

Fishing Season Opens Today; Get the Old Car Ready for the Trip to Your Favorite Fishing Stream; First Come First Served
 Fifty-five Nations and Five Countries Will Send Their Delegates to the International Highway Conference in Washington Soon

SECTION TWO
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The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE
 BETTER HOMES

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, APRIL 15, 1928

PRICE FIVE CENTS

CHAMPION APPROVES IMPERIAL LANDAU

"Sweet Running Engine" Comments Record Holder After Driving Car

Mrs. Edna E. Christofferson, the woman champion revolver shot of the world, has placed the stamp of her approval on the 1928 Chevrolet.

"That's a sweet running engine," was her comment as she stepped from the running boards of an imperial landau after making a good average score with her revolver at a distance of 50 yards, the motor of the car idling while she was firing. "The vibration, if any, was imperceptible from the standpoint of a marksman. I believe I could do some good shooting from that car if it were in motion, on a perfectly level pavement."

The test to which the Chevrolet was subjected took place on the Clackamas range in Oregon, a few miles from Portland. The competency of Mrs. Christofferson as a judge of what constitutes a handicap in shooting is manifested when it is stated that she has won her laurels as an expert with the revolver not in competition with her laurels as an expert with the male marksmen of the United States and Canada.

Most of the matches in which the woman champion has engaged have been staged in the Northwest. In last July, at the International Individual Police Shoot at Victoria, B. C., she scored 52 out of a possible 60 points, standing second only to Reynolds of the Seattle police department, whose score was 53. This is an annual event, and the best score made in previous years was 51 points. The entrants were members of the police departments of Victoria and Vancouver, B. C., Portland and Seattle, the detective staff of the Canadian Pacific railway and the Royal Northwest Mounted Police. She is the only woman ever participating in that yearly event.

In addition to her ability with a pistol Mrs. Christofferson is a good organizer and executive. Through her initiative the Oregon Women's Revolver Club, the first and only regularly organized body of women shooters in the world, was recently formed. She has induced the police department of Portland to sponsor the club's activities, it being provided with range and accorded the services of Sergeant J. H. Young, also a world's champion with the revolver, as instructor.

HUPMOBILE BREAKS FORMER RECORDS

March Shipments of 8034 Cars Exceeds Previous Greatest Month

Hupmobile's all-time monthly production and shipping record was shattered for the third time in the last five months, and for the second consecutive month when March production and shipments surpassed 8000 cars. Official figures, given out by R. S. Cole, general sales manager, show that 8034 'Century' eights and sizes were shipped during the month.

As March ended, every previous record in the company's history was exceeded in the demand for cars. This includes domestic production and shipment, those for Canada, and for overseas countries, during both the month of March and the first quarter of 1928.

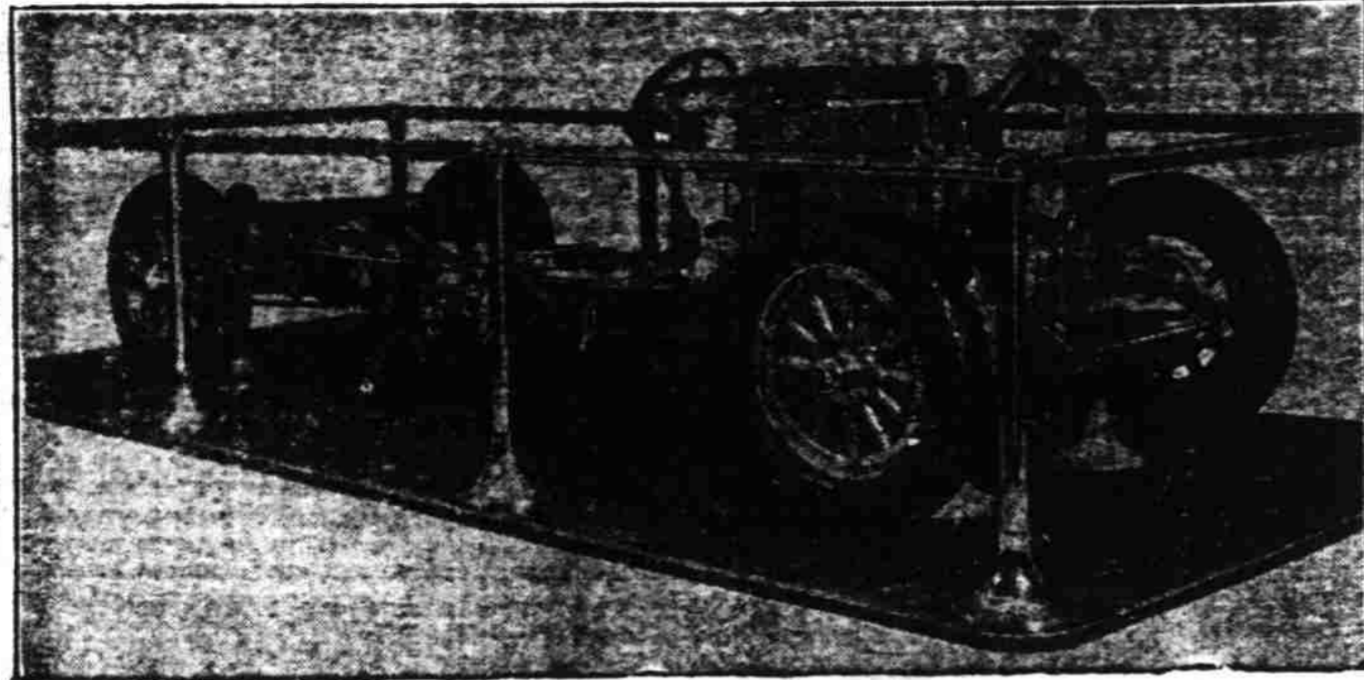
March exceeded the best previous monthly record of 5213 cars, made in February, by 54 per cent. It exceeded shipments for March, 1927, by 62 per cent. On March 24 the plants shipped 434 cars—the largest day in their history, and the first time that one-day shipments have surpassed 400 cars. First quarter shipments of 16,780 cars were 43 per cent larger than for the similar period a year ago, 29 per cent higher than the previous first quarter of 1926, and 22 per cent higher than the record three months of April, May and June, 1924.

March sales to Canada were 75 per cent higher than for March, 1927. For the first quarter they were 57 per cent higher than during the first three months of 1927. Overseas shipments during March were 133 per cent higher than for March a year ago, and for the first quarter were 93 per cent ahead of those for January, February and March 1927.

Mr. Cole also pointed out that Hupmobile, in March, and during

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BACK FROM THE NATIONAL AUTO SHOWS



HIGHWAYS DESIGNED FOR GREATER SAFETY

Sensible Legislation and Enforcement Help Make Roads Safer

Highways designed and built for the fast cars of to-day will do more to prevent accidents and promote safety than obsolete speed limits which are neither possible nor desirable to enforce, according to Paul G. Hoffman, vice president of the Studebaker corporation of America.

"Sensible legislation and enforcement will help make motor roads safe for higher speeds, but to achieve the ultimate, America must build a network of specially constructed high speed roadways. For the past several years there has been a great deal of discussion about super-highways and specially constructed toll roads, perhaps built by private capital, on which speeds over 60 miles an hour would be safe.

"It is time to stop talking and get busy on the actual construction of these roads. They are no longer deemed visionary by highway engineers.

"Detroit in Wayne county, Michigan, have led the way in the development of wide roads of the super-highway type. There is a toll road on Long Island where motorists may travel in safety as fast as their cars will carry them.

"The outstanding example of the modern high speed super-highway demanded by present day conditions is found in Italy. The Autostrada, connecting Milan with nearby centers, is giving a spectacular demonstration of the safety of high speeds on properly constructed highways. There is no speed limit on this system of travel lanes, no grade crossings, and pedestrians are barred by strong fences.

"The Autostrada is safe for high speeds because the elements that make high speed dangerous have been eliminated. Speed in itself is not dangerous, but in connection with blind intersections, sharp turns, steep grades and possible conflict with other traffic, fast driving may be reckless driving and must be recognized as such. Take away the causes of danger—straighten the sharp turns, ease the grades, prevent cross traffic, keep out pedestrians, separate grade crossings, and you have a highway as safe as any specially constructed speedway.

"Nearly 2,000 cars a day travel the Autostrada, and the accidents are almost nil.

"An Autostrada between New York and Philadelphia would mean a safe and sane trip by motor in less than three hours. Any motorist who has ever driven over the Boston Post road between New York and Boston knows what an improvement such a route would be connecting those two cities. A similar roadway between San Francisco and Los Angeles would reduce the running time from 18 hours to less than 10—with perfect safety. Detroit, Toledo and Cleveland could be linked together the same way. Milwaukee and Chicago could be brought an hour closer to each other by this means.

"A recent editorial in the Chicago Tribune said 'A hundred and fifty miles an hour over the Florida sands is no longer news. Two hundred miles is worth a paragraph or two. Flivvers on city boulevards are faster than express trains.'

"That is profoundly significant of the progress made by the motor car. Speed is an accepted fact. Every new car that rolls from the assembly lines makes the old conception of speed and highway legislation more and more obsolete.

"A few states have raised their speed limits from 25 or 30 miles an hour, to 35 and even 40 miles an hour. But legislation is still behind the times.

FLINT, Mich., April 14—A period of heightened business activity lies ahead of the automobile industry, in the opinion of C. W. Churchill, general sales manager of the Buick Motor company, who recently returned from a trip on which he studied prospects in various parts of the United States. Mr. Churchill predicts a continuation of the gradual increase which the demand has been registering for several weeks past, and foresees, both for Buick and other manufacturers, a generally satisfactory year.

As every manufacturer of automobiles know, the demand for his products is determined by general business, industrial, and agricultural trends over the country as a whole. The increased production schedules recently announced by Buick reflect a quickening of the business pulse which began to be felt in February and which, careful surveys indicate, is becoming general.

It is important that the manufacturer acquaint himself as early as possible with the probable demand for his product, in order that plans may be made for production to meet those demands. Intelligent quantity buying, the handling of traffic both within the factory and without, and many other important considerations hinge upon a correct forecast of the prospects for the future.

Mr. Churchill visited Buick dealers in many parts of the country, and compiled data which affect the market for the Buick car. He determined new and used car stocks on hand at each dealer point, and acquainted himself with the local conditions which will bear on the disposal of these and subsequent stocks during the months to come.

The aggregate of these local pictures form the huge composite picture upon which Buick's production plans will be based, just as the results of similar study of markets have already made themselves evident in preparations for a busy spring at Buick. Mr. Churchill has simply been applying a barometer to the nation's business.

That the barometer reading indicates fair weather ahead, is shown by analysis of Mr. Churchill's reports. His findings prove, in his opinion, that Buick was fully justified in setting a monthly production of more than 13,000

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OPENS TEST TRACK AT FACTORY DOORS

Pontiac and Oakland Sixes Driven Around Loop After Assembling

A loop of cinder road nearly one-half mile long and banked at the turns has been constructed by the Oakland Motor Car company as a private factory test track over which Oakland and Pontiac Sixes are run immediately after leaving the assembly lines.

The loop extends past the Pontiac Six assembly and the new Oakland All-American Six assembly buildings open directly upon the test track.

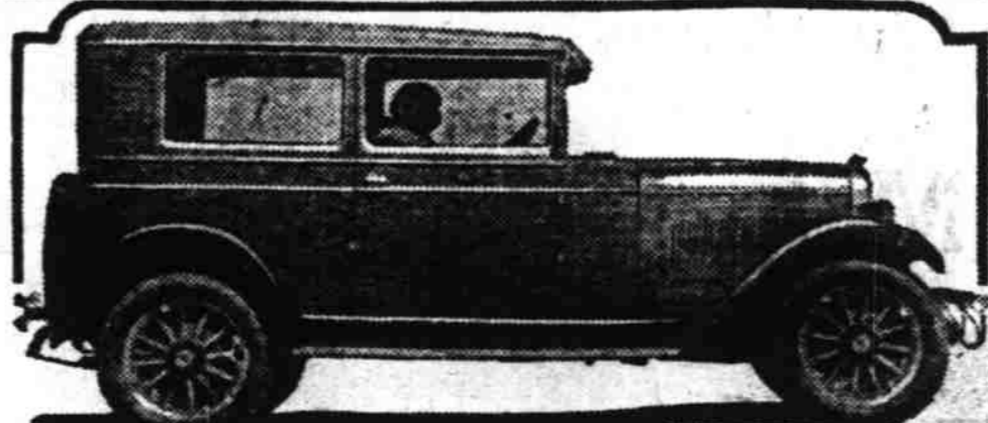
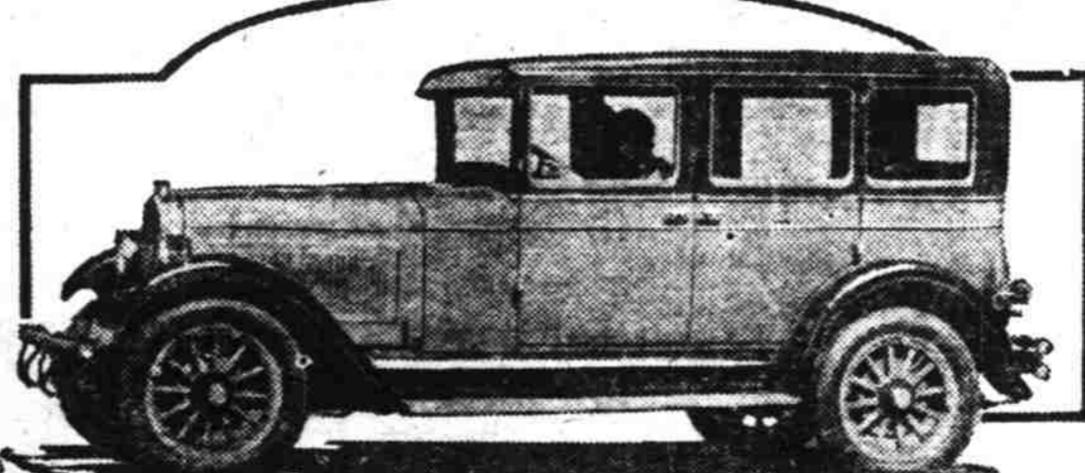
A squad of 20 test drivers has been organized to plot both Oakland and Pontiac Sixes around the loop. After being given a thorough road test, the cars are returned to their respective inspection departments where they are rechecked. If pronounced perfect, they are driven to the shipping department. Should any adjustment be found necessary after a car has been tested, it is placed back on the line, the adjustment is made, and the road test and inspection are repeated.

The test track is far from being a boulevard. It crosses and recrosses the rails of the Oakland Motor Car company's big railroad yard and subjects the cars to a rigorous test of performance and riding comfort.

The installation of the private test track is in line with the recent announcement by Gordon Lefebvre, vice-president in charge of operations, that he intends to provide the Oakland-Pontiac dealer organization with cars that require a minimum amount of inspection and adjustment before delivery to purchasers.

The private test track, of course, does not affect in any way the Oakland Motor Car company's practice of maintaining a fleet of major test cars in constant operation at the General Motors Proving ground. These cars are run at high speed for thousands of miles and then "torn down" for microscopic inspection by Oakland Motor Car company engineers.

LOWEST PRICED SIX IN WORLD



TOLEDO, O., April 14—The Coupe, \$695; Four-door Sedan, \$745.

Early comments are to the effect that this move on the part of Mr. Willys may prove to be as significant in its influence on the six cylinder market as was the dramatic price development in the light four-cylinder field earlier in the year.

At the announced prices, the Whippet Six Coach is \$50 below the nearest six-cylinder car on the market.

This new car, for the first time in the history of any six within \$150 of its price, is equipped with a seven-bearing crankshaft, setting a new trend among the light six cylinder cars. Other important

mechanical specifications include full pressure oiling system, extra long connecting rods, invar-strut pistons, silent timing chain and a single piece pressed steel, banjo-type rear axle.

Mr. Willys stated that the Whippet Six has been in preparation for the past year and that it

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SERVICE UNIFORMITY MAINTAINED BY FORD

School for Service Men Proves Popular and Will Help Owners

Absolute uniformity of service on the new Ford model "A" car and model "AA" trucks is being maintained by the Ford Motor company through a plan which involves the training, in the Ford plants, of 10,000 garage mechanics. For weeks the Ford branch plants, and the Detroit factories have assumed the character of a gigantic training school, to which every Ford dealer in the United States is sending one or more representatives.

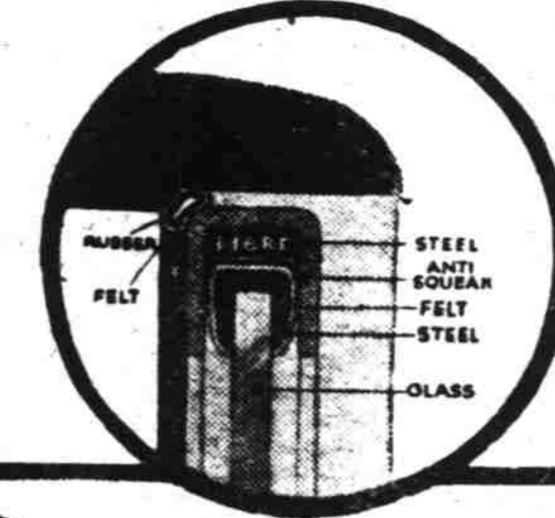
This school for service men began with the training of superintendents and foremen of the 36 branch plants of the company in the United States. Months before the Model "A" Ford car was introduced, these men from the branch plants were being schooled in the Ford factories near Detroit in the manufacture and assembly of the new car. They returned to the 36 Ford branches and immediately began the training of men for dealers in their respective territories. The men came in relays, each group as large as the branch plant could handle conveniently. The groups were purposely kept small, in order that the most intensive training could be given. Each man was put through the same course given the branch men at Detroit, and upon its completion was given a rigorous examination. This examination included many points about the car which might not be considered essential, from the service man's viewpoint. However, the Ford company is requiring complete knowledge of the car on the part of every dealer's service men. Failure to make a passing grade meant that the man had to take the entire course again. If he failed a second time, he was sent back to the dealer with the suggestion that he was not considered qualified to give Ford service; whereupon, the dealer was required to send another man for the next training school session.

This requirement for trained service men extends to every Ford dealer no matter how small his establishment may be. Many dealers have sent two or more men to the branch for training. Upon passing the factory examination, these men returned to the dealers' shops and passed on to the entire shop organizations the same careful instruction given at the branches.

The 55 horsepower developed by the new Oldsmobile's six cylinder engine is sufficient to lift 1,815,000 pounds one foot in one minute.

Eight hundreds tons pressure is used in stamping out the steel body panels for Oldsmobile closed cars. The stamping is done by

UNIQUE DOORS ON DE LUXE HUDSONS



WINDOW HAS APPEAL FOR IZAK WALTONS

Vivid appeal to the sportsman is carried in the fishing scene depicted in a display window at the Marlon Garage, the product of a group of artistically minded men connected with the establishment.

It is a pretty woodland scene, done in the natural elements—trees, moss, flowers; and in the background, a painting of the Cascade peaks which blends admirably with the natural part of the picture.

In the foreground there is a tiny waterfall, a few feet of running stream, and a pool that would be a mecca for any fisherman.

There beside the pool stands a grouse, and on the hummock back of the waterfall, an eagle. And a bear stands nearby, holding in his mouth a bait can—a slightly fanciful part of the scene, but none the less appealing.

There too is the fisherman's automobile—the used car that the Marlon Garage company suggests the angler purchase for his fishing trips—loaded with camping outfit and fishing tackle.

The scene was designed and constructed by Wallace Bone

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FIFTY NATIONS SEND LEADERS TO MEETING

Coolidge Invites International Association of Road Congresses

At the invitation of the United States government, the leading highway engineers, economists and administrators of the world will meet in Washington in 1930 to attend the Sixth International Association of Road congresses.

Fifty nations and five continents are expected to send hundreds of delegates to the meeting, which will be historic in that it will mark the first time the International Road conference has assembled in the western hemisphere.

The resolution authorizing the invitation has been signed by President Coolidge, having passed the senate and the house of representatives under the able leadership of Senator Lawrence C. Phipps, of Colorado, and Representative J. Charles Linthicum, of Maryland. Senator Phipps, as a member of the senate committee on post offices and post roads, sponsored the measure in the upper chamber, while Representative Linthicum, of the committee on foreign affairs, introduced the bill before the house and followed it through committee hearings.

The formal invitation will be transmitted by Secretary of State Kellogg, by direction of President Coolidge, to the Permanent International Association of Road Congresses, the official name of the organization. The association had previously voted to accept the invitation if extended.

The willingness of the association officials to bring the sixth conference to the United States is held to be significant. It is recognition on the part of the Old World, with its background of centuries of highway building, of the new order of achievement of the New World in the mass production and methods of administration of highway construction and maintenance. While highway engineering on the continent antedates the road of the United States by thousands of years, the utility

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WORLD COVERED BY CATERPILLARS

Fleets of Tractors Found in Nearly Every Civilized Country

The Japanese government and the Colonial Sugar Refining company of the Fiji Islands are running fleet of Caterpillar tractors, according to recent figures supplied by the Caterpillar Tractor Co., San Leandro, Calif., and Georgia, Ill. A new book in the "Caterpillar" library, "Caterpillar Fleets," is just off the press and available from the nearest "Caterpillar" dealer or the factories direct.

Road building, farming, logging, oil field development, quarrying, transportation, snow removal, and industrial jobs find the "Caterpillars" lining up in droves at the "oil call just made to determine how their behavior for owners had piled up repeat orders for the dealers. Over 4,600 "Caterpillars" are listed in these battling fleets, Nations, states, countries, cities, departments of city and county government; armies, the United States Forestry Department, the United States Department of Agriculture; the biggest oil companies as well as the smaller "wildcatters;" big farming and ranching corporations; great sugar refining and fruit growing and handling concerns; public service corporations whose names are household words; those are the owners of fleets of "Caterpillar" tractors of from 10 to 215. The State of Ohio leads the list with the latter number.

Pictures show many of these tractors fleets in action at the different jobs over the world. Every type of farming and every kind of power farming job from all sections of the world is included. With logging, transportation, road building and maintenance, snow removal, construction and reconstruction draw bar, belt and winch jobs of every conceivable kind; in the hands of trained engineers and contractors who value time, equipment and brains to use both efficiently; that is the "Caterpillar" fleet's booklet. It is a roll call of efficiency in doing the world's hard jobs.