

# The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE  
BETTER HOMES

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 25, 1928

PRICE FIVE CENTS

## WORK IN TUNNEL TOLD BY LIGHTS

Tibetan Formula Has Come To Light In Translation By Professor

NEW YORK, March 21.—(AP)—A task that even Argus with his impossible has been made easy for one man, thanks to the science of modern electrical engineering. The job is that of supervising the operation of the Holland Tunnel, the new double tube that conducts vehicular traffic under the Hudson between New York and New Jersey. The man is the control supervisor who, seated in a little room atop the administration building on the New York side reads on three ingenious switchboards the story of what is happening in the white-tiled tunnel.

Behind the walls of this underwater thoroughfare are 30 miles of electric circuits connected with carbon monoxide recorders, traffic signals, fire alarms, the ventilating system and other protective devices. These circuits, the nerves of the tunnel, carry their messages to the switchboards which translate into terms intelligible to the supervisor the tales borne by the busy wires. So intricate is this invisible messenger service that the Westinghouse Electric and Manufacturing company, which built the boards, had to invent several new devices that serve as electrical watchmen safeguarding the motorist who drives through the tube. Ventilation was perhaps the biggest problem that faced the engineers. The carbon monoxide released by the stream of cars that could be accommodated in the tubes was the chief bogey, but they overcame this hazard by installing a device that automatically records the amount of this deadly gas present in any of the 14 sections of the tunnel at any time.

A series of delicate meters set on one of the three control boards records a continuous graph of the purity of the air in each of the ventilation divisions. Chemical analyses of samples of the atmosphere constantly are being made in the big tube and the results are traced on the meters. When the concentration reaches a predetermined maximum, a buzzer on the board rings and the operator knows that a certain section of the tunnel needs more air. He then turns a key on the supervisory board, thus speeding up a ventilating fan or putting additional fans to work.

Hundreds of miniature lamps distributed over the 24-foot panel of the supervisory control board

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## HOW AUTOMOBILE BODY CONSTRUCTED

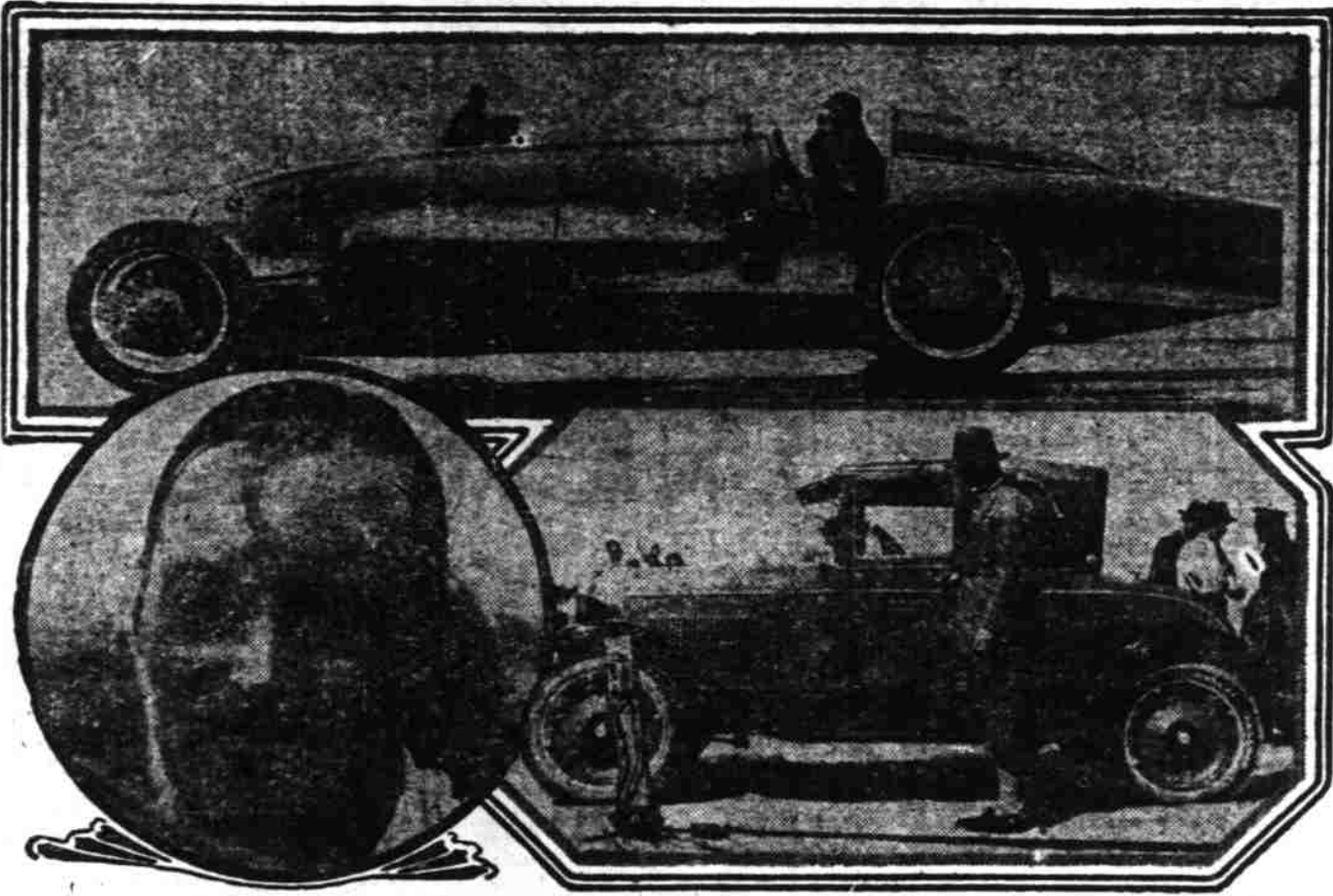
Progress Apparent In Present Methods States Chandler Head

"The automobile body of today is truly a work of art, yet the average car buyer does not appreciate the great advances that have been made in body building methods to achieve today's modern automobile body," states Sid Black, vice president of the Chandler-Cleveland Motors corporation.

"If it were possible for the average car buyer to take a trip to Cleveland and see the big Chandler factories, one would not only see the Chandler chassis being built in its entirety by Chandler, but the beautiful bodies constructed in a body building plant which is conceded to be one of the finest in this country.

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## FAMOUS RACES GETS COMPANION CAR



Captain Malcolm Campbell, of England, who recently set a new world record at Daytona Beach by achieving the astounding speed of 206.95 miles per hour, used the Napier "Bluebird" shown above in his daring feat. For his personal use he selected the Chevrolet coupe, pictured on the lower right as it stood beside the mile post on the track. Both race car and Chevrolet are equipped with Dunlop tires. Lower left inset shows a close-up of the speed king.

## CHRYSLER SERVICE BEING STANDARDIZED

System Assures Owners Uniformity and Economy In Service Needs

With the annual output of automobiles at the high peaks it is now reaching, the matter of service for cars in owners' hands is coming steadily to be regarded as of more and more importance by manufacturers.

Chrysler executives, who have always ranked service as a factor of first magnitude in their program, point out that since the great majority of new car sales are now made to people already owning cars, satisfied owners are today the best prospects for new business. Proper service is therefore classed by Chrysler as a sales function and an administrative duty as well as a mechanical function.

As a result of this factory policy, practically all Chrysler distributors and a large and growing percentage of the countrywide Chrysler dealer organization are operating their service departments under a plan devised by the company and known as the Chrysler Standardized Maintenance system. A natural supplement of the company's famous Standardized Quality manufacturing policy, the Standardized Maintenance system was evolved by a series of exhaustive studies of every repair and service operation on a Chrysler car.

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## Kirkwood Resumes Agency for Hupmobile In Salem

Fred W. Kirkwood, who has been out of the automobile business in Salem for the past few months, is resuming the Hupmobile agency and opening a salesroom on Chemeketa street just west of his former location, which is now occupied by the Thrift grocery store.

The Hupmobile company is now operating at the highest rate ever attained in its factory, according to reports received here.

## Dodge Brothers Set Record for February

Export of 3,801 units of Dodge Brothers cars and Graham Brothers trucks and commercial cars during February set a record for all time for that month for the company, according to official figures just compiled by the company.

The total of 3,801 units sold compares to 3,013 for February 1927, and 3,472 for February 1926. The factory export output for February this year represents a gain of more than 26 per cent over February a year ago.

Dodge Brothers, Inc., views the increased sales volume as a reflection of improved business conditions and increased buying power in the foreign field. Dealers of Europe and the British Isles placed large orders during the month for trucks and the Victory Six models.

In anticipation of a record breaking business this spring production of cars and trucks in all plants of Dodge Brothers has been adjusted to keep pace with domestic and foreign orders.

## DOWN THE ROAD



WHEN COMPARISONS ARE ODIUS

## SALEMITES LEAVE ON LONG AUTO TRIP

Lizcars and Jacobsons To Go To Pontiac, Michigan, By Automobile

Mr. and Mrs. Henry Lizcar, in company with Mr. and Mrs. Roy Jacobson left Salem this morning in an All American Oakland Landau sedan for Pontiac, Michigan, where they will spend several days at the Oakland-Pontiac factory.

They will go as far south as Los Angeles and then to Kansas City before going to Michigan. Calls will be made on various automobile dealers en route in the interest of Oakland-Pontiac business. Thus they will combine a business and pleasure trip.

While at the factory the Jacobsons will purchase a Pontiac sport sedan and on their return trip spend some time in Minnesota and Illinois visiting with relatives. They plan to return to Oregon early in June.

The Lizcars will visit with friends and relatives in Iowa and Nebraska on their return trip. Mr. Lizcar is the manager of the used car department at Vick Brothers in this city and Mr. Jacobson is in charge of the parts room. This trip will enable them to see first hand how other dealers handle these departments and bring back new ideas for even better service than they have given in the past.

## A REAL JOB

The woman who shops all day in crowded stores actually works harder than a farmer who ploughs a ten acre field.—American Magazine.

## BUICK FIRM HAS MANY EMPLOYEES

Flint Presents Striking Example of City's Growth with Industry

FLINT, Mich., March 24.—Cities which owe their development to a single industry are numerous, but in all the long list, there are few such striking instances as that presented by Flint. The statement is based upon a comparison of the Flint of today with that of 25 years ago, before the automobile industry had emerged from the experimental stage into a serious business.

There are many cities whose growth has resulted principally from automotive manufacture. Flint alone among the manufacturing centers of the world can point to a 1000-per cent growth for which a single industry is virtually alone responsible.

Census figures indicate that there were some 14,884 persons in Flint in 1904, when the Buick Motor company, which first had local capital had influenced to locate here, started operations. The company occupied a single small building, and employed, at the outset, about 100 men. The first car was finished July 1, 1904, and waited more than three weeks, until July 27, for a buyer. Total production for the year was 37 cars—a very small fraction of a single day's Buick output.

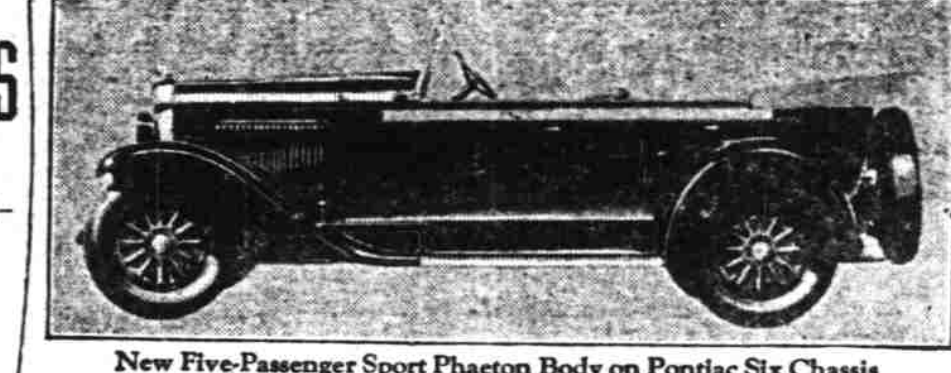
Today, the Buick Motor company alone employs more than twice as many persons as all of Flint boasted in 1904, and other manufacturers in affiliated lines, more or less dependent upon Buick, swell the total still further. The Fisher Body corporation building Buick bodies in the magnificent plant on Flint's southern outskirts, aims at employment of some 12,000 persons, and is gradually enlarging its payroll toward that goal.

The Buick factory in which the first Buick car was built could be completely lost in almost any of the 70 plants comprising the Buick factory of today. Land which was meadow and swamp in 1904 has been leveled off, and upon it has risen building after building—foundries, machine shops, metal-working plants, and offices,—served by miles of railway siding and paved street. The Buick factory of today occupies a site of 102 acres in extent, one and a half miles long and two to five blocks wide, with more than 205 acres of floor space. It is the largest self contained motor car factory in the world.

One who knew Flint as it was 25 years ago would find few familiar landmarks were he to return today. Tall buildings have risen, housing business firms which a growing population called into existence. Smooth paved streets stretch in every direction. The hitching posts are gone, and life and activity are everywhere. For Flint has grown from a town of 14,884 persons to a metropolis of 160,000 and it is still growing steadily.

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## New Pontiac Six Sport Phaeton Announced



New Five-Passenger Sport Phaeton Body on Pontiac Six Chassis

Complying with an insistent demand for a sport type body of larger seating capacity on the new series Pontiac six chassis, the Oakland Motor Car company is now building a smart five-passenger Sport Phaeton.

This latest Pontiac Six model embodies the same rakish swank of line and contrasting color which has brought the Sport roadster into such high favor, particularly with the younger generation.

The low, graceful sweep of the new body reflects the artistry of the Fisher craftsmen. Extending back from the high narrow radiators, the hood line drops to a long panel of Micanopy cream, contrasted effectively against the Paquot blue of the body. The hood louvers are edged with the same cream tint, while the black moldings above and below the color panel also are relieved by cream striping. The same treatment is followed on the Paquot blue wheel spokes. The beauty of the new model is enhanced further by brilliant nickel fittings and Spanish leather upholstery. Nickel plating also is used on the rim and side arm supports of the one-piece windshield.

A convenient pocket is placed behind the rear seat for storing the Pyralin curtains and a boot cover contributes smooth lines to the folded top. With the top raised and the snug curtains in place, the Sport Phaeton affords secure comfort in any weather.

The use of the I and T beams of steel in construction work have made possible the gigantic structures which have created a new and typically American form of architecture. These type beams give the greatest strength with the least weight.

The secret of the great strength of these beams is that they resist stresses from all sides, following the well known principle that it is practically impossible to bend a flat piece of metal by pressing against the edges instead of against the broad side.

These two heavy ribs cast into each side of the Oldsmobile crankcase perform the same function as does the right-angled flanges of the I or T beam. When stresses caused by road shocks or vibratory points strain at the side walls of the crankcase these are successfully resisted by the added strength given by the flanges or ribs.

The slightest weaving of the crankcase structure, due to shocks encountered in rough or fast driving, exert a harmful influence on various vital parts of the engine. This new type of crankcase construction results in added quietness by eliminating vibration and gives additional wear and life to the entire engine assembly.

Excise Taxes Paid  
Purchasers of new automobiles during January, paid an excise tax of \$1,901,436.77, the U. S. Internal Revenue announces. According to figures of the American Motorists Association, this is a reduction of \$760,429.72 compared with the amount of excise taxes paid by purchasers of new automobiles in January, 1927.

## By FRANK BECK

## FEDERAL AID ROADS BUILT IN OREGON

Improvement In Automobiles and Highways Indicate Great Advance

There has been a total of 1055.2 miles of Federal-Aid highways completed in Oregon as of June 30, 1927, of a total of 2814 miles approved to date, according to Dr. E. B. McDaniel, president of the Oregon State Motor association, one of the 958 motor clubs affiliated under the emblem of the American Automobile association.

Dr. McDaniel said there was a total of 93.6 miles completed during the fiscal year ended June 30, 1927.

The Federal-Aid highway system now includes 185,772.2 miles of roads selected by the constituted state and federal highway officials as of primary importance for the accommodation of interstate highway traffic.

Dr. McDaniel continued: "Compared with the three million miles of other highways in the United States, they are the most important of the nation's highways and their improvement as expeditiously as possible is an economic necessity of the highest importance. The A.A.A. is solidly behind the federal-aid program, having sponsored it from the time it was first brought before congress, and only recently made a determined stand for the continuation of the program on an undiminished scale.

"Approximately a third of the system has already been improved with federal assistance, and, with the exception of 7,469 miles, the 64,209.7 miles now reported as completed have been built since 1921. To this mileage the roads at present under construction and definitely planned will add nearly 12,500 miles."

Two aspects of the prophecy that 1928 will mark the greatest advance in street and highway safety that are not generally recognized in their full importance are those relating to the improvement in both automobiles and highways, in the opinion of Frank Reusswig, director of public safety of the Oregon State Motor association. The year, now new, already has seen the remarkable advance recorded in making the automobile inherently safer, and the end of the winter period will mark the start of equally great progress in street and highway construction, Mr. Reusswig believes.

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## FLIES FROM WEST TO BUY CHRYSLER

Engineer Uses Air Mail Plane In Hurry Up Trip From Coast

A striking illustration of the time-saving influence of modern inventions in business transactions was given recently when the purchase of an automobile was started in California and completed in Detroit while the buyer was making a four day trip from Los Angeles to New York according to advices just received by the Fitzgerald Sherwin Agency.

The buyer was Fred A. Church, mechanical engineer, designer and builder of amusement devices which attract throngs of American citizens. Speed has always been one of his hobbies. When hurried calls summoned him from one part of the country to another in the past, nothing but extra fare trains and limited measures up to his idea of rapid travel.

Despite his reliance on fast railroad schedules, Mr. Church has been impressed by the fact that business associates who bade him goodbye as he boarded a train would frequently be waiting for him at his destination in another city. One of his associates took him for a drive in the Chrysler one day and he found the answer to this mystery. Thereupon he made up his mind that he would have a Chrysler for himself.

He was in Los Angeles when the decision was reached. A call on the Greer-Robbins company, Chrysler distributors for Southern California, enabled him to select the model and body type he preferred and a wire from the distributors to Detroit assured its delivery as soon as he could reach the factory. He had an important appointment in New York on a few days ago.

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## MONOPOLY IN AUTO INDUSTRY BUGABOO

Motor Companies Entering Year With Wonderful Sales Ahead

"There is no room for monopoly in the automobile industry," said G. M. Williams, president of the Marmon Motor Car company. "An analysis of industrial conditions will bear me out in this statement.

"Look back a generation ago and see what apparent monopolies were being built up in oil, steel and other industries. According to the pessimist of those days all the independents were to be put out of business. Note how many independent companies are functioning and making money today.

"There can be no monopoly in the automotive industry, because it is built on distinctiveness. There are millions of Americans who like to get something a bit different. We have not yet merged our people into any mass unit. They have different ways and habits of speech in various sections of the country. So the independent automotive company will live and prosper as long as it gives value and individuality such as Marmon does, plus. This is a good time to kill the bugaboo."

"Never in all motor history did motor companies enter a year with such wonderful sales possibilities. At New York, Chicago, Philadelphia, Detroit and other cities where shows have been held our reports show that buying has been on a greater scale than ever. When international economists agree that 1928 is going to be a good year generally for business, and particularly the motor car industry, that means more prosperity.

"General production was off in 1927 because makers realized that last fall people were not buying motor cars. They slowed down the plants. I gave opportunity to work out the wonderful values incorporated in the cars that were displayed at the shows this year. It left no obsolete models in the hands of dealers.

"I have talked with men I know outside my own organization, and they told me that sales so far this year have surprised them by their volume. Having looked over the new lines, buyers are selecting their cars."

## DUNN NAMED AS MANAGER

P. H. Dunn has been appointed manager for the local branch of the Alfred Billingsley Motor company with headquarters at 335 Center street.

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