

**AUTOMOTIVE  
BETTER HOMES  
RADIO**

# The Oregon Statesman

WAY BETTER THAN LAST YEAR

**AUTOMOTIVE  
BETTER HOMES  
RADIO**

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 6, 1927

PRICE FIVE CENTS

## COST OF OPERATING UNDER FOUR CENTS

Oakland Company's Field  
Cars Reveal Economy of  
Motor Transport

A remarkable cross section of automotive operating costs throughout America is revealed in the motor travel expense of 200 field representatives of the Oakland Motor Car Company who drove 3,466,232 miles during the company's recently completed fiscal year at the average cost of \$0.398 per mile.

Since the Oakland and Pontiac Sixes which the field representatives use in their travels are factory-owned cars covered by blanket insurance, the factors of depreciation and insurance do not appear in the costs compiled by the company's statistical department. The average figure of \$0.398 per mile represents only the actual cost of maintaining and operating the cars. Of the 200 cars used, 130 were Pontiac Sixes and 70 were Oaklands.

Here is the cost per mile "broken down" into its various components:

Gasoline	\$ 0.150
Maintenance labor	0.072
Storage and parking	0.049
Washing	0.036
Oil	0.033
Parts	0.028
Tires and tire repairs	0.010
Total	\$ 0.398

The field representatives, driving a distance equal to more than 134 times around the world over all types of American roads and through all extremes of American climate and weather, are believed to have eliminated from their operating statistics the variants which would affect mileage costs compiled in any one state or region.

For instance, the average cost in the New York district where both traffic delays and winter storage expense are encountered was \$0.540 per mile, the highest figure in any of the 22 districts. In the Charlotte, N. C. district, where neither of these factors is present, the average cost was only \$0.277 per mile. In the Columbia, S. C. district, the total parking and storage cost for a year's mileage of 175,000 was only \$253.85 or an average of \$0.00147 per mile against the grand average on this item for the entire country of \$0.069.

An interesting fact shown by the figures is that gasoline represents about 37 per cent of the operating cost, while tires and tire repair constitute only between two and three per cent.

## CHRYSLER SERVICE SCHOOL REOPENED

Unique Method of Putting  
High Grade Facilities At  
Owner's Demand

A bulletin of unusual interest just sent out by the Chrysler Sales Corporation to its dealer organization announced that the Chrysler service school is about to reopen its sessions at the factory in Detroit.

This school, now beginning its second year, proved to be remarkably successful last winter in point of attendance and of enthusiastic approval by those who went to Detroit to take advantage of its offering.

The course is arranged for Chrysler service managers, shop superintendents and service field men, and is designed to put at the command of all the company's distributors and dealers the opportunity of providing in their home communities expert attention to every detail of practical and successful automobile service.

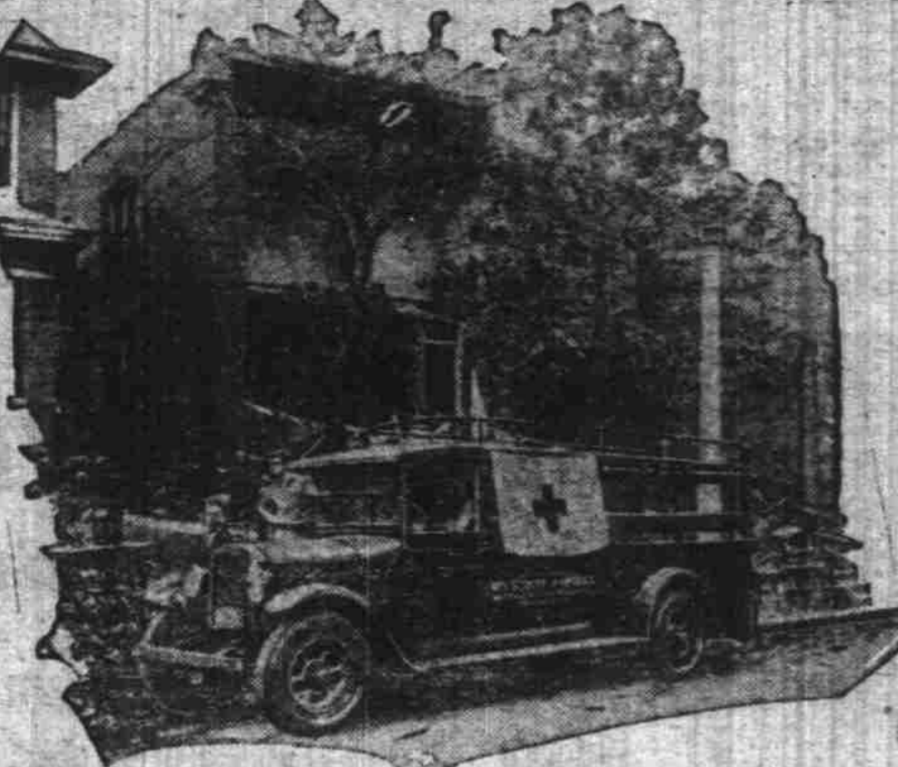
The course offered in the school covers every branch of service station operation. It includes among subjects accounting, stock keeping, shop equipment, trouble diagnosis and correction, standardized maintenance and all technical and mechanical phases of Chrysler products.

Class lectures by selected experts in the famous Chrysler engineering and service staff are supplemented by actual demonstrations, illustrations and screen pictures. Many who attended the school last winter have reported to the company that not only has the training received proved invaluable but that the direct contact with others having the same problems and duties as themselves was found to be almost as profitable in their work after returning home.

The course prescribed requires a week's attendance. Sessions are held daily from 8:30 a. m. to 5 p. m., with an evening class Friday.

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## ORDER OUT OF CHAOS IN ST. LOUIS SPEEDED BY STURDY GRAHAM TRUCKS



While the destruction wrought by the recent devastating tornado in St. Louis is still visible to sight-seers, their awe at the havoc which can be wrought by wind is paralleled by wonder at the quick recovery of the stricken districts. One of the chief factors in the work of bringing order from chaos was a fleet of more than 40 Graham Brothers trucks immediately impressed into service from their regular duties. These were manned by boy scouts as shown above or volunteer workers under direction of the Red Cross. They aided immeasurably in quickly transporting the injured to hospitals and in some instances furnished the power to move large masses of debris which imprisoned victims of the storm. A large number of these trucks are still at work in speeding the present rebuilding program.

## FOLLOWING LEADER RELIEVES FATIGUE

It's Valuable Game for Tourist If He Picks the Right Pace Maker

There are many ways to avoid fatigue on the touring trip when long hours are spent behind the wheel of the motor car, but one of the most effective is a form of the old game, "Follow the leader," according to Geo. C. Brandenburg, secretary of the Oregon State Motor association. More and more motorists are learning the advantages of this method of touring driving and are finding it an excellent energy conserver. Mr. Brandenburg declares:

"Picking the right leader to follow at first may seem to be something of a task, but trailing a car for a mile or so will enable one to determine whether its driver is the type that can be expected to travel at a fair pace and at the same time exercise the proper precautions," says Mr. Brandenburg. "The advantages of following another car are obvious. For instance, one does not have to pay the close attention to warning signs that otherwise is required. "One can slow down or speed up as the other car does. The man ahead, if he is a good driver, will temper his rate of travel to road conditions. At sharp curves or steep descents, his method of driving generally will serve as a good guide. "In traveling through a strange state, it is an excellent idea to follow a car bearing the license plates of that state. In such a case, its driver can be expected to be familiar with his roads. In addition, his knowledge of the traffic regulations, both state and local, should be better than the visitor's."

"There are many advantages to be gained from following the right kind of a leader."

## Individual Transportation Adds To Personal Liberty

"In this day of two car families, the individually owned and operated transport unit has incalculably enlarged the capacity of mankind for working and playing," says a representative of the Tramm Motor Co., local Paige dealers. "Not until he owned a car did man fully realize all the liberty which was his to enjoy. "It is significant," continued the Paige dealer, "that in America, where the greatest measure of personal liberty prevails, the great bulk of automobile ownership is registered. "Real liberty is more than merely the right to come and go as one pleases. It also involves the ability to come and go as need or desire indicate. "Not so long ago the family with one car was believed to enjoy a freedom that would supply all desire to travel. There was much talk about a mythical saturation point in the automobile market when every family owned a car. "Now it has been found that even the family two car policy would not saturate the market. There are adult members of such groups, other than the heads of the family, whose wants for individual liberty can only be satisfied with an individual unit of transportation."

## GIVING PUPIL LIFT DECLARED DANGER

Consistent Refusal Will End  
Evil, Says A. A. A. National Officers

WASHINGTON, D. C.—"Gimme a lift, Mister."

This plea, says a statement issued by national headquarters of the American Automobile association today, again is echoing and re-echoing down the streets and highways of the nation as millions of children troop daily to and from their schools. "The appeal of a child, this one like all the others, is hard to resist but the interests of safety demand that the motorist be firm in his refusal to accede to it," says the statement.

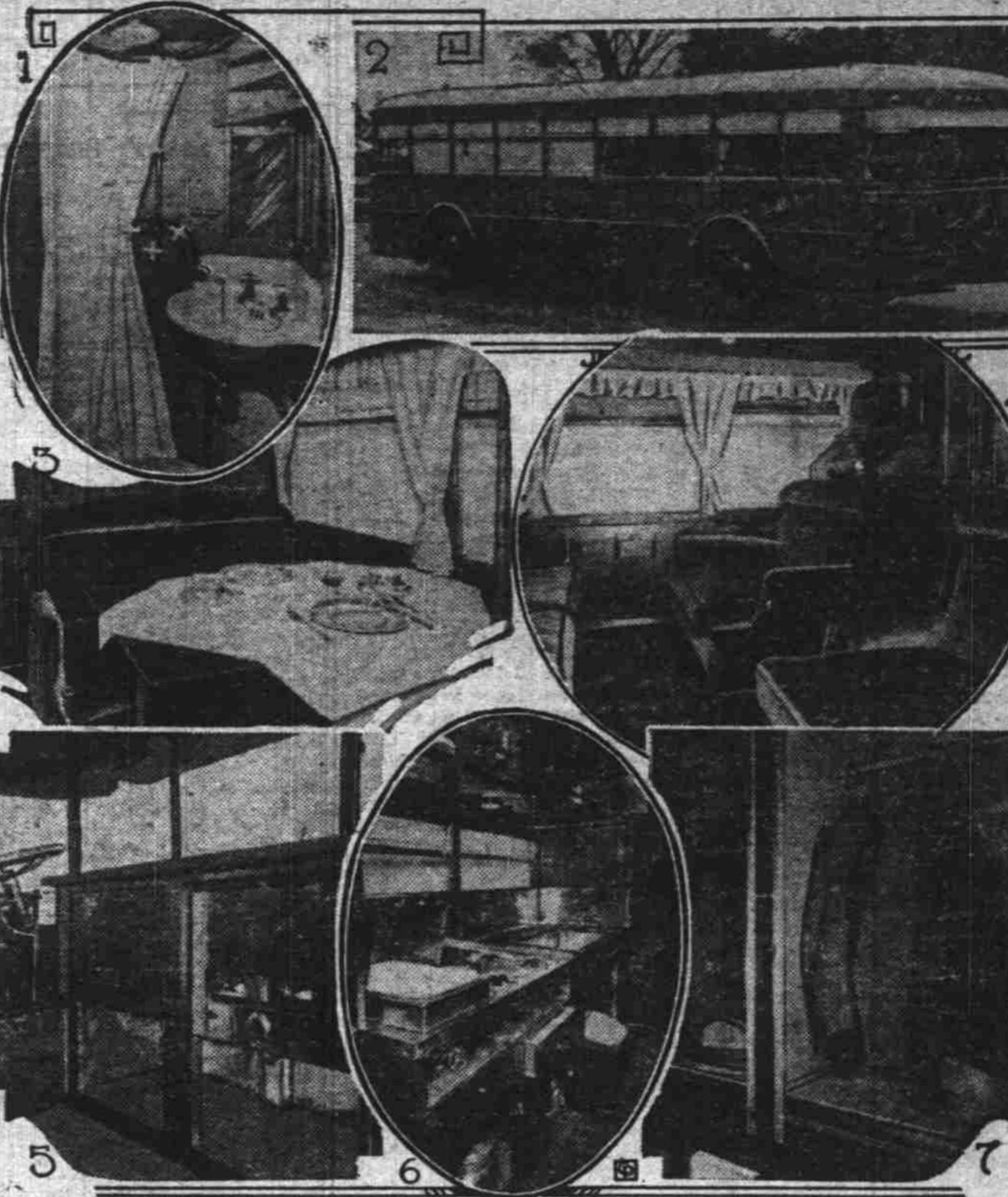
Directed specifically toward the 939 clubs that comprise the membership of the A. A. A. and generally toward motorists, parents and teachers as a whole, the statement asks that the cooperation of all agencies and individuals concerned with street and highway safety be "enlisted in a continuation of the campaign launched last year by the A. A. A. to stamp out the practice of children of asking for lifts, one of the greatest menaces to child safety that exists today."

This cooperation was sought and given in all parts of the country last year, the A. A. A. heads declare. When attention was called to the grave hazards involved in this thottles practice of school children, motorists, parents and teachers generally rallied behind their motor clubs and the result of this unity was a marked success of the campaign, the statement says. The Summer, however, saw a let-down in this sphere of activity, and the reopening of schools, has created a need for renewed effort, it is pointed out.

"A. A. A. clubs, concerned with serving the interests of both the motorist and the general public, should take the lead in the movement to break up this practice," says the statement. "The club will find that once it points out the enormous dangers incident to this child action and the ways in which motorists, parents and teachers can be helpful in bringing it to an end, these groups will be quick to meet their respective responsibilities. "The part of the motorist is to drive carefully when passing through school zones and to refuse rides to those children who ask. This is difficult to do, but the consistent refusal on the part of all motorists soon will discourage the lift-seeker and this is the greatest kindness the motorist can offer to any child. Drivers should remember that they are responsible in case of accidents involving their youthful passengers. "They do not need to be reminded of the dangers of perpetuating this practice by catering to it. Once given a lift, the child repeats his request daily. At first, he may have had the caution to stand on the curb and wave his appeal to the passing motorist. Gradually, however, he becomes more and more daring. He will crowd out into the stream of vehicles."

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## HERE'S LATEST WORD IN MOTOR BUS DWELLINGS



This palatial home on wheels is conceded to be the "very last word" in private motor buses. It is owned by Dan Smith, wealthy retired Detroit manufacturer who ran against Senator James Couzens in 1921 for mayor of Detroit. He plans to tour to the west coast in it in November. Views of the bus, which has sleeping quarters for six, show (1) a shower bath, (2) exterior of the vehicle, (3) the dining room which becomes a bedroom at night, (4) the lounge, equipped with a radio, (5) the driver's seat and the iceless refrigerator, the seat becoming a couch at night, (6) the galley which also is convertible into the cook's sleeping quarters and (7) the clothes press.

## SELIGMAN STUDIES INSTALLMENT PLAN

General Motors Finance  
Head To Honor Economist At Dinner Soon

John J. Raskob, chairman of the finance committee of General Motors corporation, has issued invitations to a number of prominent bankers, industrialists and students of business economics to be his guests at a dinner he is tendering to Edwin R. A. Seligman, professor of political economy at Columbia university, on the evening of November 17 at the Ritz-Carlton hotel, New York. Professor Seligman has recently completed an exhaustive independent study of the economic effects and conditions surrounding the installment selling device, a phase of consumer credit which is employed to so large an extent

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## Graham Registration Now Leads All In California

For the first time in the company's history registrations of Graham Brothers trucks in California in the nine months ended September 30 led all competitors, a total of 2328 vehicles having registered, according to a statement by John R. Lee, general sales manager of Dodge Brothers, Inc.

This record is particularly notable when it is considered that Graham Brothers have gone into the lead in California over the two largest manufacturers of low priced trucks, Mr. Lee says. He added that Graham Brothers have enjoyed an excellent business throughout the year and especially since the company's recent announcement of its new line of trucks, headed by a six cylinder two-ton model.

Mr. Lee stated that California registrations of Graham Brothers trucks in the first nine months of 1927 constituted 40 per cent of the total truck registrations in that state, exclusive of those of the two manufacturers of low priced trucks.

## FRANKLIN AIRMAN ARRIVES IN SALEM

First of Handsome New  
Models Displayed Here;  
Three Color Schemes

The new Franklin Airmen which has become the center of intense interest, and greatly increased the popularity of the Franklin line, since the announcement of the new series by the Franklin Automobile company on October 2, is now on display in three handsome models of 5 and 7 passenger sedans at the F. W. Pettyjohn Co. The colors of the three models are beaver brown, Delaware blue and dark green.

The accomplishments of recent months in aircraft development and the growing predominance of air cooled engines in airplane use, is doubtless responsible for turning the thoughts of the American motor public to the Franklin principle of engine construction and type.

Having always adhered to the air cooled principle, with constant improvement in Franklin engineering and design, the new Airmen series Franklin has reached a new high degree in motor performance, which is reflected by the reception accorded the new Franklin in every corner of the nation.

Increased sales are reported from practically every territory notwithstanding the approach of the winter season, at which time, however, the Franklin has an especial appeal as it has no radiator or water pump to freeze in cold weather.

The seven passenger Airmen is available in four body styles, each a handsome creation which has lasting appeal in beautiful lines and color combinations. These roomy, exquisite closed models exemplify a measure of comfort hitherto unattained. The wheel base is now 128 inches and the weight of the car is 500 pounds less than the average car of the same capacity and 300 pounds lighter than many representative five passenger automobiles.

The new five passenger Airmen series carries wheel base of 119 inches and a corresponding light weight which sets the Franklin out in front of other makes of cars, in many features which provide comfort and pleasure for the owner.

The new Airmen makes the world of the fier to the world of the motor car buyer, providing for the first time actual sensation of flying freedom with the safety of ground transportation. In the Airmen there is greatly increased speed—short, swift, power rise from ten miles to forty in 14 seconds. Then, up and up

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## MUST KEEP CAR UP TO MAINTAIN PACE

Additional Speed Granted  
Only Because Cars Safer,  
er, Pointed Out

Car owners who desire to keep up with the traffic procession today are learning that it cannot be done safely with an automobile that is not kept in the best of condition in every respect, says Geo. O. Brandenburg, secretary of the Oregon State Motor association. Motor car makers have designed and built automobiles that are progressively safer than ever, and the owner who allows his car to become unsafe and poorly kept becomes conspicuous of his fellow motorists as well as to the officials charged with supervising traffic.

"The accuracy of this view of the situation can be determined by the individual motorist very easily," says Mr. Brandenburg. "When of us that drives cannot immediately spot the car which has noisy, ineffective brakes, which steers with difficulty and with a notorious absence of the fine precision that everyone knows is being built into the automobile of today. The person who cannot do this is one who has not paid enough attention to the progress the automotive engineer has made. "Traffic today is moving at higher legal rates of speed both in the city and on the open highway. This boon to motordom has been conferred by traffic authorities because they recognize the inherently greater safety of motor cars of the last three years. It is a privilege that motorists cannot afford to abuse."

"The American Automobile association, with which this club is affiliated, sees still greater privileges to be conferred in this respect, but not until the individual learns to care for his car in such a way that it will constantly provide the larger margin of safety with which it has been endowed by its maker."

## OLDSMOBILE ERECTS RESEARCH BUILDING

Development, Design Work  
To Be Housed In Last  
Planned Structure

LANSING, Mich.—Cost estimates were this week awarded for construction of another new building, to be devoted wholly to Oldsmobile development, design and research work. This latest construction work is in addition to the \$3,000,000 expansion program that is now under way and which will greatly increase the production facilities of the Oldsmobile factories here.

This new engineering building will be completed shortly after the first of the year, closely following the completion of the other units of the expansion program. It will be equipped with the latest of modern and scientific apparatus designed for research and development work.

The engineering building will be 400 feet long by 90 feet wide, containing 36,000 square feet of floor space. It will be constructed of steel and brick and has been designed to give a maximum of daylight in every portion of the building. The building will contain the research laboratories, dynamometer room, experimental drafting room, experimental machine shops, experimental garage and a model car studio.

The laboratories and dynamometer rooms will contain a battery of four standard dynamometers for the recording of scientific measurements of torque and power, a chassis dynamometer and a battery of six "life test" dynamometers which will be used to test the final breaking point in an automobile engine by keeping it running continuously at high speeds and under heavy loads. There also will be special machines for the accurate and scientific testing of cooling, lubrication and other features of automobile design.

Many of the new devices to be installed in this model engineering building have been designed to bring closer co-ordination between the information developed by actual road tests at the General Motors Proving Ground and by laboratory test work. This co-ordination is required to meet the exacting requirements of the best automotive engineering practice.

This new building will be the headquarters for both road and laboratory tests. Oldsmobile test fleets coming from and going to the Proving Ground for a 22-hour

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## DOWN THE ROAD



UNCOMFORTABLE MOMENTS OF A MOTORIST