

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, JANUARY 15, 1928

PRICE FIVE CENTS

WORLD PROSPERITY IN STORE IN 1928

Automobile Industry Furnishing Some Impetus To Forward Trend

By Roy D. Chapin, President, National Automobile Chamber of Commerce.

HOW MOTOR BUSINESS WILL AID WORLDWIDE MARKETS

1. Automotive employment in U. S. will total 4,000,000.
2. Production will be on new high levels, buying raw materials in larger quantities than ever before.
3. Pent up demand for transport, held back in 1927, will keep sales active throughout 1928.
4. Highway building on all continents creates new transport needs.

As 1928 begins, a new year opens with the greatest promise it has ever held for the automobile business and for world-wide prosperity.

Part of the business of the coming year is delayed trade which we might have had in 1927 had conditions been more favorable, and a still larger part will be due to the growing use of automobile transportation in all parts of the world as a result of the gains in highway building.

There are two significant things which we must bear in mind when considering the automobile industry. The first is that its activities influence all other lines of trade in a complimentary rather than a competitive manner. The second is that the horizon of this industry is worldwide, not national only.

Only a short time ago there were many who viewed with alarm any promise of vast activity in the automobile field, fearing that this would be at the expense of other forms of commerce.

As the technique of studying the causes and effects of business conditions has improved—and great strides have been made in that science in the past ten years—it has become evident that when the automobile industry achieves any high levels, other lines of manufacturing and trade also feel the stimulating effect.

The reason is clear. The automobile industry is making an article which is in itself productive. Hence in a period in which the public is making large investment in motor vehicles these expenditures are not dissipated but continue to exist in the form of time-saving, efficiency creating products.

In short, the public spends its money, but continues to have an equivalent of value in its possession. Furthermore, the very activity of the motor plants creates employment and furnishes markets for raw materials which helps greatly to keep the entire industrial structure in motion.

Extent of New Business
So much has been said about possible production totals for next year and about the new records which will be set in 1928, that it is necessary to mention only the high points. Everyone acquainted with business conditions realizes that 1927 was an abnormal year in the motor industry. The maker of the lowest priced car was out of production. While all the other makers averaged a 10% gain in their output compared with the year previous, there still remained a tremendous market which was not being cared for. A vast area of the low priced field was un-supplied, and a considerable part of this public did not come in and trade at counters where somewhat higher priced goods were offered.

But 1928 opens with every producer in action, and with this demand, held up during 1927, eagerly in the market creating the need for full-time operations.

In 1928 motor transportation will give employment to 4,000,000 persons in the United States, or close to three hundred thousand more than it has required before.

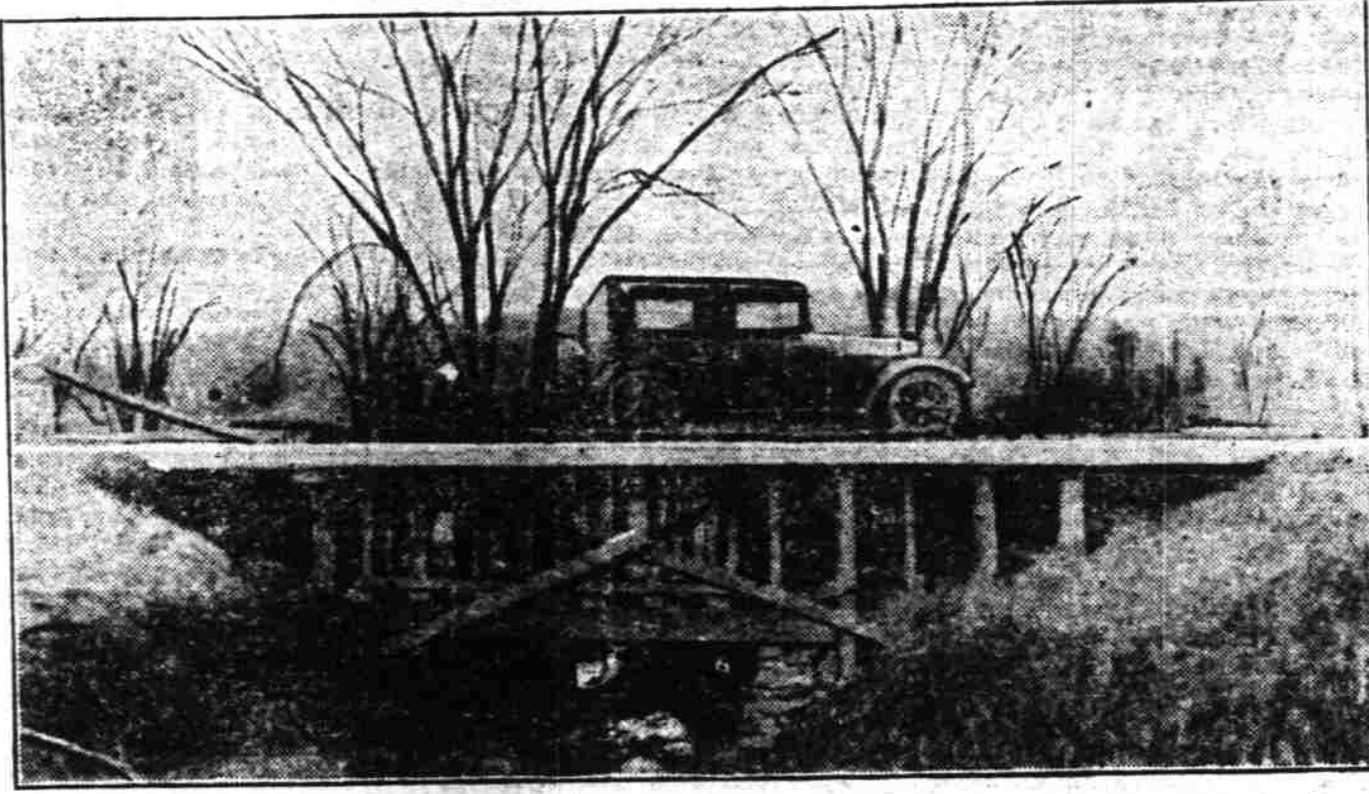
It will use cotton from the South, from California and from Egypt. It will buy hides from South American countries as well as the home market, and rubber from the Far East. It will create new high business records for railroad and steamship shipments. It will buy dyes and tools from New England, Germany and Great Britain.

It will supply a payroll which will enable a great population to purchase products from all parts of this country and abroad.

Internationally, the gains in 1928 will be perhaps even more far reaching than in our own country.

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ROAD WITHSTANDS FLOOD



During the rush of waters in the New England Vermont was washed away. Piles were placed under the soil under this piece of concrete road in order the pavement and it was opened to traffic.

BIG IMPETUS GIVEN HIGHWAY BUILDING

"Gyp" Operators Being Sent To "Chain Gangs" Motorists Protected

WASHINGTON, D. C., Jan. 14—Impetus is being given to highway construction throughout the country as a result of organized motorists' campaign to send to the "chain gangs" all "gyp" operators apprehended and convicted of selling fake motor club memberships.

One of the most striking examples of the success of this drive, the American Automobile Association announced today, was the recent arrest and conviction of Charles S. Kneeream, alias K. N. Morris, alias N. Norris, who has given six months at Salem, Va., after he had left a trail of fake memberships in several states.

"Road sentences for 'gyp' operators," says the national motor body, "is the plan of procedure upon which all of the 550 affiliated A. A. A. motor clubs will function. They will use all means at their command to secure conviction and make those who cheat motorists build roads for them."

Kneeream, according to the A. A. A., was sentenced at Mt. Clemens, Mich., last March, and given three months for fraudulently representing himself as an agent of the American Automobile association, but this failed to curb his nefarious operations.

The A. A. A. statement continues: "The conviction of Kneeream, alias K. N. Morris, alias N. Norris, of Reading, Pa., one of the most persistent of fake motor salesmen, is but one example of how these confidence men who fleece the motorists are being given an opportunity to help build roads for the use of the car owner, a proof that 'poetic justice' is still possible."

"At the time of Kneeream's arrest, after he had secured a check from a gas station operator, he had in his possession blanks for membership in the Associated Automobile Owners' association, of Reading, Pa., and the Southern Automobile Owners' association, of Tampa, Fla."

"When haled into court at Salem, Va., through the swift action of the Roanoke Automobile club which secured the 'gyp's' dossier and his photograph from the roque's gallery kept at A. A. A. national headquarters in Washington, Kneeream plead guilty to obtaining money under false pretenses and to using the name of the A. A. A. He threw himself on the mercy of the court. He admitted that he had been dishonest, and with tears in his eyes begged for leniency. His record was too glaring. He was adjudged sound of body and sentenced to six months with the Virginia road gang."

"Advices from Roanoke are to the effect that other charges will be pressed upon completion of his present term."

"Disposition of Kneeream's case is but one example of many such cases where A. A. A. motor clubs are protecting motorists from being swindled by unprincipled salesmen of fake motor club memberships. Every motor club is co-operating in the nation-wide campaign to protect the unsuspecting car owner from the worthless promises of 'gyp' operators."

CHROME VANADIUM STEEL
The front springs of Dodge Brothers Victory Six are 37 inches long by 1 3/4 inches wide and the rear are 54 inches long by 2 inches wide. Every leaf of every spring is of heat treated chrome vanadium steel.

All Dodges Using Late Standard Gear Shifts

All three models of Dodge Brothers cars have the Society of Automotive Engineers' standard gear shift; namely, left and back for low, right and forward for second, and right and back for high. Reverse, of course, is left and forward.

The change was made, after more than 1,932,000 Dodge Brothers cars had been built with a different arrangement of the gear shift, in line with the national automotive engineering society's efforts to simplify the driver's task when he changes from one car to another.

The great majority of American-built motor cars are now using the S. A. E. standard shift.

TIRES PRESENT SPECIAL PROBLEMS

Many tire problems and troubles can be overcome, says Mr. Watkins of Smith and Watkins, through a willingness to become acquainted with the details of tire care, through the fundamentals of traction, and its relation to power. It is not merely guarding against the unprotected cut in the tire, but also a matter of learning to adjust driving to suit road conditions.

PAGE THAT KILLS CAUSES ACCIDENTS

Behooves Each Motorist To Regulate His Speed and Play Safe Always

The Oregon State Motor Association after giving thought to the various causes of accidents simmers the chief causes of accidents to taking the right of way from the other fellow; failure to give signal of intent to stop or turn; cutting in ahead of the other fellow's car and exceeding the speed limit.

No driver ever left home in the morning with the intention of killing or injuring someone during the day. All accidents happen in emergencies, and any man who drives so fast he cannot stop in time to prevent the taking of a life when that emergency arises, is "exceeding the speed limit", no matter what the legal rate of speed may be.

In the residence districts where cars are parked on both sides of the street and children are playing:

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ENGINEERS PLANNING WAR ON JACK FROST

Damager of Roads May Yield Secret As Many Tests Conducted

By John L. Cooley
(Associated Press Science Editor)
Cambridge, Mass. (AP)—Civil engineers at Massachusetts Institute of Technology are gunning for Jack Frost, that elusive imp who plays such havoc with highways in northern climates.

They have prepared several ambushes for him in New England and hope this winter to wrest from him the secret of how he spoils improved roads.

This destructive prank, known to the profession as heaving, is not fully understood by engineers, but it causes large annual repair bills in the colder states. In order to get a clear conception of the inside process of heaving, the federal bureau of public roads, in cooperation with Technology experts, has selected several New England sites at which careful observations of the upward and downward movement of the soil are being made during the winter.

Samples of soil taken at various stages of the experiments will be sent to laboratories at the institute and at the University of South Carolina where research workers will study the distribution of the ice layers and crystals and will endeavor to duplicate in the laboratory the freezing conditions that exist in nature.

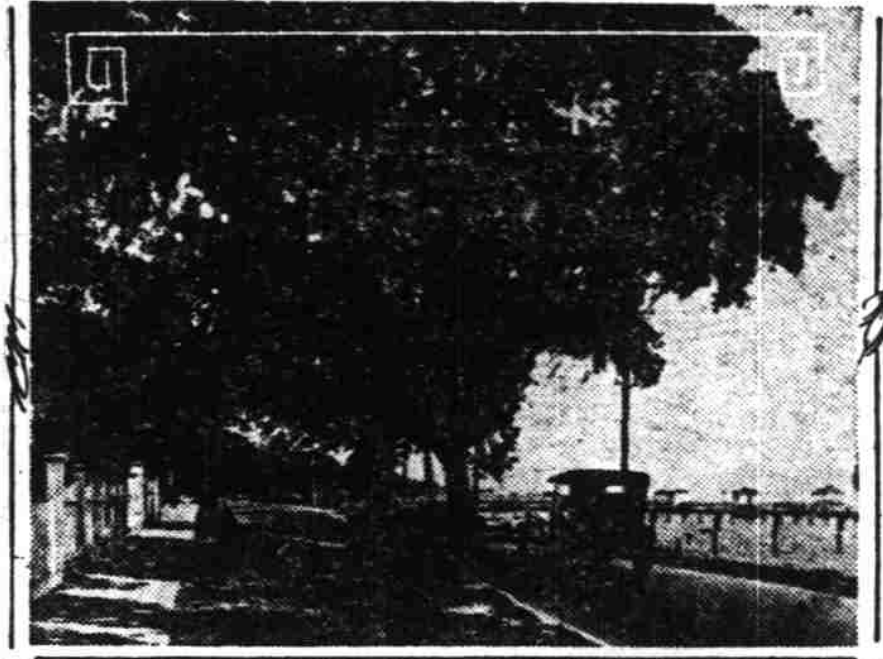
Dr. Charles Terzaghi, an associate professor in the department of civil engineering at Technology, says that little or nothing is known either about the freezing of soil or the cause of excessive heaving of roads on clay sub-beds.

"We only know," he explains, "that during the frost season fairly large pockets and thick layers of ice form in soil. But we don't know from where the water comes or whether the seat of heaving is near the surface or at a greater depth."

"It has been generally believed that the heaving due to frost was exclusively caused by the expansion of the water associated with freezing. If all the water contained in the voids of the soil down to a depth of four or five feet should freeze the heaving due to

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COMPLETE ROAD PROTECTION WALL



The longest road protection wall in the world will be completed in January. It runs along the Gulf coast of Mississippi for a distance of 24.3 miles, from Biloxi on the east, through Gulfport and on to Pass Christian on the west. It protects the old Spanish trail. Top photo shows a section of the trail and, below, a view of the wall.

"THEM WERE THE GOOD OLD DAYS"

Remembering Ruts and Mud How Many Would Like To Revert To Them

The Oregon State Motor association often hears fishermen, hunters, etc., who come in to ask for information regarding fishing streams or roads, swap stories relative to the supply of fish and game that formerly were found in the state. These talkfests always end with the same trite saying, "Them were the good old days."

The question is, were they the "good old days"? and if these persons were given the opportunity,

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STAR FOUR TO GO INTO COMPETITION

Sweeping Sales Drive To Be Launched Under Durant's Direction

New York. (By Direct Wire—Exclusive Dispatch) W. C. Durant has placed the Star Four in direct competition with the new Ford car.

From the offices of Durant Motors, Inc., came the official announcement that the 1928 Star Four will match the Ford in price, model for model, F. O. B. eastern factory.

This startling announcement from the headquarters of the wizard of the motor car industry—the man who founded General Motors and who is today the third largest individual stockholder in that corporation, is taken as Durant's challenge to the leading automobile manufacturers of America. It means that W. C. Durant is in the great battle for supremacy in the field of volume production and he will fight to firmly establish his products among the leading contenders for honors in the low cost transportation field.

In matching the factory list prices of Ford with the Star Four, Durant now offers the world a modern motor car at the price of the lowest priced car on the market today. This car has many other outstanding features beside the Continental "Red Seal" motor mounted in rubber through the use of the Masury patented rubber motor mounting which has won for the Star Four the admiration of engineers throughout the world.

On April 7 of last year when W. C. Durant announced his return to active management of Durant Motors, Inc. he commenced work on an extensive program of production which culminated in the breaking of all previous Star production and sales records during the months of September, October and November. Then came the startling price reduction announcement of this morning which again places the name of W. C. Durant on the battle-roster of the automobile industry.

When W. C. Durant returned to active management of the affairs of Durant Motors, he gave out information relative to the creation of other new models and during the past six months he has had engineers working day and night in the engineering laboratories of the Elizabeth, N. J. Durant plant. The labors of those Durant engineers have been crowned with success; and today, the veteran motor car manufacturer also announces a new six cylinder creation that promises to take its place among the quality products in the six cylinder field.

During the past few weeks Durant has been in daily conference with Norman de Vaux, head of the Durant interests throughout the west and other associates, shaping plans for a determined drive to place Durant products among the outstanding automotive offerings of America.

The 1928 Star Four, at the unprecedented new low prices, and the new Durant six, will both be backed up with the greatest ad-

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U. S. HELPS BUILD MILES GOOD ROADS

Lends Financial Aid For Building Main Arteries During Year

Mileage of improved roads in the federal-aid highway system was increased more than 8,300 miles during the past fiscal year, according to T. H. McDonald, chief of the bureau of public roads. This brought the total length of roads improved with federal assistance to 64,209 miles.

Payments by the United States on federal-aid projects were about \$6,000,000 less than for the previous year, and amounted to a total of \$81,371,013, the road chief's report to the secretary of agriculture states.

Spend Billion Dollars
The annual highway bill of the country is more than one billion dollars, including construction, maintenance and administration by federal, state and local governments. Of this amount the federal expenditure is less than 8 per cent. The states alone, of their own funds, spent more than six times as much as the federal government.

The well-organized plan under which federal-aid roads are being built is giving the country a network of connecting national highways which will be second to none in the world, highway engineers declare. Because the United States Bureau of Public Roads reserves the right to superintend construction, excellent permanent highways are being built and the roads so constructed fit in with a unified national plan.

Nation Aids States
The federal-aid system outlines a plan for 185,770 miles of roads, nearly all of which are part of state highway systems. All this mileage has been selected by state and federal highway engineers as essential links in a system which will easily handle interstate or transcontinental traffic.

Not only does the federal government supervise location and construction of these roads; it sees that they are properly maintained by the states. Last year in their inspection of federal highway projects, the engineers of the Bureau of Public Roads traveled 1,723,000 miles.

Progressive Improvement, or stage construction, is used by the government in selecting the type of road for given sections. High-type pavement, largely concrete, is built where the traffic warrants it. Transient types, which will be permanently paved when traffic increases, are built in less traveled areas. Transient type roads are constructed with wide shoulders, well-graded slopes and broad curves to provide for later paving. Provision is also made for grade crossing separations and other developments which are expected to become parts of future highways.

Expenditures for federal-aid roads to July 1, 1927, totaled approximately a billion and a half dollars, the Bureau of Roads reports. Of this total, \$657,000,000, or 44.7 per cent, was spent for concrete, \$222,000,000 or 15.1 per cent for all other types of pavement, and \$353,000,000, or 24.1 per cent for transient types, such as gravel, sand, clay and water-bound macadam. The remaining 16.1 per cent was spent for construction of bridges and for draining and grading.

Develops Specifications
The United States Bureau of Roads, through its department of research, has developed specifications which require a high type of construction. The bureau has recommended materials, construction practices and methods which have greatly improved the standards of highway construction, not only for federal-aid roads, but for state and county roads as well.

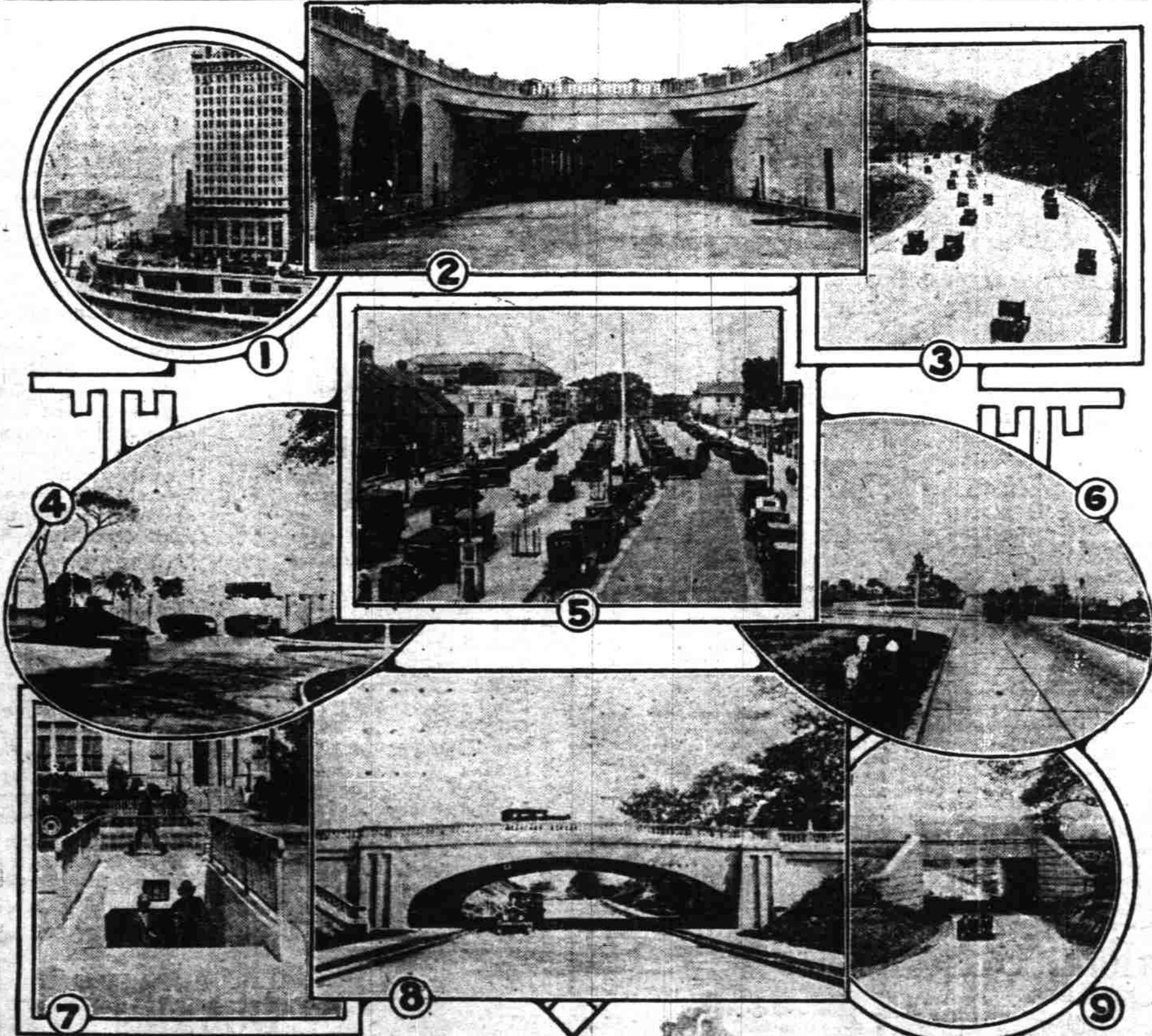
Pavement construction of the higher type has been used on some 19,200 miles of the federal-aid system. Of this pavement, the government report shows, 87 per cent has been concrete, 4 per cent brick and 9 per cent bituminous concrete. Illinois, Missouri, Pennsylvania and other states have utilized concrete for most state highways including the federal-aid roads.

Importance of this unified, national system of highways can hardly be estimated, government authorities have pointed out. In time of war it will be invaluable in mobilizing troops and transporting supplies. As a means of drawing the states closer together and uniting the parts of the nation it is already accomplishing much.

Build Interstate Roads
The first appropriation, made in 1916, was for \$75,000,000 payable in five annual installments. This sum has been increased from year to year so the total, to date,

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SAFE HIGHWAY STRUCTURES



- Highway structures which are helping to make motoring safer.
1. Wacker Drive, Chicago. A double-decked thoroughfare along the city's river front.
 2. Lower and upper decks of the highway on the Jersey City side of the Holland Tunnel. Upon its completion this highway will be double-decked for nine miles.
 3. Cahuenga Pass Road, near Los Angeles. This is a concrete pavement 72 feet wide.
 4. A grade separation in Lincoln Park, Chicago, which permits cross traffic to pass without interruption.
 5. American Legion Parkway, Brockton, Mass. This thoroughfare has an overall width of 87 feet.
 6. Sheridan Drive, Erie County, New York, consists of two parallel concrete pavements.
 7. The pedestrian tunnel at Browning Boulevard and Western Avenue, Los Angeles.
 8. The grade separation in River Rouge Park, Detroit.
 9. Concrete Railroad Viaduct, Dauphin County, Pa.

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