Auto Show at Spring Opening Tuesday Evening to Be Big Feature; Two Blocks to Be Roped Off on Court Street for Display The Automobiles of Today Are a Vivid Expression of the Age and the Shows Are as Colorful as Any Tropical Flower Garden,

SECTION THREE EIGHT PAGES

# The Oregon Statesman

WAY BETTER THAN LAST YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 11, 1928

AUTOMOBILE

SECTION

#### SEVENTY-SEVENTH YEAR

## PROPER CAR CARE PAYS DIVIDENDS

Modern Autos Better Built and Also Better Serviced Says Executive

"The seven or eight years of service obtained from present day motor cars is only partly the result of better material and workmanship at the factories," declares R. A. Armstrong, director of service. Oakland Motor Car.company. "There is this other important

factor in the life expectancy of a car-the general public finally is learning to take better care of its automobiles, thus giving the cars age which they represent as they

come from the manufacturer's assembly line. "In the early days of the motor

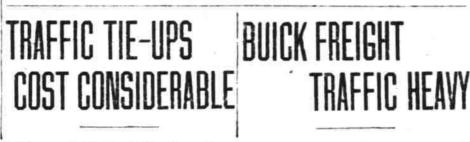
industry the average driver knew no more about 'the works' of his car than he did about the works of his watch. He seldom realized that engine and chassis lubrication is the cheapest and best form of automobile insurance. Tire inflation, battery and radiator inspection and many other essentials were neglected.

ly better than those of even a few years ago. But it is also true that they are more intelligently cared for. Naturally they are maintained in better condition.

"It required time and education -a constant reiteration of the lars is the toll of traffic congesneed of regular attention-together with personal experience, ing public now no longer is young. 000,000.



A 1928 Chevrolet coach driven by F. I. Brown accompanied by J. K. McWilliams was the first car to conquer the road into Valsetz another rain comes and the pro- that the season is at hand when a chance to produce the full mile- this year. The above picture shows the car standing in front of cess must be repeated. the Community house in Valsetz. From left to right the men are Mr. Grout, manager of the Cobbs Mitchell store in Valsetz, F. I. programs extensive studies and "Numerous ills of the car's elec The trip in was made Saturday, March 8 with the return Sunday.



"The cars of today are infinite-| Cities of United States Pay|Six Thousand Car Loads of Ten Million Daily For Autos Shipped Out of Congestion Factory Each Month

> A daily loss of ten million dol-1927 have just been compiled by tion in American cities, according the Buick Motor company and



#### States Study Costs to Find Numerous Ills May Be Highway Economy; Var-Traced To Neglect On ious Types Observed Part of Car Owner

Upkeep of roads, according to Longer and warmer days, re highway authorities, is one of the sulting in less of a drain on the most important considerations in automobile battery by reducing a building program. Roads of the the amount of headlight usage and earth type, in many cases, are requiring less current for startnothing more than sponges that ing, are finding a number of mosoak up road fluids. After each tor car generators working overheavy rain the roads must be time, says Geo. O. Brandenburg nursed back to a passable condi-secretary of the Oregon State Mo-

tion, but traffic soon ruts them, tor association, who points out this Winter adjustment gradually

considering road-building can be dispensed with. In Brown, driver of the car, and Mr. Hayden, postmaster at Valsetz, surveys have been made by indi-trical system can be traced to the vidual states to determine the car owner's neglect to have the Will Be First General Display Sales and Service Plans of undoubtedly enjoy the faster and most economical road. In New generator readjusted to a normal York the average annual mainten- changing rate when the worst of ance of principal types of high- winter is over," says Mr. Branways for the years 1916 to 1925, denburg. "This has been the exinclusive, are: First-class concrete perience of a majority of the 958

\$227 per mile, brick pavement local clubs comprising the Nation-\$309, asphalt on concrete base wide chain of the American Auto- lem has had a general automobile \$343, bituminous macadam pene- mobile association.

tration method \$656, asphalt on ment surface.

Iowa Keeps Records

Iowa highway statistics for Figures for the candar year

Story and Boone counties, one of it is built to withstand heavy strains it still requires the consid-



#### West Market Road, Hood River, Oregon

## NORMAL MARKETS UBILE SHUW IU AI IKAGI MANY

Northwest Chevrolet Since Introduction of New Models Dealers Bettered

It's been a long time since Sa-

show downtown, and that fact istence of keen competition in the blue, green, red, yellow, brown-"This observation on the part augurs even more interest than low-priced automobile field are all the hues of the rainbow-with macadam base \$827, water-bound of the club executives indicates would otherwise be the case, in questioned by H. J. Klinger, genmacadam \$864, gravel \$914. that motorists are not paying the the show which is to be given eral sales manager of the Chevro- all the attraction for visitors that These figures, compiled by David attention necessary to this form of Tuesday evening in connection let Motor company, who heads a flowers hold for butterflies. Some Noonan, dfeputy commissioner of car-care. It should be remem- with the Spring Opening. It will highways, include cost of upkeep bered that the less severe tem- be the first general auto show party of factory executives now of the cars are delicately striped; of roadsides as well as a pave- peratures which presage the com- since the new models for 1928 touring the Western part of the in others the striping is procountry.

ing of spring also should forecast were all released. a change in car adjustments. The Court street from Commercial

generator is the unit which should to High has been designated as Klinger, "that there is a normal "If the reader will go back in 1922, 1923 and 1924 give an ave-be among the first to be consid-rage cost of \$450 upkeep per mile red in this connection. "If the reader will go back in market for 2,500,000 cars in the memory a very few years, and rerage cost of \$450 upkeep per mile per year for gravel roads, \$309 "The generator set for a higher lined up there with attendants on low-price field. This market rep-call the monotony of color which prevailed in automobile bodies setber with personal experience, before the public came to a real-ization that it actually paid to care for its cars. But the motor-care for its cars. But the motor-

(Continued on page 17)

AUTOMOBILE SAID VIVID EXPRESSION

PRICE FIVE CENTS

Shows of Today Colorful As **Tropical Flower Garden** and Attract

The automobile of today is a vivid expression of this brilliant, breathless, brightly colored age, according to H. J. C. Henderson, sales manager of the Fisher Body corporation.

"It is also another indication." says Mr. Henderson, "that what is spoken of in a deprecatory sense as the 'jazz age' is nothing more than a striving for greater variety. FOUND FOR AUTOS greater beauty. Our thoughts, our clothes, our automobiles, have been far too sombre and monotonous for years. Today, all of uswhether we fully admit it or not-

> times "An automobile show todayand particularly a salon showing

of custom body creations is as colorful as a tropical flower gar-Popular conceptions of the ex- den. Cars in various shades of

nounced; in others still the ton-

"We are confident," said Mr. color from the hood and cowl. neau is in an entirely different

want. One group will be swayed come about. A red, bright blue,

For a time cities were held Today it not only is motor-wise in how to care better for the automo- status of the automobile is defito-the-minute highway facilities bile. with the knowledge that money

"One reason for the better care spent on improvements is money being taken of present day cars saved, highway authorities state. is the smaller percentage of permons who are now operating their Streets are being widened, ele

first car. The mistakes of upvated streets and road interseckeep in a majority of cases are tions which enable cross-traffic to heaviest years ever had by Buick. made by the 'first car' drivers. pass without interruption are be-The veteran motorist does not per- ing built, one double decked

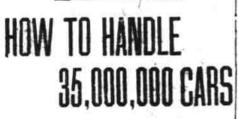
mit his radiator to freeze. He street has been placed in service watches his engine oil. He lubri- with others planned, and pedescates the chassis frequently. He trian tunnels are becoming poregularly watches his tire pres- pular.

sure. His battery receives water The city of Buffalo and Erie at proper intervals. He takes county, New York, constitute a pride in keeping his car clean and community that is making deciattractive through frequent wash- sive headway in the siege on traf- tors, ets., so that nearly 300 caring and occasional polishing. fic ills. A Greater Motorways Sys-

"He does these things because tem has been devised which when experience-and in many cases completed will not only provide bitter and costly experience-has comfortable access and egress but taught him that no matter how will cut down the motorists' travel good his car may be built these at- expense. Eliminate Traffic Tangles

two miles out.

tentions are essential to long mileage and continued driving satisfaction."



Grade Separations and Express Highways To Play An Important Part

By Walter P. Chrysler resident of the Chrysler Corpo-

ration populated Wayne county and ad-By 1935 the United States will ditional mileages are being creahave on its streets and highways ted each year. The definite sysfrom 30,000,000 to 35,000,000 tematic continuing plan for imregistered motor vehicles. How provement calls for considerable can we accommodate that great mileages of wider pavements, in army of passenger cars, trucks fact a minimum width of 40 feet has been established for all county and buses?

in the centers of our larger roads. These wide highways have still cities more of the rail traffic will be underground. In some cities wider brothers, with rights-of-way the surface car will give way to of 100 to 204 feet in width. One the bus. In others the street car of these super-highways, the Dewill be taken off the streets and trait-Potomac road with a 204put in underground tunnels. Ele- foot right-of-way, is now carryvateds for overhead trains will be ing traffic over its 17-mile length. torn down. Subways will be sub- This thoroughfare provides two stituted. Streets will be widened 44-foot concrete lanes with a 40where it can be done without in- foot area for rapid tarnsit tracks convenience by making sidewalks between.

Widen Rural Highways narrower. More boulevard systems will be laid out ... Arterial New York is now devoting highways will be constructed. much of her energies to the con-

Separation of grades is another struction of wider rural highways step. Note how motor cars from also. During 1927, 35 miles of Park avenue get around the highways 40 feet or more in Grand Central Station in New width, were built. The New York York City. An overhead motor-State Automobile association, at way extends from Park avenue its recent annual meeting, recomand 40th street to Park avenue mended that all main trunk lines and 45th. Imagine the congestion in New York be built to a minat Pershing Square without such imum width of 40 feet. California is also building widgrade separation.

Detroit has a similar grade se- er highways. Cahuenga Pass paration at East Grand Boulevard Road, for instance, provides easy

For the year 1927 the Buick rethe few remaining sections not yet helpless in the tentacles of trat- ceived 35,540 carloads of freight paved, amounts to more than eration of the car owner if it is to also in the sense that it knows fic congestion, but now that the and also 63.000,000 pounds of less \$1,000 per mile, the report shows. continue to function perfectly. The Cubans Hear Macauley Upkeep Important Item carload business. They forwarde din the same year 77,605 car-

sota highway commission show working the generator is. pounds of less carload traffic. State Trunk Highway No. 1, a would do well to keep the anti-

scheduled to make 18,000 auto- on the gravel road No. 1, the cost son.'

mobiles a month equal to 6,000 per mile is \$3,101.

Waukesha county, Wisconsin, United States Has Gas carloads outbound or about 250 by constructing 129 miles of concarloads of automobiles a day. In addition to this there are about crete in four years, reduced its maintenance costs by 64 per cent. every working day.

In times past a train load of 156. Buicks created considerable attention and comment but now five

regular trains leave here every Who Motors To Wonderful

tion. Sheridan drive, consisting Flint every night for Chicago, Mil- the annual pilgrimage to Yellow- proved roads.

the American Automobile associa-The figures obtained are based representing seven and six-tenths of the Island Republic in prepar- is in keeping with economic protraffic over several miles on the there is every indication of this upon a check-up of motoring par- per cent of the total of eleven bil- ing for future motor traffic by gress: the family that has a car north side of the Inner Loop, the heavy freight traffic being con- ties visiting Yellowstone last year. lion dollars invested in the petro- building the right sort of facili- for every adult member will have ties." leum industry.

## Wayne county, Michigan, in DOWN THE ROAD

rural road was constructed in 1909, was the first community in the country to take up the provision of wider highways seriously. There are now approximately 496 miles of concrete road in thickly

Widen Streets

each 30 feet wide, which narrow troit. down to one sthip 50 feet and With the present high produc- tion. then 40 feet wide, is now speeding tion maintained into the spring

right-of-way which skirts Buffalo tinued .-- Flint Daily Journal.

which the first mile of concrete

night with full loads of Buicks Expaserating and costly waits and the performance is so regu-

of two parallel strips of concrete waukee, Buffalo, Toledo and De- stone National Park, according to

They are as follows:

and traffic tangles resulting from lar that but little is known about narrow roadways will soon be a it or is the volume realized. thing of the past, for the system Through freights, trains carry-

Figures compiled by the Minne- tery is not great, but that of over-

motor traffic here and abroad, due beauty, style, roominess and pride ception. In fact, black is now so This makes a total of carloads in gravel road, is twice that of State freeze solution until cold weather gineering methods. Alvan Macaul- that we appeal to the moond and out of 112,606, one of the Trunk Highway No. 3, a concrete is definitely past, but he can, with irunk Highway No. 3, a concrete is definitely past, but he can, with highway. Depreciation, interest safety, stand for a reduction in the committee of the National Auto, class represents a sufficiently ride nighway. Depreciation, interest safety, stand for a reduction in the committee of the National Auto-on investment and upkeep of the charge output in the generator. It wohile shumber of commerce potential market to absorb our swung so far toward color variety on investment and upkeep of the charge output in the generator. It mobile chamber of commerce, potential market to absorb our that it is the black car which now concrete highway No. 3 amounts is an item of car-care which really mobile chamber of commerce. Contemplated output of more than At the present time Buick is to \$1,678 per mile per year, while is important at this particular seacongress held in Havana recently. a million cars."

"More progress has been made in the understanding of city traf- are unsatisfactory in regard to the trend. fic during the past five years than present condition of the automo-Pump Every Mile of Road in all the preceding history of the tive field, according to Mr. Klinin all the preceding history of the ger, because every car produced. exterior, but to an equal extent its motor age," Mr. Macauley said. instead of representing a transfer interior. Upholstery cloths and

40 carloads of parts, scrap, mo-tors, ets., so that nearly 300 car-loads of freight leave the buick After concreting the annual main. Free of the concreting the annual main. After concreting the annual main- proved highway and a gas station cannot be handled by guess work. nomies effected in the production tenance expense was cut to \$24,- to every one and eight-tenths Cities are now building overpass- of wealth through the use of the miles, according to the American es, pedestrian subways, and other automobile add to the existing modern accommodations. itotal.

Automobile association. "The interchange of information "Until a few years ago." Mr. The A. A. A. figures are based on a survey of stations and pumps between various countries is most Kinger continued. "it was unus-Yellowstone Park Now? reported to the national motoring helpful to all concerned. At the ual for a family to own more than body, showing a total of 317,000 Cuban Highway Congress the del- one car, and those who did were

"Tillers of the soil," ranchers, retail gas stations and 604,000 egates from the United States are regarded as extravagant. Without herders and fruit growers lead in pumps. The comparison is based having an opportunity to see a special effort on the part of manuis already in process of constructing nothing but Buick cars, leave the "walks of life" represented in on a total of 575,000 miles of im-splendid engineering job carried facturers to sell additional cars

out effectively, and with vision of to any one family, this condition A total of \$838,000,000 is in- what highways will mean to Cuba was changed by families going out vested in gas stations, pumps and in the future. Many United States of their own accord and purchas tanks, the A. A. A. survey shows, cities might profit by the example ing more automobiles. This trend

By Frank Beck

nave been rounded out and speeded up by the conventions held in Butte, Seattle and Portland. The respective zone sales managers--A. Parker, T. F. Hildebrand and W. J. Richmond-are now en-

gaged in furthering the 1928 program as laid out by the factory officials during the conventions.

### Fourteen Territories

Use "Drive To Left" Rule tury, is now a member of the experimental engineering staff at the factory of the Marmon Motor Car

Despite the growth of interna-Company. Like many of his feltional motor touring in recent low drivers of years gone by, years and the demand for uniform Cooper is utilizing the experience rules of the road, the "drive to and knowledge gained on the race the left" is still in order in four- courses of two continents in the teen foreign territories, headed by development of passenger automo-Great Britain, according to a re- biles.

cent survey by the Foreign department of the American Auto- Marmon recalls his remarkable mobile association.

record as an automobile race driv-As against the fourteen regions er and also brings back to memory where the left drive is in order, the series of upstanding victories there are twenty-eight countries that were won by Marmon autoor principalities in which the mobiles in 1909, 1910 and 1911 American rule of driving to the and which were culminated in the right is legally enforced. triumph of the Marmon Wasp Following are the left-hand ter- driven by Ray Harroun in the first

ritories: Alderney, Argentina 500-mile race on the Indianapolis Austria (except Voralberg), speedway, May 80, 1911.

Czecho-Slovakia, Gibraltar, Great Although he retired from active Britain and Northern Ireland, racing competition a year or so Guernsey, Hungary, India, Irish ago Cooper retains a keen interest Free State, Jersey, Malta, Portu- in the trend of modern racing car design and construction and himgal and Sweden.

The countries in which the self has pioneered many of the imright-hand rule is enforced are as provements that have brought the follows: Algeria, Belgium, Bul- modern racing car to its present garia, Canada, Dantzig (Free high state of efficiency. City), Denmark, Egypt, Finland, Cooper's ability as an engineer France, Germany Greece Holland was demonstrated at the annual India (French), Italy, Liechen-Indianapolis race last Memorial stein, Lithuania, Luxembourg (Grand Duhy), Monaco (Princi-pality), Morocco (French Zone), Norway, Poland, Roumania, Rus-sign in the contest. These cars sia, Sarre Basin, Spain, Tunis, were piloted by such famous driv-Voralberg (Province of Austria). (Continued on pase 18)



lency." Sales and service plans of Northwestern Chevrolet dealers Cooper Retains Keen Inter-

est In Racing In Spite of Retirement

Turning from the fascinating atmosphere of the race track to the perimental engineer, Earl Cooper,

more practical occupation of exa leading figure in automobile racing for nearly a quarter of a cen-

Cooper's new association with

TRIES EXPERIMENTS

motor car exteriors. Here again, for the utmost development of this movement toward a seemingly endless variety of color combinations, one must consult the crea-

solely by price considerations; its or yellow car then was always a members will buy the cheapest 'special paint job' and by contrast Tell of Traffic Gain car, regardless of other factors, it stood out from the crowd as The choice of the second group flock of blackbirds. Sounding an optimistic note for will be determined primarily by "Today, the black car is the ex-

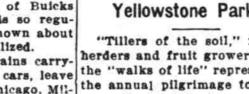
Old definitions of competition matter of course in the smart style

"This colorfulness of the autoleathers reveals a diversity of color and of pattern fully comparable to the color variety of the

ions of the custom body builders. "How carefully body builders

(Continued on page 16)





and East Jefferson avenue. San access from Los Angeles to the Francisco has an over-pass at the San Fernando Valley. This pavefoot of Market street and the Em- ment is 72 feet wide. **Build Elevated Streets.** barcadero. Cincinnati has over-Congestion within the city can, passes where one street is carried of course, only be satisfactorily by a bridge, or viaduct, over andectoored by the construction and other. reconstruction of street facilities. For years we rightfully stressed more careful driving. Today Cities all over the country, both (d withand on page 16) (Continued on page 16)

