

MELLON SUGGESTS SOME INVESTIGATION

Marmon President Suggests Ever More Thorough and General Probe

In granting relief to the National Association of Finance Companies, by allowing them more time in which to file their claims for the recovery of unpaid-for cars confiscated by the prohibition enforcement agents, Secretary Mellon made the suggestion that the financing companies investigate not only the financial standing of the installment-plan purchaser, but his general reputation as a citizen as well.

This investigation, in the belief of G. M. Williams, president of the Marmon Motor Car Company, should be made even more general than Mr. Mellon intimated nor should it be confined merely to the prospective buyer's possibilities of turning bootlegger.

"The deferred payment plan," said Mr. Williams, "has many advantages, and a liberal extension of credit has, without doubt, stimulated the automobile industry and done much to distribute production equally over the year. It has kept factories humming and has made possible the ownership of cars in many families where purchase on a cash basis would have been out of the question."

"The finance companies, however, have themselves at least partly to blame if cars sold on credit fall into the hands of irresponsible persons, especially those addicted to smuggling and liable at any time to have their automobiles seized by dry agents. Such seizures, while unfair in a way to the man who holds the paper, could easily be minimized if more attention were paid to the purchaser's moral character than to his financial rating."

"I believe also that we would take a long step toward accident prevention if some of the finance companies were a little more particular as to the qualifications of those whose promissory notes they accepted."

"It may be important from their standpoint to keep automobiles out of the hands of potential rum-runners, but it is important from a standpoint of public policy to keep them out of the hands of morons, chronic alcoholics, physical and mental defectives, speed fiends and habitually reckless drivers."

"Perhaps 90 per cent of all our highway accidents, with their constantly mounting toll of human life and property loss, are caused by this 'lunatic fringe' of motor-dom."

"Only a very small percentage of motorists fall into this class, but even with an irresponsible group of one per cent makes a formidable total when the 23,000,000 automobile registrations in America are taken into consideration. Untold damage can be done by 230,000 reckless, insolent, half-witted or physically defective drivers."

"It is indeed a short-sighted policy on our part to insist on selling cars to those incompetent to drive them, for these incompetents are a constant menace to the highways and discourage the more responsible motorist from taking out his car. And motoring should be made a pleasure rather than a hazard of life and limb."

"In states requiring no competency tests, almost anybody is allowed to pilot a car. He may be crippled, deaf or color-blind, or he may have a police record which would classify him as a public menace."

"It is not for any of us to criticize the finance companies which have proved so beneficial to the automobile industry, but I, for one, would like to supplement Secretary Mellon's suggestion to this effect, that the physical, moral and mental responsibility of the deferred-payment-plan purchaser be more rigidly investigated, and that the initial payments on cars be substantial enough to warrant a sense of ownership on the part of the buyer."

CLAIMS WOMEN ARE PROVING MOTORWISE

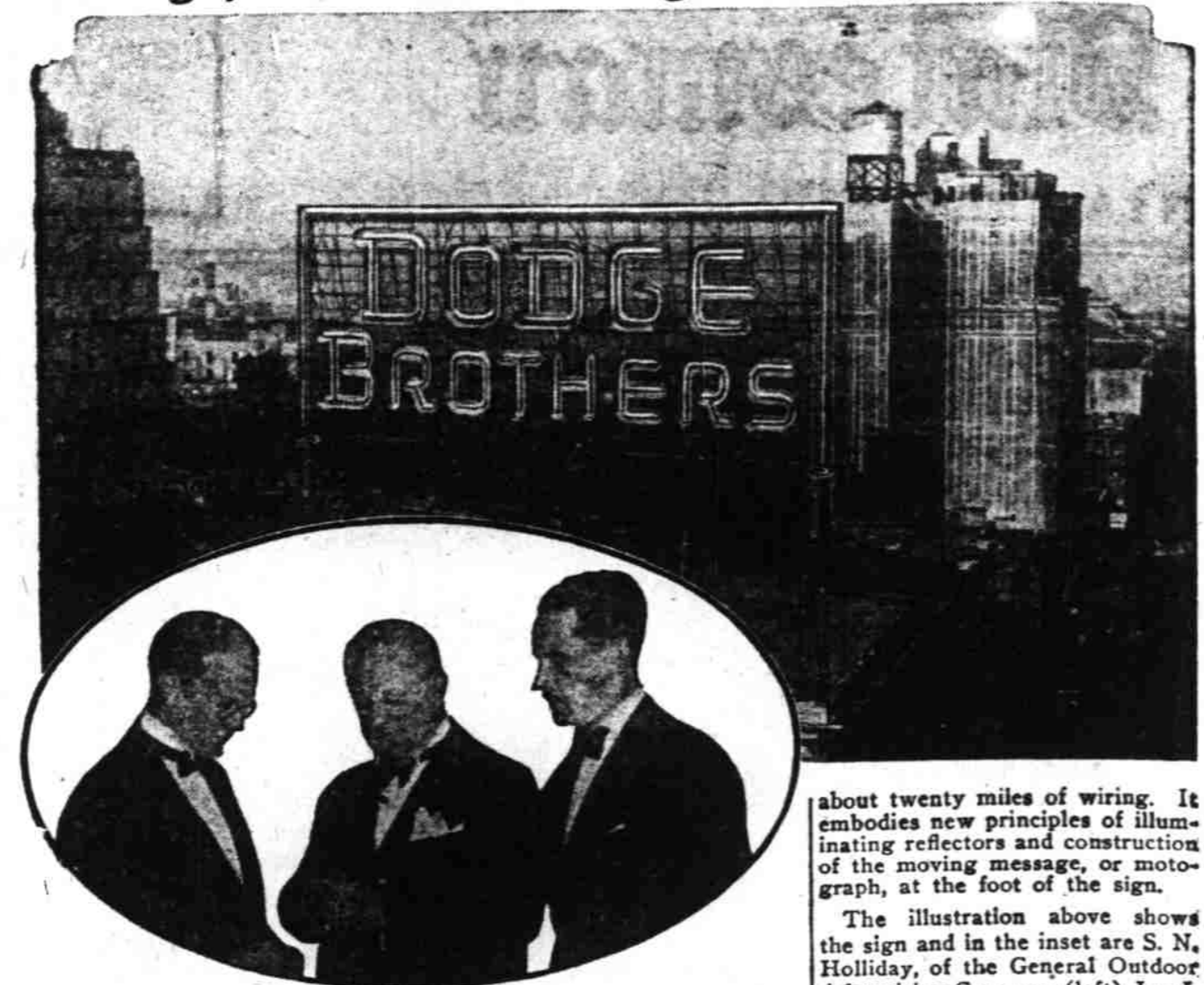
Chrysler Official Traces Much of Sales Increase To New Knowledge

"Reports from dealers have been indicating for some time that a noticeably large proportion of all new Chrysler cars are going to feminine drivers," said J. W. Fraser, Chrysler sales manager, in a recent statement, a copy of which has been received by Fitzgerald-Sherwin Motor Company.

"They are bought either directly by women for their own use or as presents from male members of the family, in line with the growing custom of having a second car in the garage for the women folk. This second car habit, I believe, accounts to a very large extent for the popularity of our '52' and '62' models are enjoying, the roadsters, coupes and coaches in these models being especially popular with women drivers."

"Automobile dealers used to say that women were moved by style in their preference for cars. This is still true. The bright col-

New York's Biggest Electric Sign--Five Stories High, Half a Block Long--Tells of Victory Six



The last word in Spectacular Display, located at Forty-seventh street and Broadway, Longacre Square, enlightens the public as to the latest achievement of Dodge Brothers, Inc.

It contains 5,500 square feet of space; carries a load of 280,855 watts, the largest current consumption on Broadway; has letters sixteen feet high and fourteen feet wide with a stroke of three feet; contains 8,115 lamps; is built entirely of copper and requires

about twenty miles of wiring. It embodies new principles of illuminating reflectors and construction of the moving message, or motograph, at the foot of the sign.

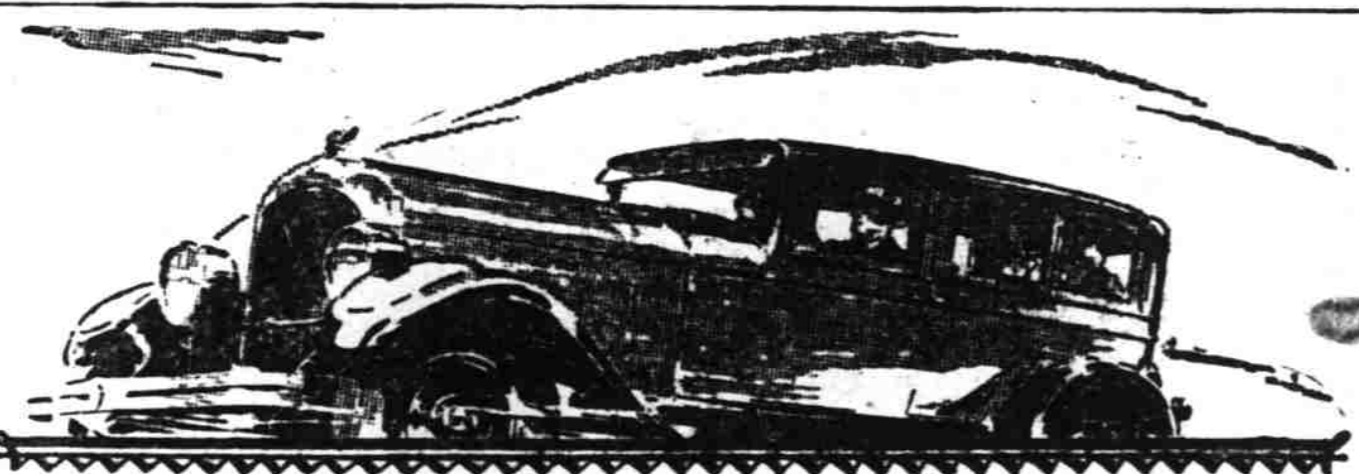
The illustration above shows the sign and in the inset are S. N. Holliday, of the General Outdoor Advertising Company (left), Lee J. Eastman, president of the Broadway Association, who pressed the button to first illuminate the sign on February 1 (center), and C. M. Bishop, president of the New York Dodge Brothers Dealer Company (right).



JOE WILLIAMS "The Battery Man"

See him today--He'll save you money and give you service that satisfies

Corner Center & High, Telephone 198



Why pay \$1000 more...when

CHRYSLER "72"

at \$1545

gives you greater performance

Illustrious New Chrysler "72" performance out-Chryslers even Chrysler. It has jolted the public's preconceived notions of what its money should be able to buy.

Here is a truly marvelous car, in body styles priced from \$1545 to \$1795, which gives in performance all and more than you have been led to expect from cars costing \$1000 more.

Here is a Chrysler triumph that overshadows the foremost accomplishments of the industry.

72 miles and more per hour. 75 brake horsepower. Acceleration that leaves every other car behind. Vibrationless smoothness that only a Chrysler counterweighted 7-bearing crankshaft can give.

Experience for yourself the thrill of this brilliant performance. Chrysler enthusiasm invariably follows the realization that even \$1000 more than "72" prices does not get you as much in performance, in quality, in style, in value.

Illustrious New "72" Prices—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, giving 12% greater torque with greater speed, power, hill-climbing ability, standard equipment on all body models of the 112 h. p. Imperial "80," also standard on the roadsters, and available at slight extra cost for other body types, of the "62" and "72."

Fitzgerald-Sherwin Motor Co.
CORNER CHEMEKETA AND LIBERTY TELEPHONE 1132

OLDSMOBILE RECORD OF YEARS EXCEEDED

LANSING, Mich., March 17.—All previous production and shipment records of Oldsmobiles in this country are being exceeded this month, according to a statement by Oldsmobile officials. This record production will be required to meet the retail demands.

Factory schedules call for the production of more than 8,000 Oldsmobiles for domestic shipment this month. During the first ten days of March Oldsmobiles for domestic shipment this month. During the first ten days of March the daily average to total this allotment had been exceeded both in the number of cars manufactured and shipped. Officials reported that the schedule would be filled or exceeded.

The record breaking rate of production and shipments of Oldsmobiles this month follows an exceptionally high mark registered in February. Domestic shipments last month showed a large gain over shipments made in February 1927.

The new high production and

sales records now being made by Oldsmobile have been made possible by the large expansion program, which was completed the first of the year, and the favor accorded the new Oldsmobile by the public since its introduction at the New York automobile show.

During the last half of 1927 more than \$3,500,000 was expended in new buildings and equipment to enlarge Oldsmobile's production facilities. Without this additional space and machinery the factories would have been unable to meet the demand for cars officials say.

Without exception, every territory throughout the country has shown substantial increases in retail sales this year.

Would You buy the same make of car Again?

87⁷⁹/₁₀₀ of Buick owners (practically nine out of every ten) answer "yes"—a greater degree of owner loyalty than any other leading make of car can claim...

Owners know car value! Drive a Buick and experience the fullest measure of motor car satisfaction

BUICK

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850 • SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Michigan, government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

OTTO J. WILSON
388 N. Com'l St. Phone 220



Fitzgerald-Sherwin Motor Co.
Corner Liberty & Chemeketa Telephone 1132



Looks like new! Drives like new! He bought a rebuilt car of us at the price of a vacation.

West of Fire Hall.
1926 Chrysler Coupe
1927 Erskine Sedan, New
1928 Chrysler 62 2 dr. Sedan

Fitzgerald-Sherwin Motor Co.
Corner Liberty & Chemeketa Telephone 1132
"The House of Courteous Service"

NASH



Headquarters for better USED CARS

Large selection of reconditioned NASH models now on display

The one place to come for a used car which you can be sure of and proud of is your Nash dealer.

Our Reconditioned Nash cars are the cream of the used car market. First, because they are built more carefully in the beginning, and second, because we carefully test them and recondition them, to be certain they are right.

Trained crews of expert Nash mechanics put their stamp of approval on every Reconditioned Nash before you drive it.

Another assurance that backs these Nash cars is the fact that their owners found them so satisfactory that they bought "another Nash."

You'll find these Reconditioned Nash cars closely priced for rapid clearance—lower in fact than ordinary used cars sold without reconditioning and without the backing of a nation-wide service organization.

Come in, see the cars, and find out what easy terms we can offer you on any one you select.

Nash Reconditioned Cars Lead the World in Used Car Value

Here are Some Reconditioned Nash Bargains	
1927 Nash Standard Six Sedan ..	\$850
1926 Nash Special Six Sedan ..	\$750
1925 Nash Advanced Six Sedan ..	\$850
1926 Nash Special Six Coupe ..	\$850

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365 North Commercial Street "AFTER WE SELL WE SERVE" Telephone 1260