

Many Automobile Concerns in New Auto District to Have Openings This Week With Opening of The Market on North Commercial
Forty-Four Million People Will Take Vacation Trips by Automobile in the United States During the Coming Summer Season

SECTION TWO
PAGES 1 TO 10

The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE
BETTER HOMES

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, FEBRUARY 5, 1928

PRICE FIVE CENTS

MOTORDOM'S GAIN; OUTLOOK PRESENTED

1927 Claimed To Be Record Year and An Incentive To Greater Effort

By Thos. P. Henry
In reviewing the trend of motorism in the past twelve months, I cannot help but believe that the year 1927 will stand out as one of outstanding achievements in the history of the car owners of America.

The progress that the year brought, and which should be an incentive to further effort in 1928 by the car owners in their individual and in their organized capacity, related in the main to those vital matters on which the continued development of the automobile as an instrumentality of transportation of pleasure hinges.

Before attempting an estimate of what has been accomplished, let us state briefly what these vital fields are in which organized motorism registered progress:

First, while the question of automobile accidents continues a serious national problem, it is no doubt whatever that in 1927 the nation as a whole became more safety-minded.

Second, the drift toward uniformity of State motor vehicle codes and municipal traffic ordinances gathered notable acceleration.

Third, there was a determined nation-wide effort to head off the ever-present tendency to increase the tax burden of the motorist—a burden which has already assumed unfair proportions.

Fourth, the forces advocating compulsory automobile insurance were stopped dead in their tracks.

Fifth, motor touring as one of the outstanding recreations of the American people was on the whole a pleasure by reason of increased services than ever before, and the motor caravan contributed more than ever to the prosperity of the nation.

Motorists Organize
Sixth, realizing the importance of coordinated efforts in the solution of common problems, the trend toward organization by the motorists on a local and national basis for service and protection.

(Continued on page 5)

OAKLAND INCREASES SALES ORGANIZATION

W. R. Tracy Vice-president Appoints Six Regional Sales Managers

The Oakland Motor Car company, which advanced from the position of ninth in point of sales volume during 1926 to fifth place in 1927, has expanded its already extensive sales organization to handle an expected further sales increase during 1928. It is announced by W. R. Tracy, vice president in charge of sales.

The most important development so far has been the appointment of six regional sales managers in key cities to direct the 22 district offices stationed throughout the United States. The present eastern and western sales managers, W. B. Sawyer and E. M. Lubeck, each has supervision over three of the regional managers.

All of the district sales offices are being expanded and moved to larger quarters and the number of representatives traveling among the dealers from the district office has been increased. Many new dealers are being added to the present total of more than 4,300 which now is nearly five times the size of the dealer organization in 1925.

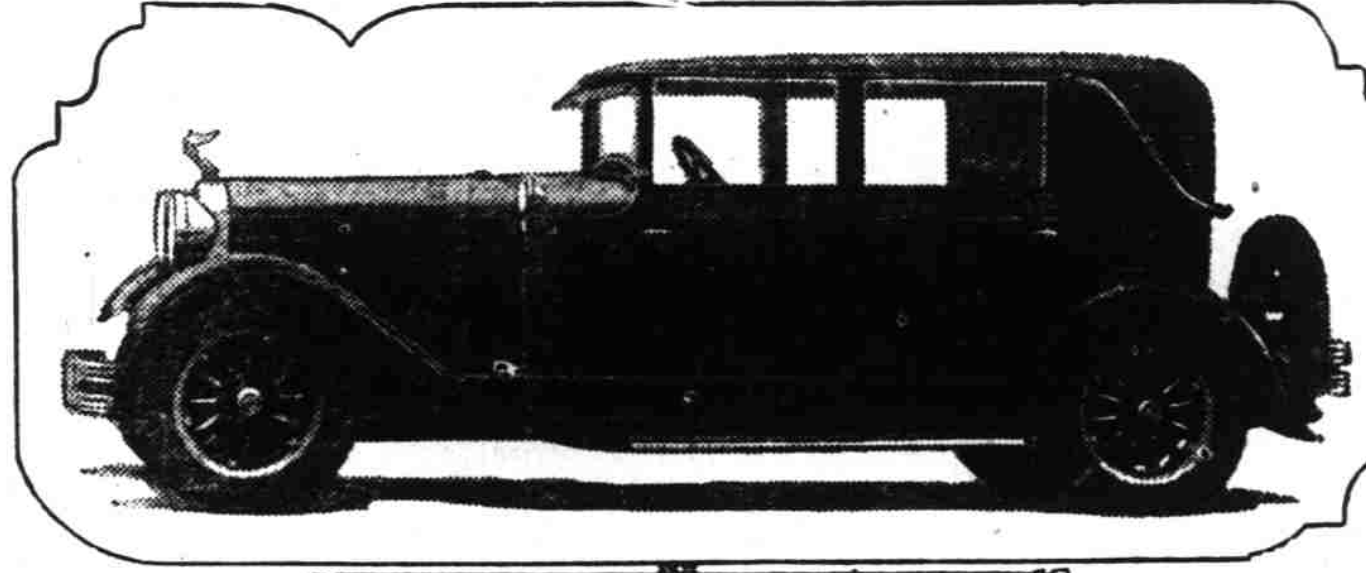
The six new regional managers and their headquarters are as follows: New York, F. R. French, formerly special eastern sales representative; San Francisco, L. M. Dreves, former Pacific Coast supervisor; Chicago, J. J. Schaffey; Cleveland, L. J. Beguhn; Atlanta, W. A. Sullivan; Kansas City, Edson Smith. The four last named have been promoted from the position of district manager in their respective cities.

These promotions have necessitated the following assignments of district managers: Chicago, R. J. Batchelder, formerly with the General Motors Acceptance Corporation; Cleveland, E. J. Barlow, former district manager at Indianapolis; Atlanta, T. A. Kimball, former assistant district manager at Buffalo; Kansas City, E. Beguhn, former Butte district manager; Indianapolis, E. J. Mann, former assistant district manager at Cleveland; Butte, C. L. Pugh, former field representative in the

(Continued on page 7)

De Luxe Models In 1928 Hudson Line

'VOGUE OF TOMORROW' IN DESIGN—EXCLUSIVE LINES AND MODERN STYLE FEATURED



Hudson Super-Six Landau Sedan

With nicked steel window sash, narrow steel pillars and the landau leather top material carried down to the body belt at the rear the Landau Sedan reflects smartly both speed and roomy spaciousness. This is one of the Hudson de luxe models.

CROP OF ACCIDENTS SHOWS SLACKNESS

Maximum Effort Not Being Exerted to Avoid Injuring of Coasters

WASHINGTON, D. C., Feb. 4.—So far this winter the accidents and fatalities to child coasters in many parts of the country indicate that neither the motorists, the parents nor yet the municipal officials are directing to this hazard the attention it deserves, according to a statement issued from national headquarters of the American Automobile Association today.

"The reports from the safety departments of A. A. A. motor clubs in many key sections of the country are incomplete, but on the basis of these partial reports, there is no indication that there has been a material reduction in accidents to child coasters during the first part of the winter season," the national motoring body declares.

"The motorist's responsibility is to exercise the greatest of precautions in areas where this form of winter sport is being indulged in by youngsters who, in their zeal for its pleasures, forget that it is fraught with many dangers, the A. A. A. points out.

Parents, on their part, the statement asserts, should impress upon their children the dangers of sledding in areas other than those set apart specifically for this purpose, and municipal officials should see to it that such zones are designated and police-patrolled immediately upon the opening of the coasting season. It continues:

"Constant alertness on the motorist's part is essential. Even the most vigilant parental and police control cannot prevent a child with a sled from regarding almost every hill as open territory for coasting. It is easy to lose sight of the fact that a rapidly moving sled is one of the most difficult conveyances to control. Once started, a sled carries its occupants almost where it will and it frequently happens that this leads into the path of an automobile.

"Perhaps a child has no right to be where he is, but he is there and no motorist will attempt to dodge the fact that it is very largely his responsibility to see that no accident results.

"Parents can do a great deal to prevent coasting accidents if they will lose no opportunity to impress upon their children the dangers of this sport at places other than those where there is no traffic or on streets from which vehicles have been diverted. Every gift of a sled should be accompanied by the very definite caution that its use is restricted to locations where there is no motor traffic.

"Each municipality should see to it that areas are designated for this sport from which all other activities are barred. This is the practice of a majority of the alert municipal governments of the country and one that should be adopted by all others. Barriers should be erected definitely closing the street to all traffic.

"In addition to diverting traffic, it is an excellent idea to patrol such streets, for when they become crowded with the more daring spirits among the children are tempted to go to neighboring thoroughfares. The most effective way of dissuading them from such dangerous step is through positive action on the part of the police."

If this course is followed generally, it will relieve winter of one of its greatest traffic hazards. Its negligible cost and relatively slight inconvenience more than justifies it as a nation-wide practice, the A. A. A. statement concludes.

MARMON 68 AND 78 CREATE AUTO HITS

1928 Marmon Line Places Straight-Eight In New Position In Field

Displaying its two entirely new lines of straight-eights, the new Marmon 68 in the low-price field and the medium-priced new Marmon 78, for the first time before the automotive world, the Marmon Motor car company provided one of the sensational features of the New York automobile show and, at the same time, announced the greatest program in its history for 1928.

The marked public acceptance of the new Marmon straight eights was manifested shortly after the opening of the national display, and the success of the two lines became even more pronounced as they were displayed at subsequent automobile shows in Milwaukee, Philadelphia, Newark, Buffalo, Cincinnati, Louisville and several other cities. Simultaneously with this wave of public approval is word that the Marmon factory is in full operation at 300 cars a day and that shipments are well under way to all of the company's distributive points throughout the country.

Introduction of the two new Marmon straight-eights bears two-fold importance since it marks the entrance into volume production of one of the oldest manufacturers in the industry and, moreover, establishes the modern straight-eight type of motor car as a leading factor in both the low and medium-priced fields. Both new Marmon lines are of the most advanced type of straight-eight design and are manufactured entirely within Marmon factories.

The new Marmon 68, which sells at a base price of \$1,395 at the factory, is powered with a 72-horsepower straight-eight engine making possible unusually smooth performance, flexibility

(Continued on page 2)

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WASHINGTON, D. C., Feb. 4.—More than forty-four million people, over a third of the nation, will take vacation motor tours during 1928 and will spend the staggering sum of three and a half billion dollars, according to preliminary estimates of this year's motor tourist business made by the National Touring Bureau of the American Automobile Association today.

The A. A. A. estimate for 1928 is based on a detailed study of figures for the 1927 season, with an allowance for ten per cent increase for this year, which is about the normal annual growth in the gigantic industry of motor touring over the past few years.

Approximately forty million people, in ten million cars, took to the winding ribbons of paved highways and into the byways for their vacations last year, the national motoring body declares.

"One of the most impressive and important features of the motor tourist business in 1927," says the A. A. A., "was the trend away from the tourist camps and toward the hotels and tourist homes catering to motorists. The latter enjoyed a heavier business than in the previous year, despite weather conditions that somewhat handicapped the annual vacation movement. In this trend, amounting to an increase of twelve per cent in business, is seen a clear indication of the position of the resort hotel as a permanent fixture in the rest and play life of the motorists.

"The figures for last year show that 29,000,000 people in 7,250,000 cars patronized hotels and tourist homes. On the basis of last year's figures, the total of this class of motorists should soar to 32,000,000 this year.

"Figuring four people to a car and allowing each occupant an expenditure of \$7.50 a day, for an average period of ten days, the army of motorists patronizing hotels and resorts would spend nearly two and a half billion dollars in 1928.

(Continued on page 7)

FORTY-FOUR MILLION PEOPLE WILL TRAVEL

Many Vacation Auto Trips Being Planned for En-suing Summer

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"Wandering in nomad fashion, as lured by climate, scenery and history, more than 11,000,000 campers used their cars last year for vacations. The caravan numbered about 2,750,000 automobiles, including house cars fitted out for housekeeping and as trailers. This would justify the estimate that more than 12,000,000 campers will use over 3,000,000 pleasure cars to visit the great outdoors this year.

"The camper spends three times as long away from home as the hotel tourist and on a basis of \$3.30 per day, per person, nearly a billion and a quarter dollars will be left along the gasoline trail by this class of motorist.

"These tentative estimates for 1928 may appear large, but they are in reality conservative and are based strictly on the figures for

(Continued on page 5)

Growth of Willys-Overland Sensational



John N. Willys, President of Willys-Overland, Inc.

GALA OPEN HOUSE FOR AUTO CENTER

Alfred-Billingsley Motor Co. and Douglas McKay Chevrolet To Open

Gala open house celebrations in Salem's new automotive and market center will be events of Thursday, February 9. It was revealed last night. This active business center, North Commercial street between Center and Marlon, will be the scene of three important openings on that date. The Douglas McKay Chevrolet company next door at 430 North Commercial; and the Alfred J. Billingsley Motor company dealers of the Willys-Knight and Whippet.

Particular interest will revolve about all of these formal openings, the market because it is something entirely new in Salem, and the automobile agencies because in addition to opening in new quarters and with new furnishings and equipment, they will be showing the new model cars which have been so great a topic of discussion recently.

Just what the opening program will be, the managers of these

(Continued on page 2)

By FRANK BECK

DOWN THE ROAD

HAVING TO WAIT TILL THE FOLKS TREAT ALL THE NEIGHBORS, BEFORE YOU'RE ALLOWED IN THE NEW CAR.



LIFE'S LITTLE TRAGEDIES

SPORT MODELS NOW FOUND PROMINENT

Probably Rarest Car of New Lot May Be Called Sport Runabout

Distinctive among the fine cars built to appeal strongly to those desiring sports atmosphere in their motor cars, Franklin offers a variety of models in both open and closed bodies that have attracted especial attention.

All sport models are powered with the larger Airman air-cooled engine and are capable, it is claimed, of fast continuous travel without fatigue to engine or passengers. Four wheel hydraulic brakes, developed by Franklin engineers, assure smooth, positive deceleration.

The Sport touring, mounted on the long 128-inch wheelbase chassis, presents the long graceful lines of a thoroughbred racer. Front and tonneau windshields are fully adjustable.

When Colonel Lindbergh was offered his choice of Franklin cars, he selected the Sport Sedan. The features of this car have been carried over in the Airman this year. This car is of the close-coupled, club type and has an over-all height of 71 inches. Low, lounge seats, emphasize the rakish proportions of the car. An all-metal, water-and-dust-proof trunk is provided for touring luggage, and adds to the symmetry of the whole.

The Convertible Coupe is distinctive and practical. It converts easily from a closed to a sports car. The single wide seat accommodates three people comfortably while the rumble seat accommodates two. Space for golf clubs is provided in a separate compartment which is accessible through a small door in the right rear side.

Probably the rarest car in appearance of the series is the Sport Runabout, seating two or four persons, as desired. A new style top affords ample protection and is readily collapsible. Space for golf clubs, as in the Convertible Coupe, is accessible through a small door in the rear deck. Pig grain leather is used for upholstery.

PRODUCTION BEING SPEEDED AT PRESENT

Demand For New Victory Six Makes Plan For Building Necessary

Due to the volume of Victory Six orders, which have been received since January 5, when this latest Dodge Brothers product was announced, it is estimated by factory officials that a large percentage of the passenger car production during the year will be the Victory models. Plans for 1928 also include an increase in the production of Standard Four equipped with four wheel brakes and a larger production of Senior Sixes.

In the truck division, due to the fact that Graham Brothers has just completed the most prosperous year in its history, building of trucks and commercial cars in five capacities will continue. The line consists of four and six cylinder motor coaches, commercial cars and trucks of 2-ton; 1 1/2-ton; 1-ton; 3/4-ton and 1/2-ton capacities.

More than a year and a half was required to perfect the Victory Six which is priced between the Standard Four and the Senior Line ranging from \$1,045 to \$1,170, f. o. b. Detroit.

Grilling tests during which approximately 1,000,000 miles were rolled up by the engineers in both experimental and actual-production models preceded the formal announcement of the Victory. One of the test cars on durability runs was kept going on the highways until its speedometer showed over 100,000 miles; speed showed over 100,000 miles; speed showed over 100,000 miles; speed showed over 100,000 miles.

With the entrance of America into the World War, Willys devoted his personal endeavors to the services of the government backing them up with the full resources of his enormous plants. With the close of the war and as the result of the reduction in motor car buying which followed, he found the affairs of Willys-Overland in a chaotic condition. He faced the loss of the tremendous prestige which he had built up. The financial slump caught him unprepared and for a time he faced almost insurmountable difficulties.

Literally taking off his coat, he

(Continued on page 7.)