

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  
PAGES 1 TO 8

# 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

Country United As 1928 Op-  
erations 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  
plaque.

"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 in-  
dustry has joint opportunities and  
responsibilities which it can en-  
gage 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 coun-  
tries 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; Col-  
onel Charles Clifton, honorary presi-  
dent of the Chamber, and chair-  
man of Pierce-Arrow; Alvan Mac-  
guley, vice president of the Cham-  
ber and president of Packard; Al-  
bert H. Swayne, vice president  
passenger car division of the  
Chamber and vice president of  
General Motors; A. J. Brosseau,  
vice president, commercial car di-  
vision of the Chamber and presi-  
dent of Mack Trucks; A. R. Er-  
skine, secretary of the Chamber  
and president of Studebaker; Al-

## 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 gal-  
lery. 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 Phila-  
delphia 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 look-  
ing over the display, said they  
liked the idea.

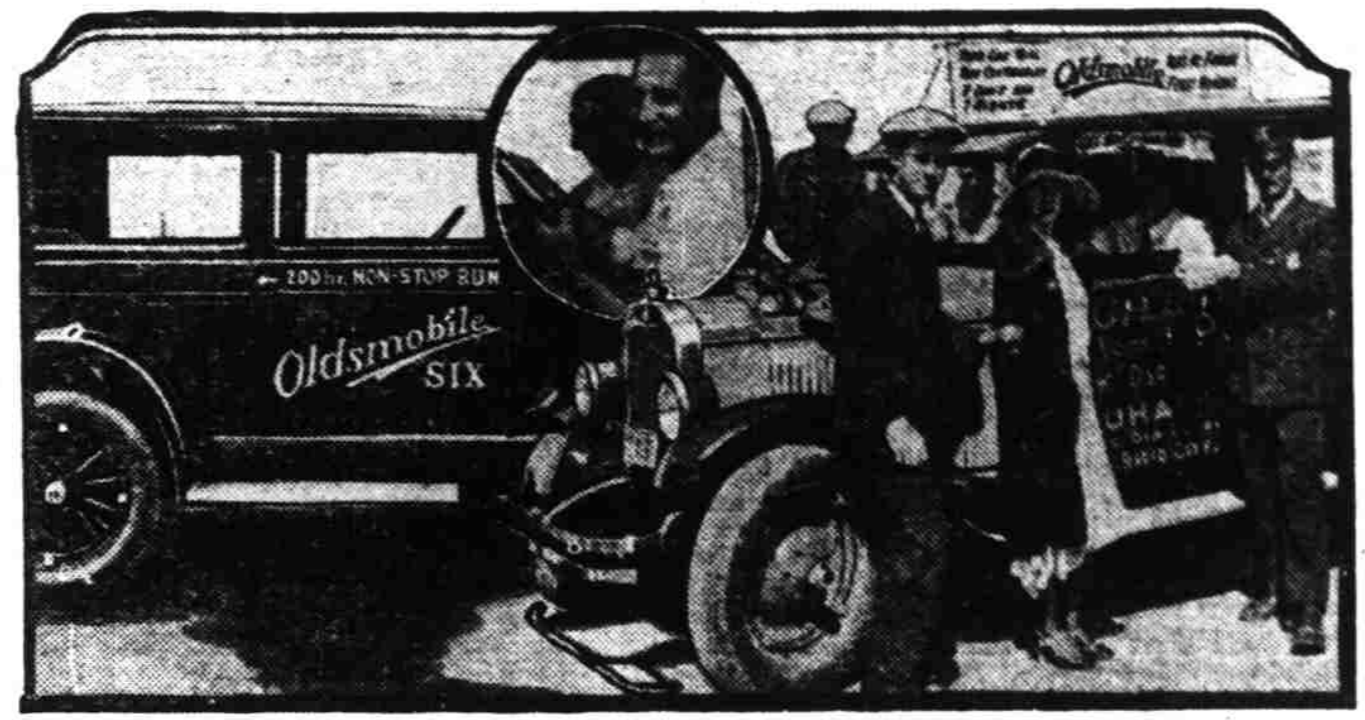
Perhaps, too, the junior officers  
of the Saratoga constitute the first  
group of American Naval officers  
to appoint an art committee in an  
attempt to beautify the steel walls  
of their floating home. The Sara-  
toga's art committee owes its in-  
spiration to Ensign Donald Peter-  
son. He in 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 etch-  
ings 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 pa-  
trons of the arts. As a result, a  
committee of the Philadelphia Art  
Alliance is preparing to write to  
the secretary of the navy, recom-  
mending that an effort be made to  
improve the interior decoration  
scheme of American battleships by  
a display of paintings and statuary.

(Continued on page 3)

## 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 Victo-  
ry 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 sec-  
tion of the factory known as "De-  
partment 95" or under a more de-  
scriptive title of "engineering-ex-  
perimental." 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 am-  
bition 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 titles 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 haz-  
ards 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 produc-  
tion small, manufacturers let the  
public do considerable testing. But  
today, when millions of dollars,  
months of time, and an inestim-  
able amount of good will are at  
stake, every part of a new model  
must be tight; down to the last  
corner pin. Any reputable motor-  
car manufacturer would rather  
throw in a fortune in dollars and  
much costly time during the pre-  
paratory period than to let any-  
thing remotely resembling an er-  
ror creep into his product. Money  
and time lavishly spent in prepara-  
tion and perfection, the prominent  
manufacturers have found, is eco-  
nomically 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 au-  
tomobile 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 con-  
struction 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 den-  
ted. 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. Re-  
lays of drivers kept the Victory  
Six going night and day, day and  
night, so that scientific and prac-  
tical 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

## Dangerous Radiator Cap Ornaments In Disfavor

Radiator caps are to be plain  
this season. Fleet females, belliger-  
ent crusaders, dashing dasch-  
unds and all that sort of thing  
have, for the most part, been re-  
placed by plain metal. One of the  
reasons for this return to simplic-  
ity is that various accidents oc-  
curred 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 man-  
ufacturers that the decorative  
caps were by no means so artistic  
as had been imagined, says an  
Exchange.

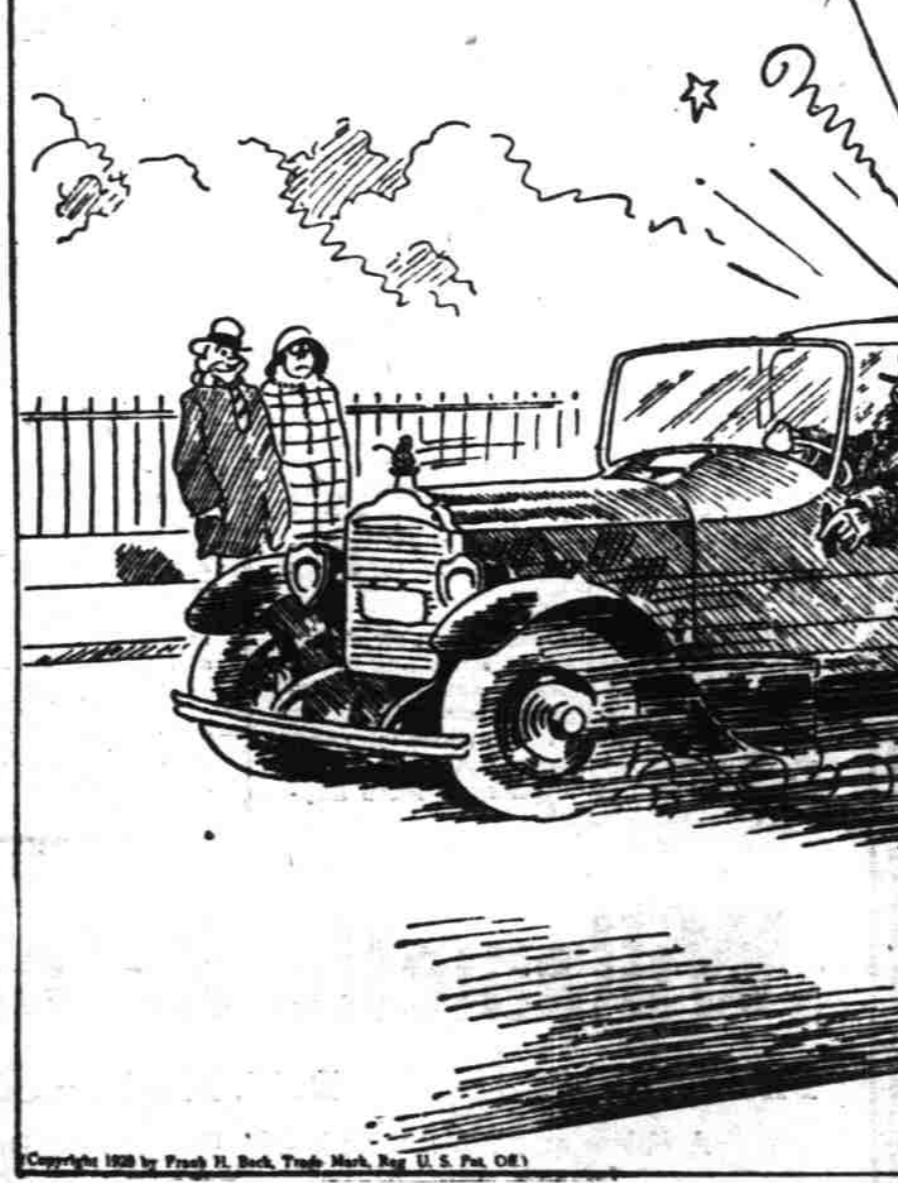
Beauty of line and finish is de-  
sirable, whether the finished prod-  
uct is a vehicle or a cook stove.  
There is so much of ugliness in  
life that we are wearied by the en-  
forced contemplation of it. And  
doodads are not beautiful, even  
though they at first may seem to  
be. They are as unbeautiful 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 cotton-  
wood against its evening sky.  
Most happily it is not marred, in  
its fine contour, by any superim-  
posed "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 corpora-  
tion.

## DOWN THE ROAD

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



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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 ac-  
cording to the figures just re-  
leased by the B. F. Goodrich Rub-  
ber 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 in-  
dicating a heavy replacement busi-  
ness. 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. Replace-  
ments 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 per-  
centage 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,  
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 registra-  
tion. 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 registra-  
tion. Mississippi takes second  
place in percentage of gain with  
13.9 per cent increase to its credit.

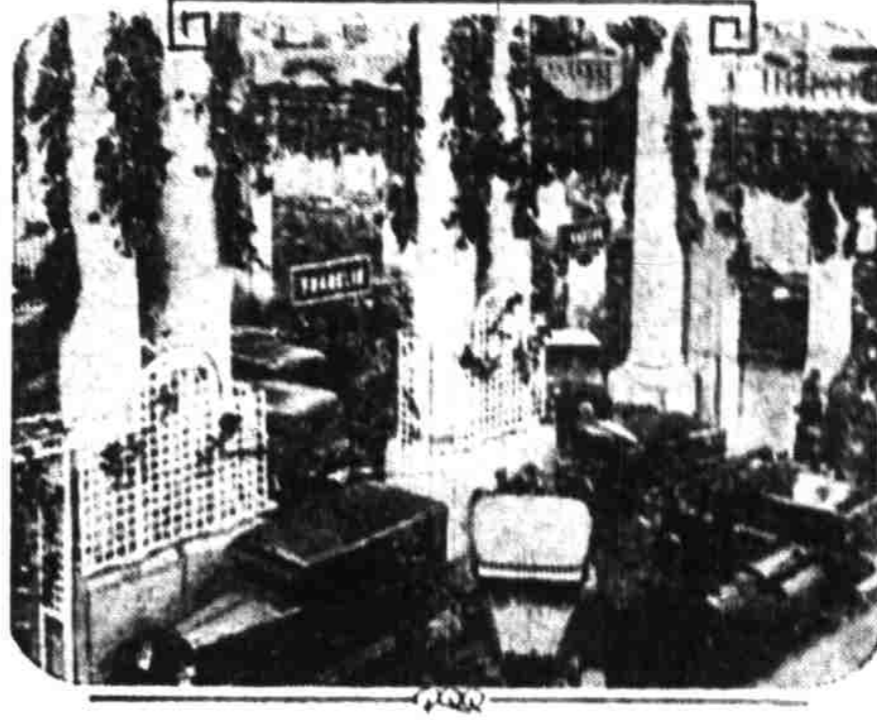
It is coincident that the per-  
centage of increase in three states  
was identical to the percentage of  
increase obtained in 1926. New  
York, Maryland and New Hamp-  
shire each showed the same per-  
cent of increase in 1927 as was  
shown in 1926.

Taking the registration total  
and dividing it into the estimated  
population of the United States  
shows one car for every 4.9 per-  
son, or approximately one car per  
family. The 1927 registration to-  
tal 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 high-  
way mileage in the United States  
has been surfaced for motor ve-  
hicle traffic, a big gain in surfac-  
ing having been made during  
1927. Gasoline consumed by mo-  
tor vehicles in 1927 amounted to  
9,697,000,000 gallons. Eighty-  
four per cent of all the crude rub-  
ber imported was used in making

(Continued on page 4.)

## 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 great-  
er than at any previous time," he  
said. "Sales are progressing at a  
record-breaking level. Dealers are  
being signed up at the rate of ap-  
proximately ten a day, with dealer  
applications three times that fig-  
ure."

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 Novem-  
ber 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 pub-  
lic. It is pointed out, and who can  
assist in elevating the dealer or-  
ganization 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 corpora-  
tion, in exploding the theory held  
by the average masculine driver.

## By FRANK BECK

## RIGID STANDARDS EXPLAIN SUCCESS

Building Two Million Buicks  
No Small Task; Excel-  
lent Workmanship

That Buick production has re-  
ached the two million point—a re-  
cord never before achieved by any  
builder of cars in Buick's pre-  
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 com-  
plete motoring 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 through-  
out the world. The demand for  
Buicks, that has brought produc-  
tion to the two million point, has  
followed as a natural result.

Buick executives, Buick engi-  
neers, 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 mil-  
lionth. 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 bet-  
ter 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 ac-  
quaintances 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 pro-  
duction 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 fac-  
tory 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 sym-  
bol of Buick Authorized service.  
The spirit of the Buick organi-  
zation is in this symbol. Where-  
ever it appears there are men im-  
bued with the same ideals as the  
men who make Buicks. And it is  
the aim of Buick Authorized ser-  
vice to maintain and assure con-  
tinued satisfaction for Buick own-  
ers, as it is the aim of the Buick  
factory to assure satisfaction by  
rigid standards of workmanship.

To this end the Buick Author-  
ized Service organization is as care-  
fully schooled, as carefully devel-  
oped, and as carefully guided and  
controlled as the Buick manufac-  
turing 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

(Continued on page 3)

## 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' associa-  
tion for the past several months  
has obtained amazing results. Mr.  
Charles M. Upham, business di-  
rector, told the association in con-  
vention recently. A safety educa-  
tional campaign in the schools,  
churches, civic and industrial or-  
ganizations was launched several  
months ago, he said, with the two-  
fold idea of detouring the heat  
means for carrying on a campaign  
along educational lines at mini-  
mum expense and with the idea  
also of determining the exact  
value of safety education among  
the school children, adult profes-  
sions 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 care-  
fully planned and carried out," he  
said; all purposes which it was ex-  
pected to serve were accomplished  
in a very satisfactory degree. It  
was essentially educational in na-  
ture, progressive rather than in-  
dividually intensive.

"Fifteen thousand pamphlets of  
highway safety containing a new  
accident statistics, areas and  
methods for prevention, were  
mailed to school principals, two-  
six five to civic groups and two  
thousand to individual and local  
organizations. This project was  
also fortified by national news-  
paper and magazine publicity. Radio  
broadcasting was included in the  
work definable as direct pub-  
licity."

"The co-operation of the Fed-  
eral council of churches was re-  
quired for work in the churches.  
Several hundred ministers con-  
gratulated the work and preached  
sermons on the subject of highway  
safety. The religious press co-  
operated in a commendable de-  
gree. The response of the church-  
es was more than gratifying and  
has proved beyond a doubt that  
the church is ready to co-operate  
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 pos-  
ters of the highway safety club.  
More gratifying is the proof that

(Continued on page 4.)

## INTEREST IN ROADS CREATING FRIENDS

International Roads Confi-  
dentially Discussed At  
Great Gathering

CLEVELAND, O.—(Special)—  
Mutual interest in improved high-  
ways 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 representa-  
tives, 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 west-  
ern hemisphere, and Russia and  
Spain in the old world were very  
attractive. The group from Mex-  
ico 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 As-  
sociation officials during the show,  
by Antonio Madrazo, chairman of  
the Comision Nacional de Caminos  
and head of the Mexican delega-  
tion. It will be placed in the as-  
sociation headquarters in Wash-  
ington.

An international road connect-  
ing the United States with capital  
cities in Central America and pos-  
sibly those of South America, was  
confidently discussed by the Lat-  
in-American delegates.  
At the Pan-American session  
Wednesday, January 10, several  
of the Latin-American delegates  
spoke, among them Armando Val-  
des of the Campeon Cubano de  
Contratistas, who talked on "Cuba  
and her Highways," Julio Garcia,  
Comision Nacional Caminos, Mex-  
ico, discussed "Highway Construc-

(Continued on page 5)

HELPFUL HINTS TO HUSBANDS