

There Were 23,579,002 Motor Vehicles Registered in the United States in 1927; Oregon Showed Gain of 5.8 Per Cent Over 1926 Auto Men Expect 5 Million Automobiles to Be Manufactured and Sold This Year. Ford and Chevrolet Competing for First Place

SECTION TWO
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The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE
- BETTER HOMES

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, JANUARY 22, 1928

PRICE FIVE CENTS

ALL MOTOR HEADS AT RECORD MEET

Industry United As 1928 Openings and Jardine Pictures Bright Future

Including the presidents and members of the board of all the largest automobile companies, the National Automobile Chamber of Commerce held the largest dinner in its history at the Hotel Commodore, January 19. William M. Jardine, Secretary of Agriculture addressed the gathering on the future of rural transport.

Colonel Charles Clifton who for 23 years was president of the Chamber and is now honorary president, was present as the guest of honor, and presented with a painting.

"One of the greatest examples of industrial cooperation in history is seen in this meeting tonight," said Roy D. Chapin, president of the National Automobile Chamber of Commerce, who presided. "Every company in the business is represented here by its leading men. While all are competing to give the best product to the public at the most reasonable values, each nevertheless realizes that the industry has joint opportunities and responsibilities which it can engage in best by working together."

Both at home and abroad the use of motor transport is still in its early stages. In this country we find congestion in some of the larger cities, but both highway improvement and better traffic management are beginning to meet this situation. In the nation at large and in most of the countries of the world there are still vast undeveloped areas which can be brought into service by the use of motor transportation.

Among the motor executives at the head table were: Roy D. Chapin, president of the Chamber and chairman of Hudson-Exeter; Colonel Charles Clifton, honorary president of the Chamber, and chairman of Pierce-Arrow; Alvan Macaulay, vice president of the Chamber and president of Packard; Alvin H. Swayne, vice president of passenger car division of the Chamber and vice president of General Motors; A. J. Brosseau, vice president, commercial car division of the Chamber and president of Mack Trucks; A. R. Erskine, secretary of the Chamber and president of Studebaker; Al-

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FLOATING AIRPORT HAS ART GALLERY

Giant Carrier, Latest Word In Her Class, Has One of Newest Ideas

PHILADELPHIA.—(AP)—Uncle Sam's great airplane carrier, the Saratoga, declared by naval men to be the last word in her class, is also a floating art gallery. And an art gallery aboard a man of war, these same naval men insist, is one of the newest things under the sun.

When the wide-decked monster set out on her cruise from Philadelphia to join the Pacific fleet, the wardroom of the junior officers presented a colorful spot heretofore not found on fighting ships. Paintings done in oils and wax were clamped securely to the walls and pieces of statuary were anchored where they would be safe from the roll of the sea.

The juniors, after putting this artistic touch to their wardroom, were not so sure the seniors would approve, but the latter, after looking over the display, said they liked the idea.

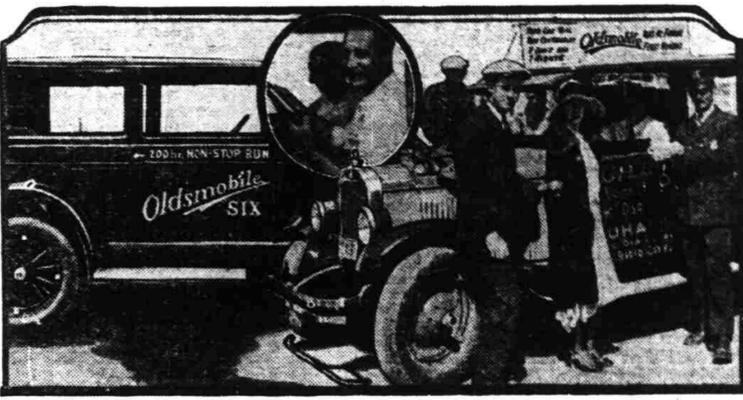
Perhaps, too, the junior officers of the Saratoga constitute the first group of American Naval officers to appoint an art committee in an attempt to beautify the steel walls of their floating home. The Saratoga's art committee owes its inspiration to Ensign Donald Peterson. He in turn was inspired by the Graphic Sketch club, where he studied painting while the ship was prepared for sea last fall.

The art committee obtained a dozen oils, and a number of etchings and pieces of statuary from the sketch club based on the cost of materials only.

Before the Saratoga sailed she was visited by a number of patrons of the arts. As a result, a committee of the Philadelphia Art Alliance is preparing to write to the secretary of the navy, recommending that an effort be made to improve the interior decoration scheme of American battleships by a display of paintings and statuary.

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Oldsmobile Proves Stamina



Left to right: Amateur driver wheeled Oldsmobile 3,490 miles non-stop around Anaheim, Calif. Centre Oval—Charlie Perkins chained to wheel with nurse during five-day endurance run in New York City. Right—Daredevil "Spider" Haines and the Oldsmobile he drove for seven continuous days and nights in Rapid City, South Dakota.

TESTERS OF AUTOS OFTEN VERY STRICT

Aristocrats Among Motor Workers Live Lives of Adventure In Tests

Many months before the Victory Six was formally presented to the American public by Dodge Brothers, the new model was quietly introduced to an exclusive group of hard-headed, leather-skinned young men whose jobs center around an aristocratic section of the factory known as "Department 95" or under a more descriptive title of "engineering-experimental." Department 95 is a high class finishing school for debutante ideas in Dodge design and construction.

It is the function of Department 95 to take an inventor's main ambition out somewhere and ruin it. If ruination is possible.

Forty men, picked and chosen, constitute the staff. Half of them have college degrees, though their fingernails belie the fact, and their tails have come up through the ranks of Detroit's vast army of automobile workers. They know motor cars from front bumpers to tail lights. And they are fully informed as to all the geographical points in North America which present grave hazards to automobiles. A critical, merciless, brainy and fearless lot they are; for their professional reputations depend upon their being hard to please.

Years ago when the automotive industry was young and production small, manufacturers let the public do considerable testing. But today, when millions of dollars, months of time, and an inestimable amount of good will are at stake, every part of a new model must be tight; down to the last cotter pin. Any reputable motor-car manufacturer would rather throw in a fortune in dollars and much costly time during the preparatory period than to let any thing remotely resembling an error creep into his product. Money and time lavishly spent in preparation and perfection, the prominent manufacturers have found, is economically invested in the long run.

And so have arisen, in motor manufacturing centers, the exalted class of experimental testers; typified by the 40 men in Dodge Brothers' Department 95.

New to the public, the Victory Six is old stuff to them. Why, last July, Elmer Kiel, foreman of 95, was trying out the Victory's paces in Rocky Mountain snow-banks, and the car had then been in process for more than a year.

Both experimental and actual production models of the Victory Six were driven more than 1,000,000 miles in temperatures from 18 degrees below zero to 124 degrees above by the men in Department 95 before the public was admitted into the secret that such a car was to be bought out. Everything that could possibly occur to an automobile was made to occur to the Victory Six by Kiel and his 40 testers.

A long distance phone call—"Lo, Kiel. This is Stevens. Guess that double steel wall construction of the body is o. k. I just got hit by a truck when I was coming around a curve at 50. Went off the road and turned over three times. Smashed the fenders all to hell, but the body isn't dented. Broke three fence posts and a telegraph pole. No, I didn't get a scratch."

Would the car have long life? department 95 found out. Reports of drivers kept the Victory Six going night and day, day and night, so that scientific and practical studies could be made of the effect that 100,000 miles have.

On western deserts, the Victory Six was made to perform in the burning sun 200 feet below sea

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Dangerous Radiator Cap Ornaments In Disfavor

Radiator caps are to be plain this season. Fleet females, belligerent crusaders, dashing dachshunds and all that sort of thing have, for the most part, been replaced by plain metal. One of the reasons for this return to simplicity is that various accidents occurred in which the ornamental radiator caps figured sadly. We read that a pedestrian might have escaped injury, when run down by a motor car, had not the metal hand of an ornamental Olympian been thrust through his skull. But it was also determined by the manufacturers that the decorative caps were by no means so artistic as had been imagined, says an Exchange.

Beauty of line and finish is desirable, whether the finished product is a vehicle or a cook stove. There is so much of ugliness in life that we are wearied by the enforced contemplation of it. And doodads are not beautiful, even though they at first may seem to be. They are as unbecoming as they are non-essential. They are like to something that has been tacked on by an old woman with crude notions of embellishment. They belong to the plush-parlored past. Beauty of line is the true beauty. Give a glance to a cottonwood against its evening sky. Most happily it is not marred, in its fine contour, by any superimposed "artistic" bumps.

This will be a good business year, according to Leon German, vice president of the Peerless Motor Car corporation. "American business men are fighters," he says. "They are workers. They are thinkers. They are the sort that can't be beaten."

Not one of the 32 companies which exhibited at the New York Automobile show could survive over a period of years without the aid of advertising, according to Chas. A. Tucker, sales manager of the Peerless Motor Car corporation.

"Proper care of a car makes all the difference in the world in every day upkeep and running expense," according to A. F. Misch, Peerless factory manager.

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CARS SHOW GAIN IN REGISTRATION

Report Indicates Increase In Motor Cars of Over Six Percent In Year

There were 23,579,002 motor vehicles registered in the United States during 1927. This is according to the figures just released by the B. F. Goodrich Rubber company's statisticians, who have compiled their records from January 1 totals computed by the registrars of each state.

Motor vehicle production for 1927 is estimated at 3,530,000 indicating a heavy replacement business. This figure added to the registration figures for 1926 gives a total of 25,803,643. Since 1927 registration returns show only 23,579,002 motor vehicles in use the difference or 2,224,641 would indicate the number of motor cars scrapped or discarded. Replacements during the year were 9.4 per cent of the total registration.

New York State still holds first place in number of motor vehicles, but California is running a very close second. New York's percentage of increase was 9.8 while California's registration climbed only 5.5 per cent. On the other hand California possesses a motor vehicle for every two inhabitants or an average of two per family, which is figured at 4.6 persons, while New York possesses one car for every 5.2 persons or not quite one car per family.

For the first time in the history of the automotive industry four states showed a drop in registration. Florida leads with a loss of 10.4 per cent over 1926. Maine was second with a loss of 5.8 per cent.

The District of Columbia made the highest gain of any state with 17.5 per cent increase in registration. Mississippi takes second place in percentage of gain with 13.9 per cent increase to its credit.

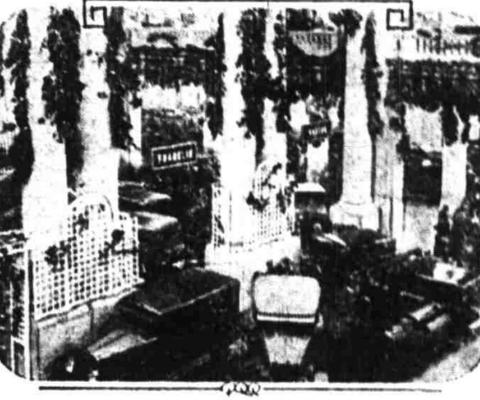
It is coincident that the percentage of increase in three states was identical to the percentage of increase obtained in 1926. New York, Maryland and New Hampshire each showed the same percentage of increase in 1927 as was shown in 1926.

Taking the registration total and dividing it into the estimated population of the United States shows one car for every 4.9 persons, or approximately one car per family. The 1927 registration total also provides 7.9 motor cars for every square mile of area in the United States.

An estimated registration of motor vehicles on farms shows 19.9 per cent of the total or 4,700,000 motor cars and trucks. Over 19 per cent of the total highway mileage in the United States have been surfaced for motor vehicle traffic, a big gain in surfacing having been made during 1927. Gasoline consumed by motor vehicles in 1927 amounted to 9,697,000,000 gallons. Eighty-four per cent of all the crude rubber imported was used in making

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HERE THEY ARE, MODELS OF 1928



A view looking down through the columns of new cars at the National Automobile Show in Grand Central Palace, New York City. They're all here, the new models the car owner has been waiting for.

DEALERS FLOCKING TO HUPP STANDARD

226 New Agencies Opened In Four Days After New Six Displayed

The tremendous success of the new Hupmobile 1928 Six, of which more than 3000 were sold during the first four days the car was displayed, also resulted in the appointment of 226 new dealers during the first month following its premiere, and applications for the franchise from more than 6000 others, it is announced by R. S. Cole, Hupmobile general sales manager.

"Interest in Hupmobile is greater than at any previous time," he said. "Sales are progressing at a record-breaking level. Dealers are being signed up at the rate of approximately ten a day, with dealer applications three times that figure."

Mr. Cole reports the company is operating at capacity production. Its November shipments broke all records for any single month in the company's entire history. More than 2000 unfulfilled orders were carried over into December.

Sales of the new 1928 Six to the public during the last five days of October and month of November were estimated by Mr. Cole as in excess of 8000 cars. Dealer applications are being carefully scrutinized. Franchisees are being given only to those who can bring the highest grade sales and service facilities to the public. It is pointed out, and who can assist in elevating the dealer organization to a new high business level.

"Women concentrate on the job of driving better than men," says Leon German, vice president of the Peerless Motor Car corporation, in exploding the theory held by the average masculine driver.

RIGID STANDARDS EXPLAIN SUCCESS

Building Two Million Buicks No Small Task; Excellent Workmanship

That Buick production has reached the two million point—a record never before achieved by any builder of cars in Buick's first class—is largely due to the fact that Buick never set any goal for itself. Instead the aim of the Buick organization has been and is to build each Buick car so that it will afford to its owner complete motorist satisfaction.

And it is because Buick holds steadily to this aim, concentrating on the task in hand, that the good name of Buick has spread throughout the world. The demand for Buicks, that has brought production to the two million point, has followed as a natural result.

Buick executives, Buick engineers, Buick workmen, and Buick dealers have never fixed their eyes on distant goals of so many cars made in so many months. Every Buick has the same importance to the Buick organization as the car that happened to be the two millionth. Many, perhaps most, of those who shared in the actual building of that car had not the slightest idea that it would be singled out from its fellows as the two millionth car to leave the Buick assembly lines. If they had known, it would not have made the slightest difference to them. They could have done nothing more to make this particular Buick better or more satisfactory than those which preceded it. Because into each preceding Buick they had put the same high standards of workmanship, the same skill, the same unvarying accuracy that are embodied in the two millionth Buick.

Every car that passes through the Buick factory whether it be the two millionth, or the two millionth and thirty-first, must measure up to the same rigid standards of workmanship. Then Buick can be sure that when the car passes into the hands of an owner, it will give such service as to make the owner speak so enthusiastically of Buick that his friends and acquaintances will in turn become Buick owners. It is this endless chain of satisfaction, and not any aiming at a goal for the goal's sake, that has brought Buick production to the two million point.

And as with the manufacture, so with the selling and servicing of Buick cars. Hand in hand with the development of the Buick factory has gone the building up of the Buick nation-wide sales and service organization, until today Buick is represented in even the smallest communities. Whatever trail the Buick owner follows he sees at frequent intervals the symbol of Buick Authorized service.

The spirit of the Buick organization is in this symbol. Wherever it appears there are men imbued with the same ideals as the men who make Buicks. And it is the aim of Buick Authorized service to maintain and assure continued satisfaction for Buick owners, as it is the aim of the Buick factory to assure satisfaction by rigid standards of workmanship.

To this end the Buick Authorized Service organization is as carefully schooled, as carefully developed, and as carefully guided and controlled as the Buick manufacturing organization.

Branches and distributors at key points throughout the country are the centers from which Buick dealers are assisted and aided in assuring satisfaction for the Buick headquarters at Flint, Michigan, to the establishment of the Buick

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EDUCATIONAL WORK OBTAINS RESULTS

Campaign Carefully Planned for Schools, Churches, Civic Groups

The safety educational work in public schools carried on by the American Road Builders' association for the past several months has obtained amazing results. Mr. Charles M. Upham, business director, told the association in convention recently. A safety educational campaign in the schools, churches, civic and industrial organizations was launched several months ago, he said, with the twofold idea of detouring the heat means for carrying on a campaign along educational lines at minimum expense and with the idea also of determining the exact value of safety education among the school children, adult pedestrians and motorists. At the same time the association hoped to stimulate activities in behalf of highway safety in all parts of the country.

"The campaign was very carefully planned and carried out," he said; all purposes which it was expected to serve were accomplished in a very satisfactory degree. It was essentially educational in nature, progressive rather than individually intensive.

"Fifteen thousand pamphlets of highway safety containing a new accident statistics, areas and methods for prevention, were mailed to school principals, two to five to each grade, and ten thousand to individual and local organizations. This project was fortified by national newspaper and magazine publicity. Radio broadcasting was included in the work definable as direct publicity."

"The co-operation of the Federal council of churches was secured for work in the churches. Several hundred ministers congratulated the work and preached sermons on the subject of highway safety. The religious press cooperated in a commendable degree. The response of the churches was more than gratifying and has proved beyond a doubt that the church is ready to cooperate in a gigantic task of saving human life."

"The results obtained from the work in the schools were amazing. Children in hundreds of schools signed the safety pledge in a body. At this writing some seventy five thousand children are on the posters of the highway safety club. More gratifying is the proof that

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INTEREST IN ROADS CREATING FRIENDS

International Roads Confidently Discussed At Great Gathering

CLEVELAND, O.—(Special)—Mutual interest in improved highways has proved an effective "hand across the sea" the 25th annual convention and road show of the American Road Builders' Association here January 9 to 13 has shown. Nearly fifty representatives, officially representing twenty foreign countries were among the 25,000 who thronged the city and packed the monster public auditorium where the show was held.

Mexico, Chile, Colombia, Cuba, Dominican Republic in the western hemisphere, and Russia and Spain in the old world were very attractive. The group from Mexico brought a friendship gift in the form of a beautiful fireplace of Aztec tiles taken from an ancient building up in the mountains. It was formally presented to the Association officials during the show, by Antonio Madrazo, chairman of the Comision Nacional de Caminos and head of the Mexican delegation. It will be placed in the association headquarters in Washington.

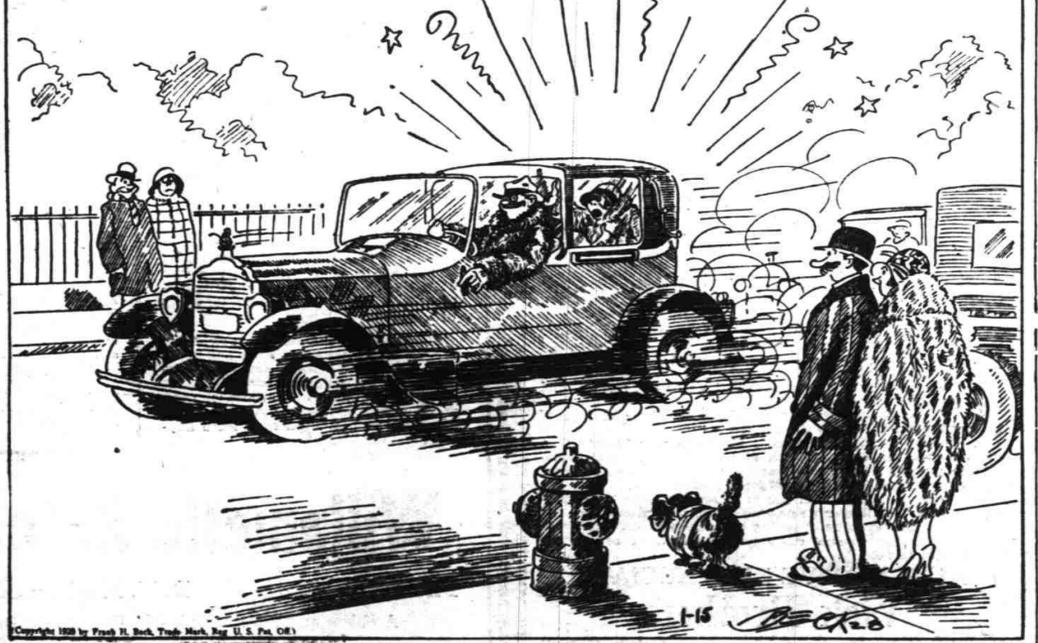
An international road connecting the United States with capital cities in Central America and possibly those of South America, was confidently discussed by the Latin-American delegates.

At the Pan-American session Wednesday, January 10, several of the Latin-American delegates spoke, among them Armando Valdes of the Campeon Cubano de Contratas, who talked on "Cuba and her Highways," Julio Garcia, Comision Nacional Caminos, Mexico, discussed "Highway Construc-

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DOWN THE ROAD

ONE WAY OF SOLVING THE PROBLEM OF THE BACK-SEAT DRIVER.



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HELPFUL HINTS TO HUSBANDS

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