

**AUTOMOTIVE
BETTER HOMES
RADIO**

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SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, NOVEMBER 13, 1927

PRICE FIVE CENTS

STARTLING CHANGES EXERT INFLUENCES

Greater and Greater Reserve Being Left for Used Cars Today

By A. H. Sarvis
The startling refinements which our motor cars have undergone in the last few years have exerted upon the used car an influence quite as profound as that which the new cars themselves reflect. We need only glance at the proportions which the used car business has assumed, to realize that the used car of today must be an entirely different quantity from the commodity which went under that name a comparatively short time ago.

There are several reasons for the public's growing tendency to buy used cars with confidence. The ultimate reason, of course, is that such confidence is being justified to a greater and greater degree with each passing year, by the performance of used cars themselves. Every possible agency is cooperating to bring this about.

The fact that the motor car leaving the factory today is a vastly better product than any of its predecessors is the greatest single factor in the rising desirability of the used car. The industry's constant effort to build better is steadily increasing the amount of dependable transportation delivered with each new car. Consequently, there is a greater and greater reserve of service left when the original owner yields to the lure of a new machine. Improved design, and better materials and workmanship play their parts in bringing this condition about, and so does the interesting process which might be termed the evolution of the car user.

The world is not yet fully educated to the use of the motor car. We know much more about maintaining, operating and dodging vehicles than we did 25 years ago, but 50 years hence we shall know far more about these things than we do now. Usage will implant them in the blood. And even the development which the car user has undergone to date is contributing, not only to our safety, but to the amount of service our motor cars yield.

The statement is easily proved. So rapid has been the motor car's conquest of the country that most of today's owners are driving their third, fifth, or even tenth car. They are deriving greater satisfaction from it than from their first, for two reasons: because it was a better car to begin with, and because they know more about its care than they did about the care of their first. They have

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BUILDS 2,000,000TH AUTO; SETS RECORD

President Wilmer Says Company Has Produced Products Worth Much

DETROIT. (Special)—At 10 A. M., Saturday, November 5, the 2,000,000th car which Dodge Brothers have made came off the assembly line, just 12 years, 11 months and 21 days after the first car built by John and Horace Dodge on November 14, 1914. No. 2,000,000 is a standard four cylinder leather upholstered sedan and was shipped immediately to W. L. Eaton, Seattle dealer, who purchased it nearly eight years ago upon falling by six months to get in his order in time to get No. 500,000.

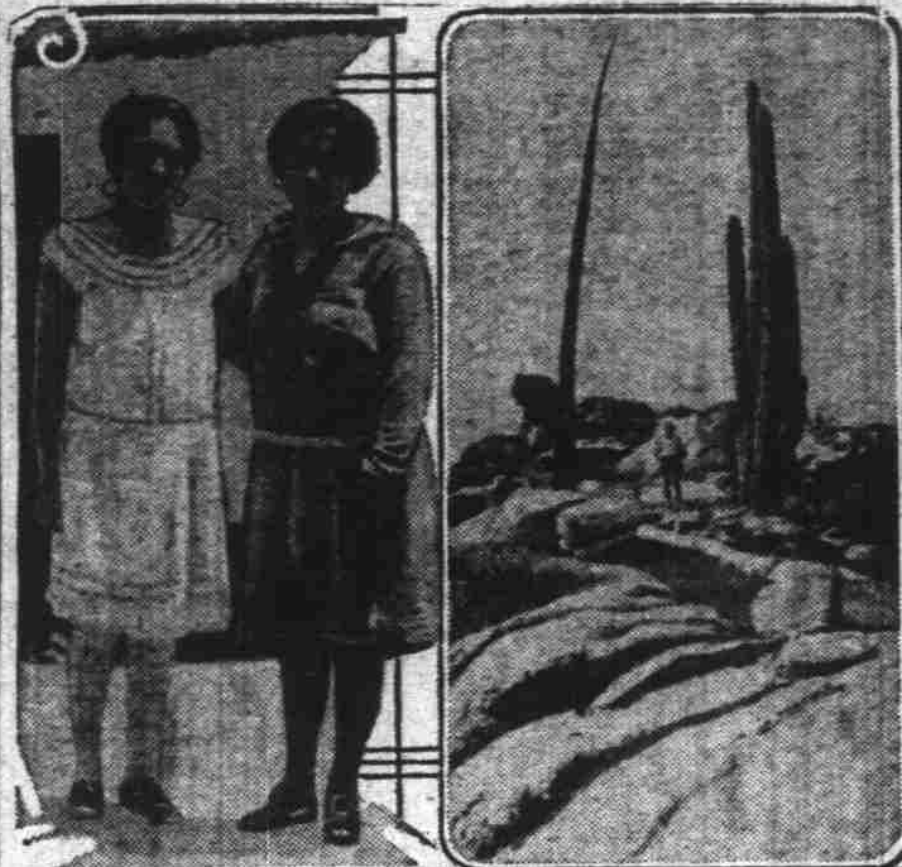
The passing of the 2,000,000 mark by Dodge Brothers sets a new record for the automobile industry as no other company manufacturing cars that sell in or above the Dodge price class has yet approached the point of making 2,000,000 cars in the short period of less than 13 years.

A measure of the vastness of the automobile industry and what it means to the prosperity of the nation and to Detroit in particular was furnished by President E. G. Wilmer in commenting upon Dodge Brothers' record. He pointed out that Dodge alone, in less than 13 years of existence has produced products whose retail value is estimated at \$2,500,000,000, a sum greater than the entire amount of capital invested in automobile manufacturing plants in the United States.

He also stated that Dodge Brothers has paid its employees in wages during this 13 year period approximately \$345,000,000. A year ago one half of the total

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CALIFORNIANS MAP AUTOMOBILE HIGHWAY IN ANCIENT MEXICO



A trail is being marked into lower California to guide motorists to a section of old Mexico scarcely changed for a century. Among old missions along the highway is that of San Ignacio, the remains of which is seen below. Cactus in the region (right) often grow 60 to 70 feet high. At the left are a sororita who teaches at San Ignacio and her sister.

CAREFUL GREASING ONLY TRUE ECONOMY

Difference in Stations Claims Service Man; Cars Need Attention

A wide difference exists between the various greasing stations in the state, claims Guy Young of the Salem Super Service station, which is located at High and Ferry streets. This difference is of the utmost importance to the automobile owner and so should be considered by him.

The difference is twofold: first, a difference in the oils and greases used; second, a difference in the care with which the work is done.

There are many cheap lubricants that are practically worthless compared with the standard and nationally recognized brands of known quality that cost only a little more. This station has made it a policy to use only the best oils and greases that money can buy.

Care is second in importance. If the service man neglects a few fittings for three or four successive times, worn parts will surely result.

Regular lubrication at intervals of 500 miles is the best automobile insurance an owner can buy, says Mr. Young. To assist the car owner in keeping track of his mileage, a card index file is kept and each customer is sent a card in about three weeks after his car is greased reminding him of his mileage when his car was last greased.

A rapidly increasing number of regular customers is evidence that the Salem Super Service station is rendering a greasing service that car owners appreciate.

New Customer Tire Sale Offers Unusual Savings

Greater savings are offered automobile owners by the Western Auto Supply Company this week during their semi-annual "new customer" tire sale.

"This sale will feature reduced prices on Western Giant and Wear well tires," says Willis Clark, local manager. "These reduced prices are offered as an added inducement to motorists of the west so they may learn the economy of using guaranteed, long wearing, Western Auto tires."

"Since 1909 our tire sales have constantly increased to last year's huge total of over \$6,000,000. Indications are that this year's sales will be even greater."

"This big tire sale will bring to our company more than 150 stores, many thousands of thrifty auto owners who realizing the added severity of winter service, will spontaneously avert tire trouble by installing new Western Auto tires."

"YEAR OF PLENTY" SEEN BY NASH MAN

Alford Bases Opinion On General Improved Conditions in Many Sections

Indications of a "year of plenty" for 1928 are seen by W. H. Alford, vice-president and controller of The Nash Motors Company, known throughout the financial world for keen business insight and sound conservatism. Mr. Alford's optimistic view of general business conditions during the coming year was given by him Monday night at a talk in Kenosha to a group of dealers representing The Nash Motors Company in New York state and lower New England.

"The year 1927 is rapidly drawing to a close and manufacturers and business men generally are giving thought to the business outlook for 1928," said Mr. Alford. "In my judgment there is every indication that general business should be as good or better in 1928 than in 1927. I base this conclusion on the general improved condition of our great agricultural population."

"Except for small areas, average crops of corn and wheat have been raised and are bringing good prices. Cattle and hogs are in good condition and are bringing higher prices than they have for several years past."

"This should mean added stimulus next year to the metropolitan markets and industry in general for, after all, the farmer is the very backbone of our national business fabric. When the farmer has his money his local merchants benefit, they in turn benefit the jobber or wholesaler, the cycle then reaching the manufacturing in the industrial centers. Thus a good wheat crop in the northwest is soon beneficially felt in Pittsburgh, Chicago, St. Louis, and other industrial centers, and the effects of a good cotton crop, in like manner, serve as a stimulus to business throughout the north."

"The southern farmer, where cotton is the principal money crop, will have at least \$500,000,000 more for his 1927 crop than he received for his 1926 crop although some 3,000,000 bales will be gathered. He is receiving from 8 cents to 10 cents a pound more for the crop this year than he received for it last year or, on the basis of a 500 pound bale, from \$40 to \$50 more. On a price basis of 10 cents a pound, the 16,000,000 bale crop last year brought him \$800,000,000 and the 13,000,000 bale crop this year at 20 cents a pound will bring \$1,300,000,000 or an increase of \$500,000,000 for this year's crop over last year's crop."

"This however, does not tell the whole story of the improvement in the condition of the cotton farming is a big item in the cost of raising cotton."

"It takes 1,500 pounds of seed for the cost of gathering and cotton to produce a 500 pound bale of lint cotton. On an average, it costs about \$1.50 a hundred pounds of seed cotton to gather

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CARE OF CARS TOLD BY CHRYSLER MEN

Experts Give Pointers On Things To Be Done To Insure Satisfaction

At this season the prudent motorist, taking time by the forelock, is beginning to consider approaching changes in driving conditions and is planning how best to put his car in order for winter months.

Chrysler service experts, following the Chrysler policy of assuring to owners the fullest possible enjoyment of their cars throughout the year, have outlined a program of preparation. They advise motorists to make use of service station facilities, wherever possible. But as there are always a certain number of owners who prefer to condition their own cars for the winter, these suggestions will be read with profit by many.

The first step advised is to remove from the oil pan any accumulated sludge and to refill the pan with fresh oil, taking care that it is of good quality. Frequent changes of oil afterward, in conjunction with proper adjustment of crankcase ventilator, will continue to safeguard oil circulation.

Next, the chassis should be completely lubricated and the oil changed in the transmission and differential. The generator should be thoroughly inspected and cleaned and any worn parts replaced. With this done and the battery checked and recharged the electrical system will have plenty of "punch."

The starting motor should be removed and cleaned, and worn parts, if any replaced. Cleaning the starter driving mechanism is stressed as being of particular importance, both on the starter and the gear of the flywheel, as accumulated oil gets gummy and in time prevents gears from engaging, or, once engaged, from disengaging.

Connecting cable terminals of the entire electrical system should be cleaned and those at the battery, generator, starting motor, starting switch and ground greased to prevent corroding.

In the ignition system, it is important that the distributor and spark plug points should be

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Auto License Issued More Than 24 Years Ago

More than 24 years ago, on May 23, 1903, the State of Connecticut started issuing automobile licenses. The first two issued were for Oldsmobiles. James P. Woodruff, of Litchfield, Conn., was given license No. 1 and he has retained this number on every car he has driven to date. He still has his original Oldsmobile with its first license "C 1."

Keeps Out the Rain

Closed car wind wings are a great help to winter drivers, according to information from the Western Auto Supply Company. The windows may be kept open when the wings are adjusted to keep out the rain and wind.

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CHICAGO'S TRAFFIC DELAYED



A few minutes after the bridge across the Chicago river is raised to allow boats to go down the river, traffic along Michigan boulevard is congested for many blocks. It is said that this bridge handles more traffic than any other bridge in the world. Here is a view of the boulevard while the bridge is raised.

COMPRESSION RINGS PASS FOUR TESTS

Rings Must Be Flat and Parallel; Special Device For Testing

It is not unusual to hear an automobile owner remark that he intends putting new compression rings on his pistons. The operation is not considered one calling for a high degree of skill, but if the owner were to put the rings he intends using to the same tests as are required of all rings put into Oldsmobiles at the factory he would require considerable equipment and training just to select rings that would function most efficiently.

Every compression ring used at the Oldsmobile factories must pass four tests—for roundness, flatness, thickness and gap size. Two "radiant" light machines and two sets of gauges are used for these tests.

To give perfect results and eliminate any chance of side wall wear, a compression ring should be as perfectly round as is the cylinder. To insure this every ring is placed into a cylindrical fixture the inside diameter of which is exactly that of an Oldsmobile engine cylinder. This fixture is placed upon the glass top of an illuminated housing. That portion of the glass inside the inner diameter of the ring is blackened so that light only shows in a circle

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GROWING DEMANDS SHOW PROSPERITY

One Important Factor Found In Active Snow Removal Programs Inaugurated

EDITORS: This is the 11th of a series of exclusive statements by men prominent in government, business and industry released for publication in Sunday morning papers.—THE ASSOCIATED PRESS

DETROIT, Mich., Nov. 12.—(AP)—The present world demand for automobiles indicates the opening of a new field in the industry, with unusual prosperity in view for automobile builders throughout the world, believes Roy D. Chapin, president of the National Automobile Chamber of Commerce.

"With the return of all companies to a normal production basis and the continued demand from overseas markets," Chapin told The Associated Press, "the industry looks forward to a prosperous condition during the ensuing months."

He believes the industry has accomplished its major task—demonstrating the need of automobile transportation—and that with highways improved and available for use during the entire year, the demand for vehicles will continue to grow. He regards the return of Henry Ford to the market as auguring better business for all manufacturers.

"With the return of all companies to a normal production basis and the continued demand from overseas markets," Chapin declared, "the industry looks forward to a prosperous condition during the ensuing months."

Chapin, who grew up with the industry, at 47 is chairman of the Hudson Motor company and widely recognized as an analyst of conditions in the automobile business. He started his career as a photographer with the Olds company in the early days of motor car manufacture, later becoming associated with the Chalmers company. Some years ago he was a leader in organizing the Hudson company. Early this year he was elected president of the National Automobile Chamber of Commerce.

"Many motor vehicle makers in other countries are enjoying an unusual prosperity, which is a favorable sign for the business as a whole," Chapin said. "The industry has realized for many years that its major task has been to demonstrate the need of motor transportation, and with that accomplished there is more business for all."

"There has been a tendency toward over-emphasis in this country in recent months with respect to the effect of the sales of different companies upon each other. One large manufacturer has been out of production for most of the year. The return of this maker to the market will be regarded as a healthy sign by all in the business, because the industry has learned

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PARKING SPACE NEEDED FOUND TO BE GREAT

Insufficient Attention Paid To This Growing Problem By Many Cities

"The parking problem in cities has not been given the attention it deserves," says Sid Black, vice president of the Chandler-Cleveland Motors corporation, in commenting upon present day automobile owner's parking problems.

"The aeronautical industry is fortunate that so much attention is being given to the provision of airports, municipal or otherwise. Cities are vying with one another to make themselves air centers of the future."

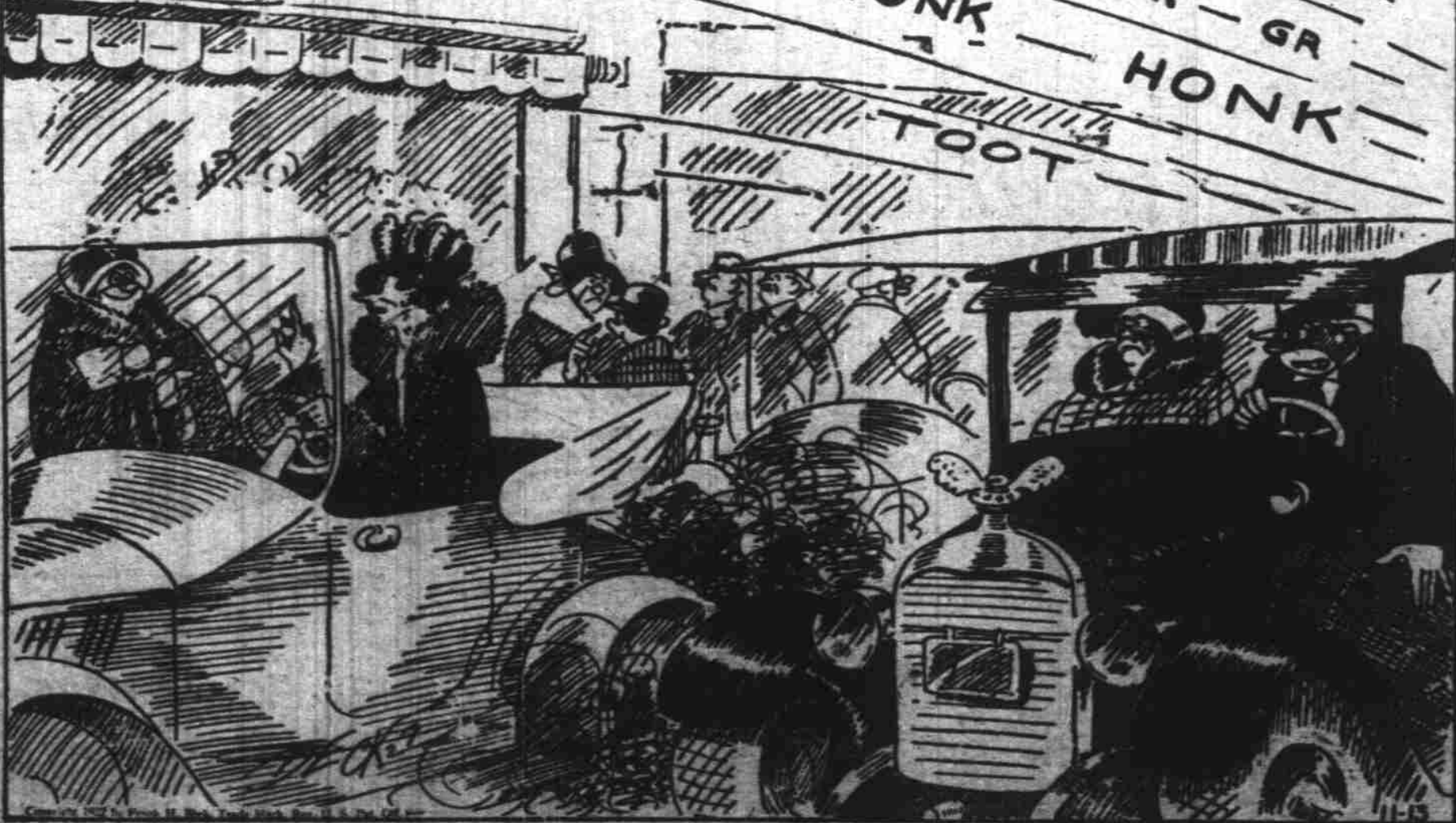
"Sea-going vessels have adequate terminal facilities. So do railroads. It's only in the automobile world that we find so little attention paid to the provision of satisfactory facilities for the stopped vehicle."

"The public spends huge sums of money annually on our highways to take transportation more rapid and comfortable, but little or nothing is being spent by public interests to take care of the parking of automobiles."

"Municipal parking spaces in business sections would help solve the problem. It would not only be a great help to the automobile owner, but it would relieve traffic congestion and would bring more business to the sections so provided. This frequently means a walk of many blocks for the motorist who has business to attend to and wishes to leave his car. Private garages and parking stands have helped to alleviate the situation in some places, but the municipality has a responsibility which should not be overlooked."

DOWN THE ROAD

TOSTI'S FAREWELL WAS A MERE FLIP OF THE FINN, COMPARED TO THE PROLONGED PARTING OF THE PEOPLE WHOSE PARKING SPACE YOU'RE WAITING TO GRAB.



FAMOUS FAREWELLS