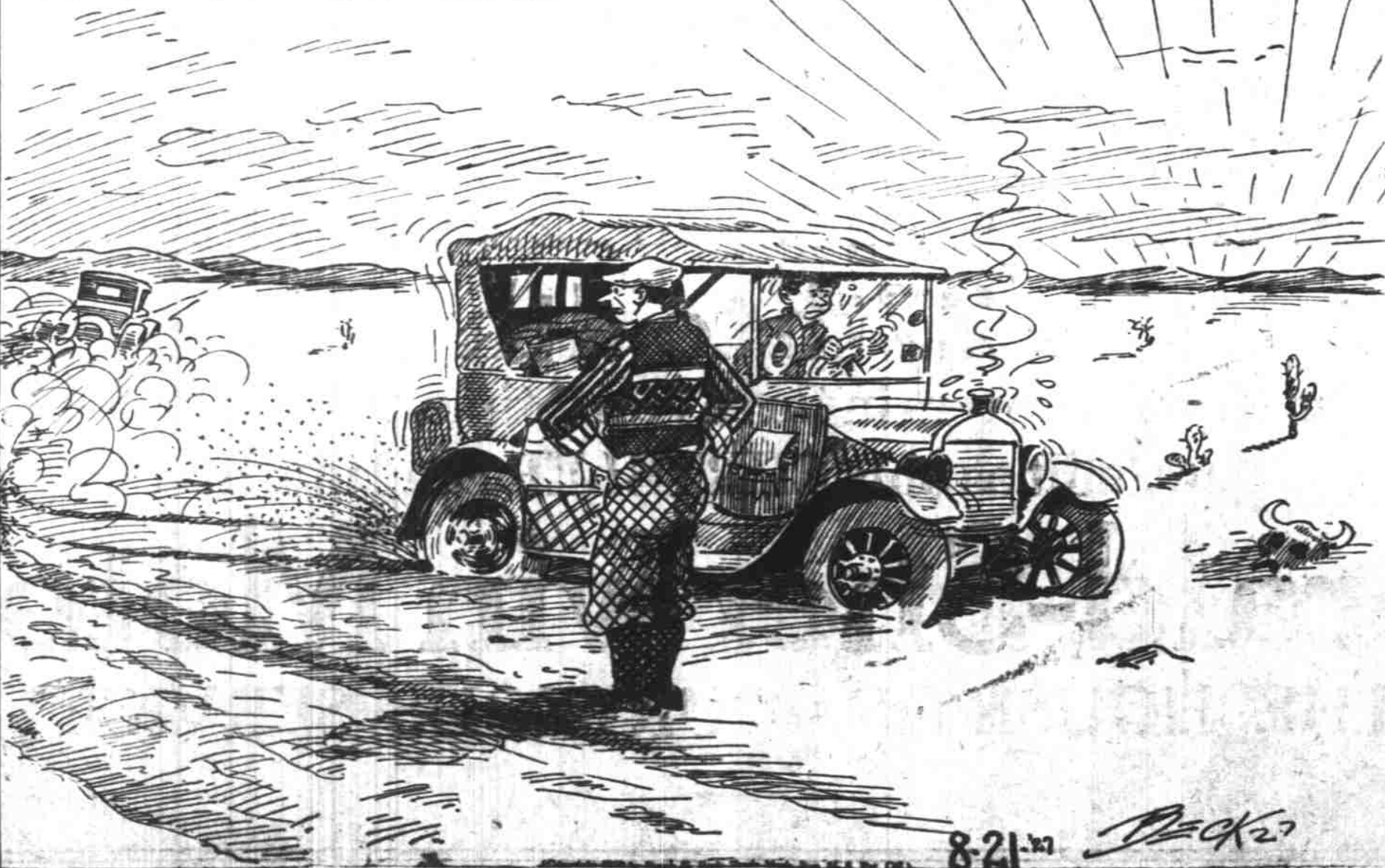
De Vaux, in citing sales increases, declared that during July, Star car sales in New York City equalled the sales of six previous combined months, and that in Philadelphia sales during a thirty day period were equivalent to business done in eight former months.

Both the Lansing and Elizabeth Star car plants are busy manufacturing institutions and each is kept hard pressed to fill both domestic and foreign orders.

Star car sales on the Pacific coast, de Vaux declared, indicate that the remaining months of 1927 will witness the best period in the history of the Pacific coast plant—new dealers being signed up in unoccupied territories at a faster rate than any time during the last two years.

## DOWN THE ROAD

THE UNDERSTANDING WAS THAT IF HE'D PULL OVER AND LET THE OTHER CAR PAST, THEY WOULD HELP HIM BACK OUT OF THE DEEP SAND.



DESERTED ON THE DESERT

8-21-27 Beck