

"Get Acquainted With American History" Competing With "See America First" as Motorists Visit Historical Places of Nation
Just as the Automobile Has Brought Cities and Communities Together the Airplane Is Shortening Distances Today

AUTOMOTIVE
BETTER HOMES

The Oregon Statesman

WAY BETTER THAN LAST YEAR

SECTION TWO
PAGES 1 TO 8

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 18, 1928

PRICE FIVE CENTS

GASOLINE USAGE SHOWS GREAT GAIN

California Leads All States
in Consumption of Fuel
for Year

WASHINGTON, D. C., Mar. 17.—Consumption of gasoline by motor vehicles increased 12.4 percent during 1927, the American Road Builders' association estimated recently. The number of gallons of gasoline consumed in the United States totaled 11,563,490,000 gallons, according to figures released by the association. California led all states in the consumption of the fuel, the vehicles of that state burning 1,017,681,000 gallons. The state of New York ranked second with 892,800,000 gallons. The average national consumption per motor vehicle was approximately 530 gallons. The total number of miles traveled estimated on a basis of 13.2 per gallon was placed at more than 150,000,000,000 miles.

All but two states were imposing a tax on gasoline at the close of 1927, the association stated, Illinois and New Jersey having inaugurated a tax during the year. New York and Massachusetts are the only states without the tax. Accurate figures on the amount of gasoline tax were not available, but are expected to run well over \$200,000,000 as compared with \$187,603,231 in 1926.

The increased consumption of fuel was attributed to the greater popularity of long distance travel, and to the stimulation of vehicle transportation by a larger mileage of good roads. "These good roads," the association explained, "have increased the number of miles per gallon of gasoline, but have given such a stimulus to travel that a larger consumption has taken place. Registration of motor vehicles increased approximately 5 percent during 1927, the total estimated being 23,125,000 as compared with 22,001,400 in 1926. These figures do not include buses."

The gasoline consumption figures for the states of New York and Massachusetts were estimated. The Illinois and New Jersey figures were estimated on the basis of consumption for the months during which a tax was imposed and figures made available. In most of the states the figures were final and revised, while in Arizona, Kansas, California, Colorado, In-

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PRICE STANDARDS SET IN TWO GROUPS

Whippet In Lowest Priced
Group Feature Start of
Year's Program

Two equally striking moves by Willys-Overland have marked the start of this year. The sensational price drop on the Whippet which was announced early in January and the introduction of a third model to the Willys-Overland line of the six cylinder cars, at the lowest price ever set on any Willys-Knight have focused attention on this organization.

The sales records achieved by the Whippet since the present price was announced have been outstanding in their relation to general motor car sales in the low price range.

The reception of the Willys-Knight Standard Six, which was announced nationally during the month of February, has resulted in a heavy demand for this car on the part of thousands of motor car buyers who find in the low price set on this model, their first opportunity to buy a car built by Willys-Overland with a Knott sleeve valve motor.

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WESTERN AUTO CELEBRATES TWELFTH ANNIVERSARY



The Western Auto Supply Company has grown immensely in the last few years. The above layout indicating pictorially how the concern has gone from a small store in twelve years to more than 150 stores today. An Anniversary Sale is being featured in all stores from March 17 to April 2.

TOTAL OF AUTOS IN U. S. 23,000,000

If All Cars Started at Same
Time Great Traffic Jam
Would Result

European nations might be inclined to envy our American highway system with its 3,000,000 miles of paved roads, and, as a matter of fact, we are not exactly ashamed of it ourselves.

But if every registered automobile in the United States were to be taken out tomorrow and if these cars were to be distributed equally over the 3,000,000 miles of road, a traffic congestion would result which would approximate the conditions of a holiday jam.

The inadequacy of American highways and a transportation problem which has been created by a registration of 23,000,000 motor vehicles were pointed out by H. H. Brooks, general sales director of the Marmon Motor Car company.

"It is difficult to visualize 23,000,000 automobiles," said Mr. Brooks, "but the significance of this amazing registration can be better appreciated when we are told that if all these cars were to be started at once and scattered the flood stage—the saturation point. And the saturation point in automotive production certainly is still far distant."

"A registration of more than 30,000,000 cars may be anticipated within the next five years, but unless our road-building activities are increased to a scale hitherto unknown, it will be a case of being all dressed up with no place to go."

"It is true that our road-building program has been one of the phenomena of the present age. The automobile has made almost every town and hamlet of the country accessible by paved roads. Only yesterday, as it were, a 50-mile motor trip over the old dirt roads was something of an achievement. Year by year we have increased the cruising radius of the motor vehicle."

"But, remarkable as the progress has been, the fact remains that highway building has failed to keep pace with the production of automobiles. The main arteries of traffic, especially those leading in and out of the more congested population centers, already are dangerously crowded, and on Sundays and holidays are all but impassable."

"Highway improvement and development in 1927 cost us \$1,350,000,000—a sum that rather takes the breath away. But if we are to realize the value of the automobile and derive the full health-giving benefits from the gas-driven vehicle, if we are to enjoy the open road and the open country instead of using our cars merely as taxicabs, we shall have to double our appropriations for hard roads and for wider highways."

Aid Bill Meets Favor
The Phillips' Federal-aid bill, authorizing \$75,000,000 for Federal-aid in road construction in each of the years of 1930 and 1931, was favorably reported this week by the Senate Post Office Committee. The measure, supported by the American Motorists' Association and other national organizations, is a companion measure of the Dowell bill in the House, which provided for an annual appropriation of \$75,000,000 for Federal-aid. Passage of the Federal-aid measure is regarded as certain.

By Oliver West

Twelve years ago this March, the Western Auto Supply company opened its first store on the Pacific coast. Today more than 150 stores throughout the west carry the Western Auto banner.

The first Western Auto Supply company store was opened in Los Angeles in 1916 by George Pepperdine, founder of the company and its present head. It has a stock of merchandise worth approximately \$4000. Mr. Pepperdine had had some previous experience in the automobile accessory business in a middle western state and came to Los Angeles with a thorough realization of the value of advertising and the friends that could be made by selling standard merchandise at as low a cost as possible consistent with quality and standing absolutely back of every sale that was made. This policy has continued throughout the entire growth of the company.

From the modest start with one store in 1916, the Western Auto Supply company grew to an organization of twenty stores in 1920 and the business increased to an annual worth of about \$400,000. This business was then incorporated and additional capital was secured through the sale of stock, a large portion of it being purchased by the employees of the company.

A total of 14,274 automobiles, having a value of \$11,949,382 have been recovered since the passage of the National Motor Vehicle Act, passed in 1919, according to figures compiled by the American Motorists' Association. During the last fiscal year 3,000 cars, valued at \$2,500,000, were recovered.

The business was then extended to all the large cities and towns in the west and grew with such rapidity that the 159th store was recently opened. The growth of the company is actually the growth of an idea plus a determination on the part of one man to see his idea through. The indomitable courage of George Pepperdine in rigidly adhering to his policies in the face of competition, both fair and unfair, has resulted in the building of a business that had a turnover of more than fourteen million dollars in 1927.

The twelfth anniversary will be celebrated by the Western Auto stores with an anniversary sale. As a token of the company's appreciation of the patronage that has made its tremendous growth possible this money-saving sale of accessories and tires will be in effect in all Western Auto stores from March 17 to April 2.

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SERVICE EXTENSION FOR A.A.A. PLANNED

Fourth Annual Conference of
Secretaries to Be Held
in Washington

WASHINGTON, D. C., March 17.—How it may extend and make even more effective its many services to its large and ever-growing membership and to motorists generally will provide the keynote of the fourth annual conference of secretaries and managers of local clubs of the American Automobile association which will be held in Washington March 21-23. The purpose of the conference is set forth in a statement issued today by National Headquarters of the A.A.A.

Coming on the eve of the period which is expected to see established the greater motor migration in history, the conferences will bring to Washington the executive personnel of a majority of the 957 clubs that make up the nationwide chain of the A.A.A.

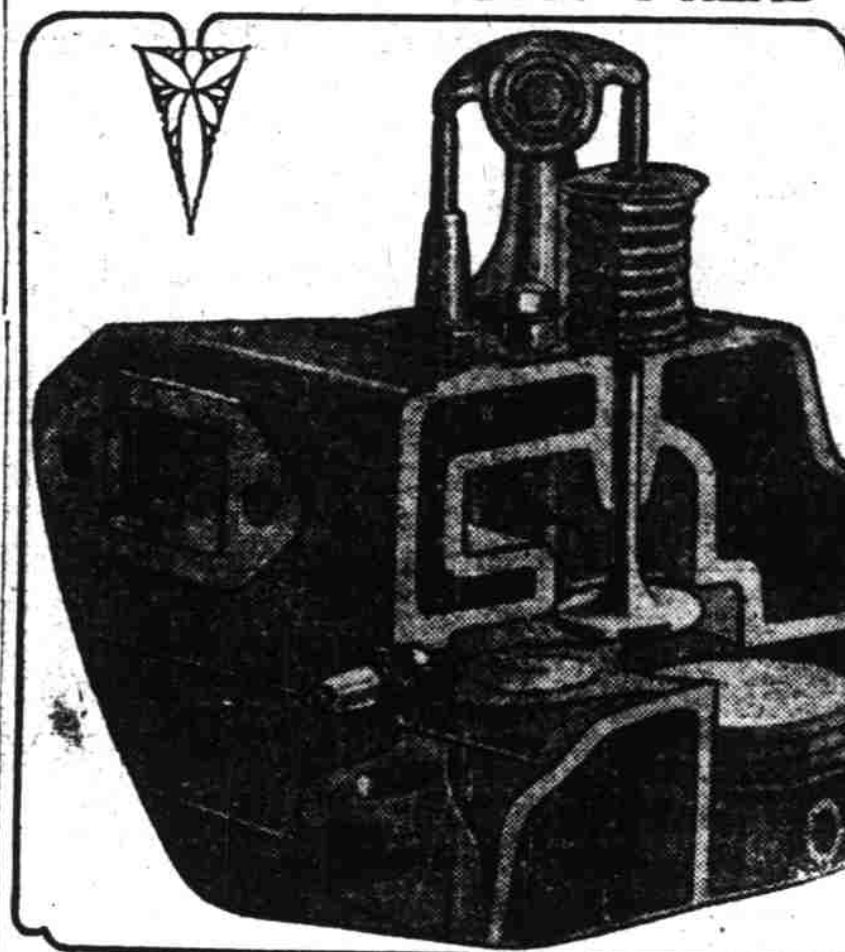
Secretaries and managers from Pacific Coast clubs, from the south, mid-west and Atlantic seaboard already have made reservations for the conference and it is now evident that virtually every state in the Union will be represented.

Providing an opportunity for an interchange of ideas among club executives from all parts of the country and enabling national officials of the A.A.A. to acquaint their representatives in the field with every detail of the broad program contemplated for 1928, the conference is expected to be one of the most successful in the long history of the organization, the statement declares.

In addition to the addresses by prominent figures in local, state and national motor club circles, the delegates will hear several nationally known leaders in other fields discuss subjects pertinent to the motor club movement, including motor taxation and national road development.

General sessions of the conference will be devoted to discussion of the main features of the organization's program. Important among these are those services devoted to simplifying the path of the motor traveler.

HUDSON PATENTS "F-HEAD"



Valve, spark plug, and combustion arrangement for the high compression Super-Six motor, patents for which have been granted to the Hudson Motor Car Co.

PIONEER DEALER RECALLS TESTING

Many Things Happened In
Motor World During
Past 17 Years

"Many things have happened in the motor car world in the past 17 years," says Ralph Hamlin, pioneer dealer in Franklin motor cars of Los Angeles, Cal., who was recently a visitor at the Franklin factory at Syracuse, N. Y.

"The present 60-mile with comfort Franklin in a long way ahead of the cars of the same make that were being sold in the early days."

"My first real 60 mile an hour clip with this car was made in the Los Angeles Phoenix Desert race in 1912 when the Franklin finished first by a wide margin over as well as a list of contestants as ever were gathered in a fight against every kind of known odds."

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MOTORING PROVIDES COURSE IN HISTORY

Strict and Approved Head-
light Law Real Necessity
In Many States

One of the most important by-products of motor touring is the keener appreciation of American history and national historic shrines that has come in the wake of the ever-increasing motor caravan, according to the American Motorist, the official publication of the American Automobile Association.

"Get acquainted with American history," is a slogan, says the Motorist, that is competing for first position with the slogan, "See America First." It continues:

"Indications seem to make it rather evident that the present-day motor tourist is quite as interested in visiting scenic objectives. It was inevitable that this should be the case, since motor touring provides the best possible post-graduate course in the study of American history."

"This growing appetite for history on the part of the motoring masses is attested to by librarians and by national and state historic societies. Historical pageants of recent years were visited by hundreds of thousands of motor tourists and have focused attention in a concrete and intimate way not only on the particular event celebrated but on all historic shrines."

"A convincing testimony to the current interest in history is shown in the extent to which states and municipalities have been virtually compelled to provide roads between the main highways and historic monuments adjacent thereto. And still another testimony is provided in the brisk trade in old books, relics and all kinds of antiques."

"Thus, while the automobile and motor touring has been more influential than anything else in eliminating sectionalism, it has at the same time become a powerful factor in the development of a more abiding patriotism and a higher type of pride in worthwhile achievements, because the patriotism and the pride are based on more extensive knowledge and a clearer perspective."

"America is rapidly becoming a 'map-reading' reading nation and there is an unprecedented demand for up-to-date maps on which the readers can follow the trail of explorers in the search for the uncharted and unknown and find the

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LIGHT ENFORCEMENT NOW BEING URGED

Americans Rapidly Becom-
ing Map Reading Nation
and Learn More

The experience of states and municipalities which have put into effect and insisted on strict enforcement of approved and efficient headlight laws, proves conclusively that it is quite within the power of motordom to remove the "glare evil" from the highways, according to the Research and Legislative Division of the American Automobile Association.

The observation of the national motoring body is based on a comparison of the "encouragingly small" percentage of mal-adjusted automobile lights in communities where enforcement of headlight laws is rigidly insisted on, as compared with the "deplorable situation" where both the law and enforcement is lax. Says the statement:

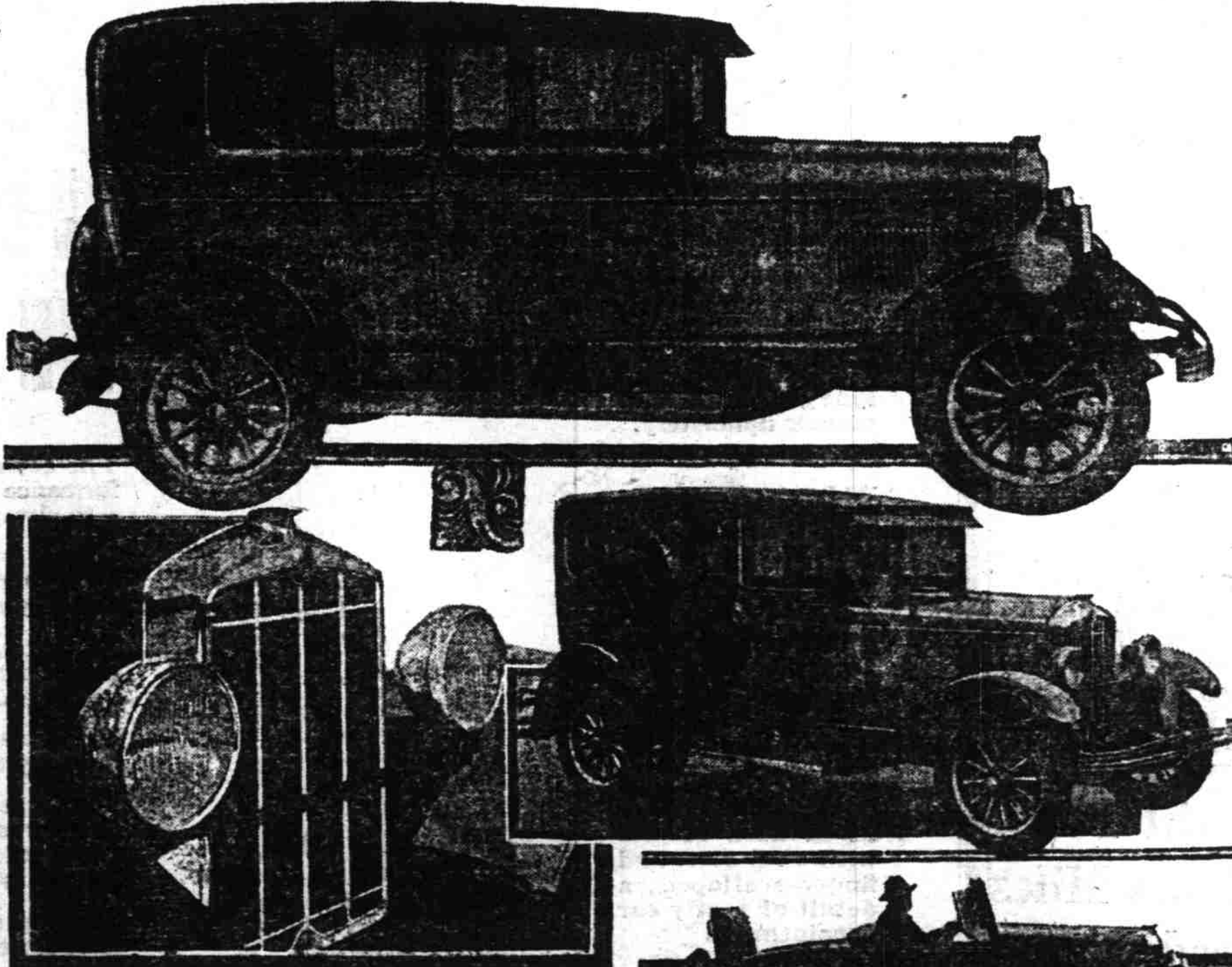
"Cars involved in 22,500 accidents in New York State were examined by traffic experts and only twenty-four had glaring headlights. Forty-eight other machines had either one or both lights missing—old cars. Two dozen other automobiles had tail lights obscured or out of service."

"In Connecticut during a recent year, a total of 17,000 automobile accidents occurred. Only 3.5 percent of these smash-ups and collisions resulted from defective equipment. Less than one-half of one percent had their origin in blinding headlights."

"An amazing contrast is presented in a certain eastern city which is annually visited by hundreds of thousands of motor tourists. In this particular city, the enforcement of headlight regulations is extremely lax. The Traffic Bureau, however, maintains free testing stations, where the lights on resident cars are inspected and readjusted. During the fiscal year ending June 30, 1927, the headlights on 5,071 cars were tested and only 124 of them were found to comply fully with the local traffic regulations. Only ap-

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Triumph of Motor Car Industry Shown Here



Durant-Star Makes Debut

New Star two-door sedan, the largest closed car for the world's lowest price, is shown above. At right center, new four-door sedan. At left, new Durant-Star radiator. Below, the attractive sport roadster, one of the most popular models of the sensational new Durant-Star line.

Show, it was acclaimed the greatest triumph of the motor car industry. Interest in the new Star was heightened by the announcement of astoundingly low prices to meet model for model the prices of the lowest-priced automobile in the industry.

The reception accorded the Star in New York, was duplicated at the Pacific Coast Automobile Show held in San Francisco and at shows in Chicago, Seattle, Kansas City, Portland, Los Angeles, and other important centers of population.

The new Star is sturdier and

larger than its predecessors. The new Star has a 107 inch wheelbase, three inches longer than before. The frame is heavier and better braced, insuring greater comfort and safety. For this longer wheelbase a number of

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