

Nearly a Million Dollars Paid Holders of Auto Liability, Damage and Collision Policies in Oregon Last Year, the Record Shows
1047 Affiliated Motor Clubs to Campaign as Actively for "Safety Afterwards" as They Have Always Done for "Safety First"

AUTOMOTIVE
BETTER HOMES

The Oregon Statesman

WAY BETTER THAN LAST YEAR

SECTION TWO
PAGES 1 TO 8

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, MAY 13, 1928

PRICE FIVE CENTS

OLDSMOBILE SETS PRODUCTION RECORD

First Four Months of 1928
Show 50 Per Centum
Increase in Sales

LANSING, Mich., May 12.—Again Oldsmobile has set new high production and shipment records, officials of the company announce. The number of Oldsmobiles manufactured, shipped and sold during April were the largest in the company's history.

Shipments during April totaled 11,089 Oldsmobiles. This was an increase of more than 2,000 cars over the March shipments, which was a record at that time. The May manufacturing schedule calls for a minimum of 12,000 cars.

Retail sales of Oldsmobiles for the first four months of 1928 show a 50 per cent increase over the sales of the same period last year. This record has been accomplished in face of exceptionally tight sales in January due to shifting production to the new Oldsmobile that month.

From the time the new Oldsmobile was first displayed there has been a demand from the motoring public exceeding scheduled production estimates. Backed by the resources of the General Motors Corporation, of which it is a division, and aided by the new buildings and equipment installed last year at a cost of nearly \$4,000,000, Oldsmobile has been enabled to increase its production by a substantial amount. This increase, however, has barely kept pace with the demand.

At the first of this month, after 60 days of record breaking performance, company officials report that the number of Oldsmobiles in the hands of dealers and in transit is considerably below the usual territory stock at this season of the year.

The April production and shipment of 11,089 Oldsmobiles is nearly double that of last April when 6,000 cars were shipped. During the month new daily production and shipment records were made, the largest day's shipment totaling 561 Oldsmobiles.

LATEST AND BEST FEATURES ADDED

New Four Speed Transmission in Durant "75" Meeting With Favor

Automobile manufacturers today must, if they are to maintain their place in the automotive field, build cars with the latest and best features developed by the industry, believes Norman De Vaux, general manager of Durant Motors on the Pacific coast.

"Durant engineers in producing the Durant Six and the Durant Star believe they have succeeded in presenting to the public a real car value embodying the latest and best features which make for beauty, superlative performance, positive safety and economy of operation. These engineers have taken the best products developed by world-famous manufacturers and built cars which, by their unprecedented popularity, prove their worth."

Among the features contributing to Durant worth and popularity are chromiumpainting, Bendix four-wheel brakes, high-compression Red Seal Continental motor, and the four-speed forward transmission of the Durant "75" models.

"Chromiumpainting is one of the latest and most important tendencies in auto building. Chromiumpainting is extremely hard and almost untarnishable. It retains its original appearance indefinitely, and its surface does not deteriorate as nickel does. Chromiumpainting is not affected by such molten metals as lead, tin or zinc, nor by the combined attack of oxygen and moisture."

"The beautiful cross-hatched radiator, the headlamps, hood hinged, stop and tail lights, side lamps, cowl moulding, and radiator and hub caps on the Durant "65" and "75" models are chromiumpainted. This insures a permanent lustre."

"The new four-speed transmission in the Durant "75" has attracted a great deal of favorable attention. This transmission is of the so-called twin high type. Fourth speed is a direct drive and third is internally geared. While this transmission is not entirely new in the automotive field, it is now used for the first time in passenger cars."

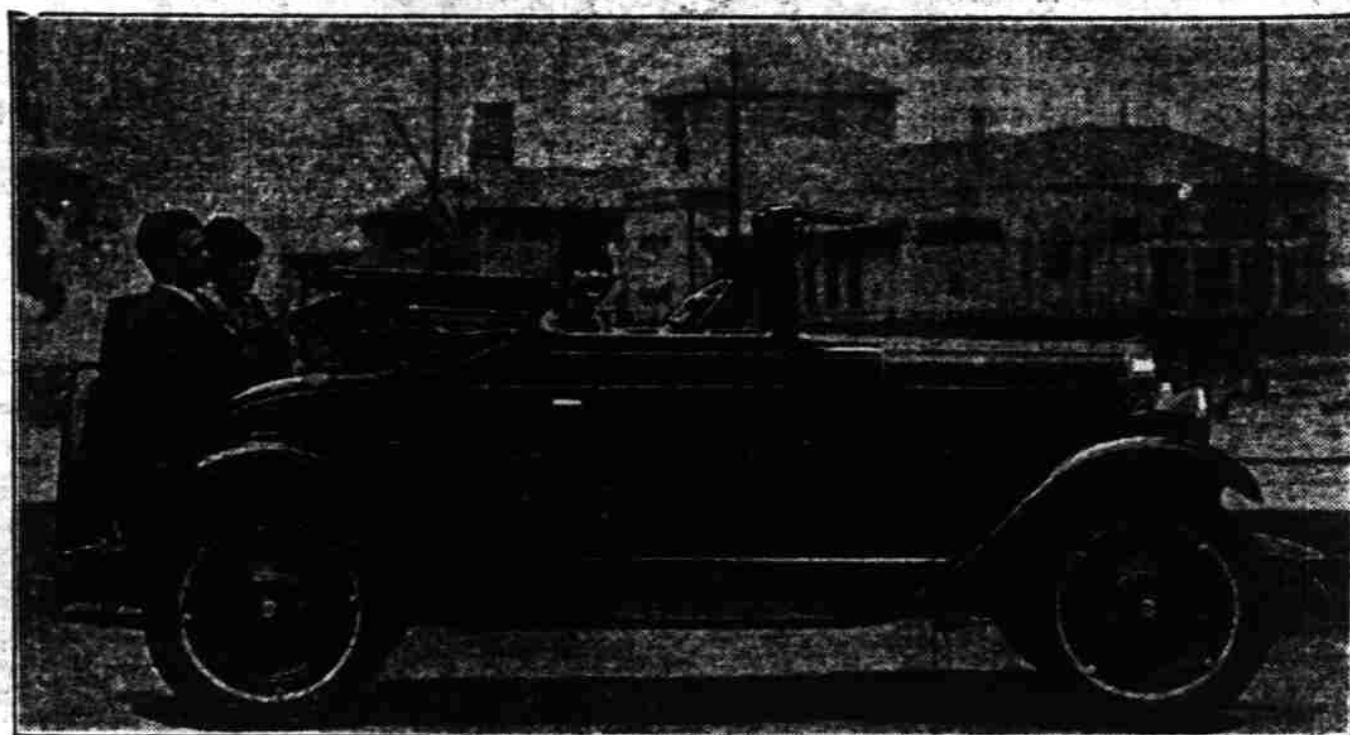
"This new gear shift not only provides for noiseless shifting of gears, but also gives the car speed without racing the engine. Even the most inexperienced driver can shift with ease."

"The 1928 Packard, driven by one of the Salem representatives, David Smith, was the official car used by Queen Virginia Merle Crites, her maids of honor and their escorts during the May fete at Willamette University, Salem, Oregon. Reading from left to right, Phoebe Smith of Vancouver, Wash., Queen Virginia Merle Crites of Spokane, Wash., Genevieve Junk of Salem. The party expressed themselves as being delighted with "America's finest car—the Packard."

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New Chevrolet Convertible Sport Cabriolet



This latest offering of the Chevrolet Motor Company, listing at \$695 f. o. b. Flint, Mich., brings to the low priced field a model of unusual smartness and distinction. The collapsible top allows full vision ahead from the rumble seat. Body is by Fisher.

HUPMOBILE BREAKS ALL RECORDS AGAIN

April Production Reaches
High Monthly Total With
8082 Cars Shipped

Passing the 8,000 mark for the second time in the company's history and setting the third new all-time monthly record registered in three successive months, Hupmobile shipments in April continued to reflect the unprecedented demand which the new Century Six and Eight have been meeting ever since their introduction.

Shipments for April, it is announced by R. S. Cole, General Sales Manager, were 8,082. The figure exceeds even the previous high total attained in March, when for the first time Hupmobile shipments crossed the 8,000 level.

It is an increase of 96 per cent over the figure for April, 1927, when 4,111 cars were shipped and exceeds by 74 per cent the previous largest April in the company's history.

Shipments since January 1st, now amounting to 24,552 cars, are the largest for this period in Hupmobile history. From January 1st to April 30, 1927, the total number of cars shipped was 15,915, a figure which the 1928 shipments exceed by 57 per cent.

The largest January-April period in Hupmobile history was in 1926, when 16,913 cars were shipped. The present record exceeds this by 48 per cent.

Commenting on this unprecedented activity of the company, Mr. Cole points out that the total production for the twelve months of 1927 was 41,161 cars.

"In the first four months of 1928, we have shipped 61 per cent of our entire 1927 output," he says. "Our best year's production was in 1926, when 45,426 cars were shipped. We have therefore shipped in the last four months 55 per cent of our largest year's production and we have still eight months to go."

In foreign, as in domestic sales, April set new high marks for Hupmobile. Shipments to Canada were 62 per cent higher than in April of last year, and were the largest ever made to the Dominion. In the four months' period the 1928 record exceeds by 55 per cent the first four months of 1927, until now the previous high mark in Hupmobile annals.

Export shipments were similarly impressive. They were not only 52 per cent more than in April, 1927, but they broke an April export record which has been standing since 1913, when the previous high mark for foreign sales was recorded—a mark exceeded by 16 per cent in the present April exports.

Dealer advices reaching Hupmobile headquarters indicate that remarkable sales records have been established throughout the country. A typical example is seen in telegrams from New York showing April deliveries there to be 134 per cent above those of April, 1927, with a gain of 93 per cent in deliveries for the first four months of the present year as compared with 1927.

"It has been evident for the last week and longer that April production would crowd the March record closely, if it did not actually exceed the mark reached then," said Mr. Cole in commenting on the announcement.

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In the low-priced automobile field the Chevrolet Motor company has become the pioneer of another distinctive style feature—a convertible sport cabriolet with body by Fisher—announcement of which is made for this district by Douglas McKay of the local dealer organization.

Combining all the advantages of the sport cabriolet as a closed car with the open car features of the roadster, this latest offering of the world's largest automobile producing company is ideally suited to every type of weather under all kinds of driving conditions.

Of two to four-passenger capacity, the convertible cabriolet with the top up resembles the sport cabriolet in appearance. The top, however, is fully collapsible and folds so completely out of the way that full vision ahead is possible from the rumble seat. An additional feature is the inclusion of a nickel band around the windows, which gives them rigidity and permits the windows to be raised with the top lowered, affording efficient protection against the wind.

Finished in Roman red, with black body beading striped in gold, and embellished with artistic touches of polished nickel, the new model sounds a distinctive style note in the field of low-cost transportation.

"The soft, folding, rubber-fabric top is jet black, in pleasing contrast to the dominant tones of the body," said Mr. McKay. "The Fisher body retains the graceful, sweeping lines that distinguished the former cabriolet, and other features are of the same dependable construction which so quickly popularized the 'bigger and better' Chevrolet."

The model is also available in the sport type, standard equipment including six wire wheels with two spares being mounted in front fender wells, special head lamps with nickel-plated stanchions, cowl head and cowl lamps.

Two Passenger Coupes in Senior Models Made

Announcement of a two passenger coupe in the Senior Six line has been made by Dodge Brothers, Inc. The car is built with a wide single seat extending across the body, and back of the seat is a carrying compartment providing ample space for luggage, sample cases, etc.

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FIRST AUTOMATIC SHOW FORERUNNER

Other Displays to Follow; All
American Aircraft Show
Successful

By Capt. W. H. Leininger
The All-American Aircraft show held in Detroit recently marks another stepping stone in modern transportation. Not since the inauguration of the first automobile show in the early part of the twentieth century has such an important event been held.

The annual air and balloon races are of interest to pilots and those connected directly with aviation but to the mass of laymen who are interested in the everyday problems of life they are sporting events only.

For the first time in transportation history a showing by the important aircraft manufacturers of their product has been made to John Layman himself. And John Layman has responded with surprising alacrity. Thousands of men, women and children packed the huge Coliseum every day and night, paying willingly an admission fee that excludes some from even the automobile shows.

Business concerns are buying airplanes for their executives. Time saved between cities pays well for the investment. According to the well informed, more than 4000 airplanes will be manufactured in the United States this year, though one of the prominent instrument companies claims that it is manufacturing instruments to equip 4800 airplanes in 1928. This compares with an estimate for 1927 of 1653 machines.

One is struck with the practical treatment of aircraft by the manufacturers, the appeal to the purely sporting element being almost eliminated. Broughams, coupes, sedans, tourabouts and heavy duty express, mail and passenger planes were shown in abundance. A few open jobs were displayed but the marked tendency is toward the closed plane for commercial use.

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MELLON APPROVES DUTY FREE MOTORS

Bureau of Customs Would
Allow Entry of Automobiles
From Abroad

WASHINGTON, D. C., May 12.—An important step in the campaign to promote international good will was taken by the Treasury Department today when Secretary Mellon approved a ruling by the Commissioner of Customs to allow automobiles from all parts of the world to be brought into the United States without duty for a period of 90 days.

The Foreign Division of the American Automobile Association, which applied to the Treasury Department asking for such a ruling, declared today that it is a far-reaching move to capitalize the friendliness of all nations, stimulated during the past few years more than at any other period in the history of international travel.

E. W. Camp, Commissioner of Customs, announced today that article 442 of the Customs Regulations of 1923, as amended to all the entry of automobiles from Canada and Mexico without duty, is extended to include all foreign countries.

Prior to this decision, foreign motorists were required to meet the customs regulations by furnishing bond with an approved company, costing from \$20 to \$100, depending on the duty involved, and were delayed for several days, sometimes longer, until the bond was returned.

The decision will enable foreign motorists to enter the United States with their automobiles without the necessity of posting bond, thus saving them considerable time and expense.

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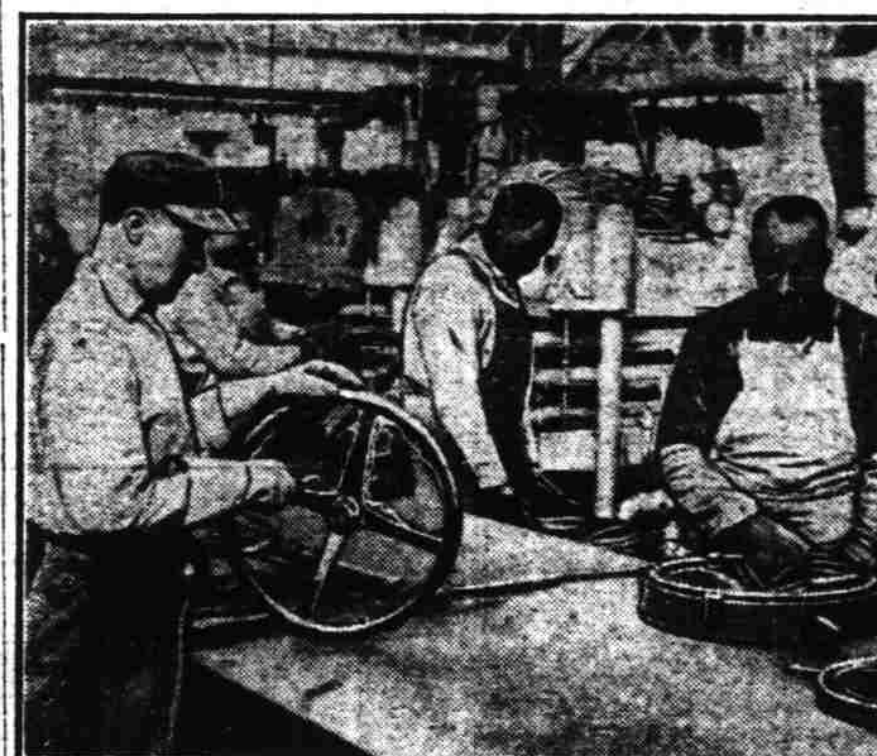
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"Baking Pies? No, Steering Wheels!"



LIKE chefs in a big kitchen, these specialists in a corner of one of Henry Ford's factories are cooking. But the product of their ovens is steering wheels for the new Model A Ford car—not pies. This is just one of the many uses of rubber in the new Ford.

FACTORY METHODS USED WITH CROWDS

Glancy and Lefebvre Organize
Departments During
Open House Period

PONTIAC, Mich., May 12.—The production methods upon which rest the success of America's immense automotive industry were applied with singular effectiveness here recently to such problems as taking care of babies, parking cars and feeding 65,000 people.

The occasion was a three-day open house celebration at which the Oakland Motor Car Company played host to the public in formal observance of the completion of a \$3,000,000 addition to the manufacturing and shipping facilities for the Oakland All-American Six.

The factories were placed upon an afternoon and evening schedule that the public might see them in actual operation.

The two men who applied their production methods to the problems involved in handling, feeding and entertaining the huge crowds of guests were A. R. Glancy, president and general manager of the company, and Gordon Lefebvre, his vice-president in charge of operations.

To accommodate the thousands of visitors' automobiles, a tract of vacant land near the factory entrance was transformed into a flood-lighted free parking lot. Efficient special police superintended the orderly parking of the cars. Out of town visitors found themselves guided to the plants by illuminated arrows on every highway and Boy Scouts posted at every intersection. A baby checking department was organized with a corps of white-clad nurses a dozen and piles, countless playthings and an apparently inexhaustible supply of full nursing bottles. When parents brought a baby to the check room, they received a call tag which matched a similar tag number attached to the child. As an additional precaution, the names and addresses of visitors were recorded.

"This big humanitarian matter of 'safety afterwards' is one phase of safety that has been woefully neglected, with the result that not enough attention has been paid to the character of the treatment of those injured by automobiles."

"This is a phase of the situation that can be remedied. I refer to the possibility of the selection of ethical well-educated doctors and of hospitals that have been approved by one of the national hospital organizations as well as the better education of the other class of doctors and an extension of the hospital betterment movement. Sound surgical training and proper hospital organization may be the factors that make the difference between a sound limb and a crippled one."

"It is, of course, very true that general conditions in most of the larger hospitals are highly satisfactory, but this only makes the inadequacy of the others the more deplorable. With our mounting injuries, including automobile accidents, there can be no doubt whatever that the question of 'safety afterwards' is one to which the best surgical minds of the country should be addressed to a degree that has not been heretofore the case."

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ACCIDENTS SUBJECT OF CAMPAIGN NOW

A. A. A., Hospitals and Doctors to Cooperate in Mortality Reduction

WASHINGTON, D. C., May 12.—The first gun in a nation-wide campaign to improve the standard of treatment given the victims of automobile accidents was fired here today, when the American Automobile Association emphasized the possibility of reducing deaths from automobile accidents by co-operation of their organization with other organizations established to improve the care of the injured.

In a sweeping statement issued over his signature, Thos. P. Henry, president of the national motoring body, served notice that the national association and its 1047 affiliated motor clubs would from now on campaign as actively for "safety afterwards" as they have always done for "safety first."

The A. A. A. executive cited the findings of the research committee of the Board of Traumatic Surgery of the American College of Surgeons as authoritative and incontrovertible evidence of the imperative need for reform in the treatment of the injured. This is a great national organization of leaders in the medical profession and hospital world that has already undertaken measures to reduce infections, shorten periods of disability, and especially to lessen mortality.

Mr. Henry pointed out that while the class of uneducated doctors and inadequately equipped hospitals affect injuries in general, they are working a particular hardship on the motorists, since oftentimes they suffer accidents when away from home and are not in position to get the surgical and hospital care that they might in their usual surroundings. He continued:

"This big humanitarian matter of 'safety afterwards' is one phase of safety that has been woefully neglected, with the result that not enough attention has been paid to the character of the treatment of those injured by automobiles."

"This is a phase of the situation that can be remedied. I refer to the possibility of the selection of ethical well-educated doctors and of hospitals that have been approved by one of the national hospital organizations as well as the better education of the other class of doctors and an extension of the hospital betterment movement. Sound surgical training and proper hospital organization may be the factors that make the difference between a sound limb and a crippled one."

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