

AUTOMOTIVE SECTION

# The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE SECTION

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 17, 1928

PRICE FIVE CENTS

## MACAULEY HEADS MOTOR CHAMBER

### Tribute to Chapin Record by Directors; Big New Markets for Trucks

Alvan Macauley was elected President of the National Automobile chamber of commerce at its annual meeting in New York. The retiring President is Roy D. Chapin, chairman of the Hudson Motor Car company.

Mr. Macauley, who is president of Packard Motor Car company, has also been for many years a director of the chamber. He is chairman of its street traffic committee and a member of its taxation and rubber committees.

Many progressive steps have been taken under Mr. Chapin's administration, the board of directors stated in paying tribute to his services. There has been strong cooperation with motor associations abroad, worldwide use of motor transport has reached a new high level as indicated by registration figures, and the passing on of the excise tax repeal to the customers of the industry has added new impetus to the current motor markets.

The other officers elected were:—Alfred H. Swayne (General Motors) first vice-president; A. R. Erskine (Studebaker) vice-president, passenger car division; A. J. Brosseau (Mack) vice-president, commercial car division; H. H. Rice (Chevrolet) treasurer; John N. Willys (Willys-Overland) secretary and Alfred Reeves, general manager.

In addition to the officers, the board includes:—Walter P. Chrysler (Chrysler); Robert C. Graham (Graham-Paige); Charles D. Hastings (Hupmobile); Fred J. Haynes (Dodge Brothers); C. W. Nash (Nash); William E. Metzger (Federal); R. E. Olds (Olds); Walter C. White (White); Roy D. Chapin (Hudson); Colonel Charles Clifton is honorary president.

The device ways and means to further broaden markets in this country and abroad, in addition to present activities, a Trade Promotion Committee was appointed, headed by Alfred P. Sloan, Jr., president of General Motors, and including Alvan Macauley, president Packard Motor Car Company, C. W. Nash, president Nash Motors Company; John N. Willys, president Willys-Overland Company; Walter P. Chrysler, president Chrysler Corporation; A. R. Erskine, president Studebaker Corporation; Edsel Ford, president Lincoln Motor Co.; and Roy D. Chapin, chairman of the Board, Hudson Motor Car Company.

New and larger markets for commercial vehicles were predicted at the Motor Truck Members meeting in the afternoon. The retail

## DIRT ROADS FOUND TO BE VERY COSTLY

### Places Found Where Even One Horn Does Not Answer Safety Needs

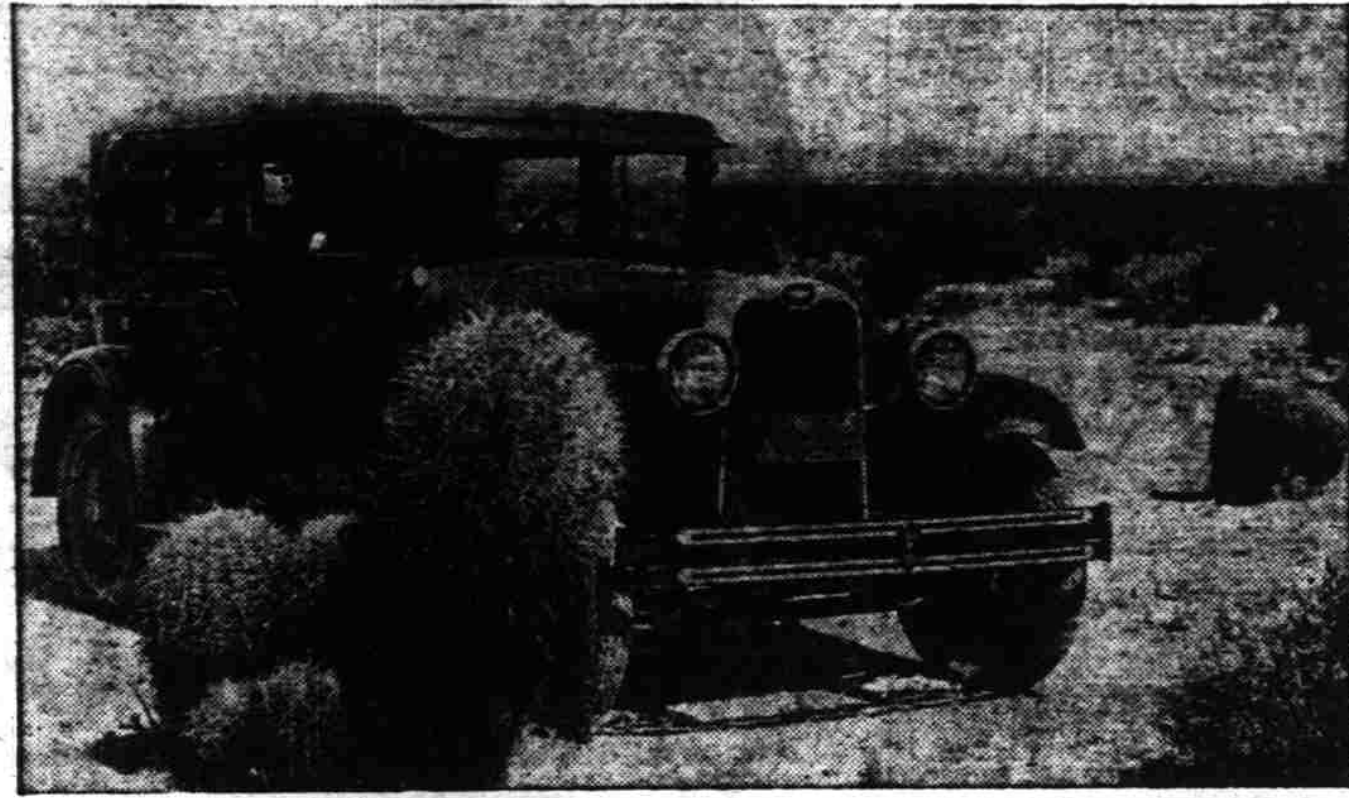
"You pay for good roads whether you have them or not," is a statement quoted by Dr. E. B. McDaniel, president of the Oregon State Motor association, at a recent gathering of highway enthusiasts. Dr. McDaniel then read from an article in which it is disclosed that the farmer paid more for not having good roads than he would have to pay if he had the finest hard surfaced roads obtainable.

The figures, compiled by transportation authorities of the state of Iowa, demonstrate that the transportation bill over dirt roads was equal to all of the corn, oats, wheat and barley crops in the state. The cost of operating 699,000 motor vehicles registered in Iowa in 1926 is estimated at \$214,608,000 while the value of the four principal crops that year was \$213,367,000.

In order to reduce this transportation bill, Iowa is spending twenty-eight million dollars in 1928 for improved highways. Engineers advocate hard surface for all main highways and gravelled roads for light traffic. To demonstrate the savings to be made through these investments, the following figures are given:

Iowa spends one hundred and twenty million dollars annually for new automobiles. The average life of a motor vehicle operated on dirt road is given as 5 years; on gravel, as 6 years; and on paving 7 years.

## Chevrolet Halts Beside a Barrel Cactus



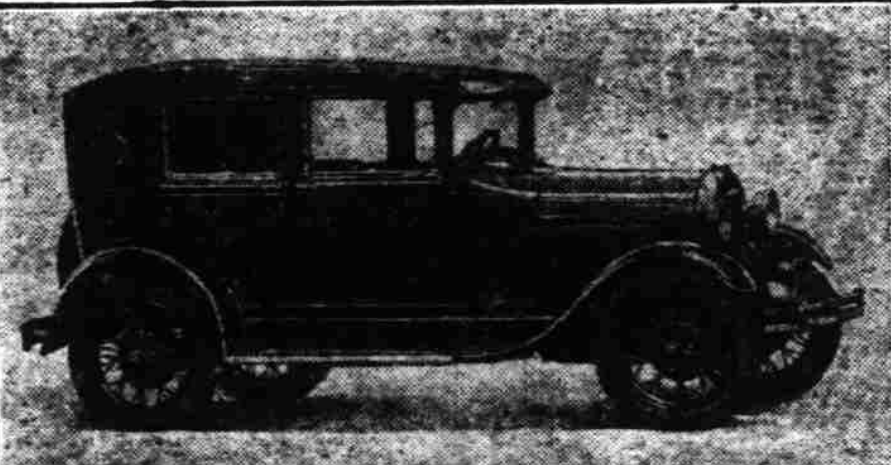
A party of motorists in a Chevrolet landau sedan recently journeyed into lower California, Arizona, Texas and New Mexico, for the purpose of locating and studying the different species of flowers and cacti which are found on the desert. The party is shown here halted beside the species known as the "Barrel Cactus."

## QUALITY AND STYLE DEMAND OF BUYERS

### Price Consideration Not Major Factor Says President of Company

DETROIT, Mich., June 17.—(Special)—"Quality, performance and style are the three outstanding demands of the motor car buyer today," declares John A. Nichols, Jr., president of the Falcon Motors corporation, builders of the Falcon-Knight line of Knight engine sixes. "Of course price consideration also enters into it but not to the extent of a few years ago when that alone was the major consideration. "In the production of the new Falcon-Knight Six we have paid careful attention to style, quality and performance while in the matter of price the Falcon-Knight Six through its recent price re-

## THE DE LUXE FORD



This is the new Fordor sedan of the Model A Ford line. It will be on display in dealer showrooms shortly.

The Fordor sedan is the de luxe car of the new Ford passenger car line and has many features that are new and exclusive in low priced cars.

It is distinctive from the other Ford passenger cars in exterior appearance. The cowl sweeps down in a graceful curve from a raised panel at the windshield to a narrow belt moulding which runs from the front of the hood on a straight line back and around the car. This gives the body a long, low effect.

Another feature that adds much to the exterior appearance is the roll belt effect below the windows, which rolls down to the narrow moulding. The top and rear quarter have rounded corners and are covered with a pyroxilin coated material of a tan shade, in pleasing contrast with the body colors. There is a ventilator in the lower panel of the cowl on the left side, for greater driving comfort.

The interior of the car has a strikingly rich and inviting appearance. The trimming is of light brown effect with deeply cushioned seats upholstered in soft brown hairline cloth, a highly effective combination. The cushions are of the lounge style with overstuffed plain panels. Arm rests in the rear compartment are another convenience. Seats in both compartments are deeply cushioned, wide and most comfortable. The attractiveness of the interior is further enhanced by the use of embossed panelling on the doors and around the ends of the seat in the front compartment. This is a decidedly distinctive touch, such as might be expected only in custom built bodies. An oval bow light in the rear compartment and a flexible robe rail are other pleasing and serviceable features. The hardware is all etched in a conserva-

## Celebrates Anniversary Banquet Employees

Eugene Eckerlin, Jr., owner and manager of the Salem Super Service Station give a banquet at the Marion last night to all employees of the station. The banquet was in celebration of the second anniversary of the station which was opened at the corner of High and Ferry two years ago last Friday.

The Salem Super Service Station was the first super service station in Salem and has proved to be a popular place on account of the service offered. The idea that a car owner could leave his car and have it washed, greased, tire service, battery service or filled with gas at one place has proven not only a time saver but a convenience that would build a large patronage.

Mr. Eckerlin stated last evening that he appreciated not only the business that he had developed but most of all the friends he had made. He stated that he enjoyed the business and had built up trade on good service at fair prices. He believes that all his customers are his friends.

## OWNERS URGED NOW TO EQUIP MACHINES

### Tires Should be Carefully Checked and All Old Ones Replaced

The fact that the Western Auto Supply Company through its more than one hundred and fifty western stores can offer a distinctive service to automobile owners is one of the chief reasons for its success, according to the belief of Willis Clarke, local manager of that company.

"We believe that our company offers a service that no other company in the west can duplicate, a service that should mean a great deal to every car owner," says Mr. Clarke. "When the motorist equips his car with Western Auto tires he can start out on his vacation trip free from all tire worries and ready to fully enjoy his travels with the guarantee and service of the world's largest auto accessory concern to back his confidence."

"Recently we reduced our already low, tire prices just in time for summer vacation requirements and since that announcement has appeared in the newspaper, thousands of automobile owners have taken advantage of the additional savings offered and have purchased Western Giant Wear-well tires. In selecting these tires they are secure in the knowledge that however far from home their summer fishing and camping trips may take them, they will always be near another of our more than one hundred and fifty conveniently located stores, where, if their tires should need servicing, they will be promptly cared for in the full spirit of our 'Customer is always Right' policy and our guarantee that assures complete and

## THOUSAND MILES OF GORGE SPANNED

### Kaibab Forests, Bryce and Zion Canyons Opened to Tourist Travel

In the distant geological past long before man began his up-hill battle against the lower animals and the still more bitter elements of the great Colorado started its erosive carving through the colorful rocks that mark the table land of the American continent.

Today puny man is conquering the Grand Canyon of the Colorado at a point where there is no present means of spanning the great river save by a make-shift ferry for a distance of more than five hundred miles either up or down stream. The 1500 tons of structural steel that is being woven into this vast, spider-web like work has had to be carried by motor truck across more than a hundred miles of rocky desert from the nearest railroad. The span itself will be nearly 500 feet above the stream and it will seemingly hang in mid-air for the bases are concrete-filled tunnels burrowed back into the solid rock of the vertical walls.

Recently the site of this great structure was visited by an Oakland All-American Six, furnished by the Oakland Motor Car Company and driven by L. W. Moore of that company. Moore was accompanied on the trip by Willard S. Wood, well known amateur photographer and writer and an expert on the lore of the desert and mountain country.

They made the trip from Flagstaff, Arizona, more than 100 miles across the desert where the roads are rough, narrow and, in places, dangerous at least to the

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## Buick at the Pyramids



The camel is no longer the only ship of the desert, as this picture, taken at the pyramids in Egypt, shows. The Buick in the foreground is only one of many in regular desert service, for which its famous sealed chassis admirably fits it.

FLINT, Mich., June 17.—The British motor expedition which left Peking last summer in two left Buick cars, with London as its destination, is now on the last leg of its long journey, according to word received from the travelers. They have traversed jungle, desert, and mountain, and are now in Europe, speeding toward the channel, with comparatively fine roads under them.

When the expedition reaches London, it will have traveled one-third of the distance around the globe. The trip has been notable not only for the great distance covered but for the hazards encountered along the way. Floods, snow, and sandstorms have threatened the expedition, sometimes delaying its progress, but never turning it back.

A recent article in the London Times, from that newspaper's Beirut correspondent, sketched the experiences of Major McCallum and his companions in their trail-

## CONDITIONS FOUND TO BE FAVORABLE

### A. A. Points Out Changes in Review of Travel Facilities This Year

By Ernest N. Smith, General Manager, American Automobile Association

Washington, D.C., June 16.—Summer is already here and the Road Gods are calling. More than forty million people in eleven million cars will answer the call. Every vacation region, woodlands and lake lands, mountains and shores, will receive their quota of this veritable outpouring of America. This vast army of motor nomads will distribute billions of dollars along the highways of the nation before the first snow falls. All the favored recreational areas and the communities located along the highways leading thereto will benefit enormously from this modern Midas touch. But more important still, a large cross-section of the American people will lay up that annual replenishment of health and happiness that has become a very real, though perhaps intangible factor in our national progress.

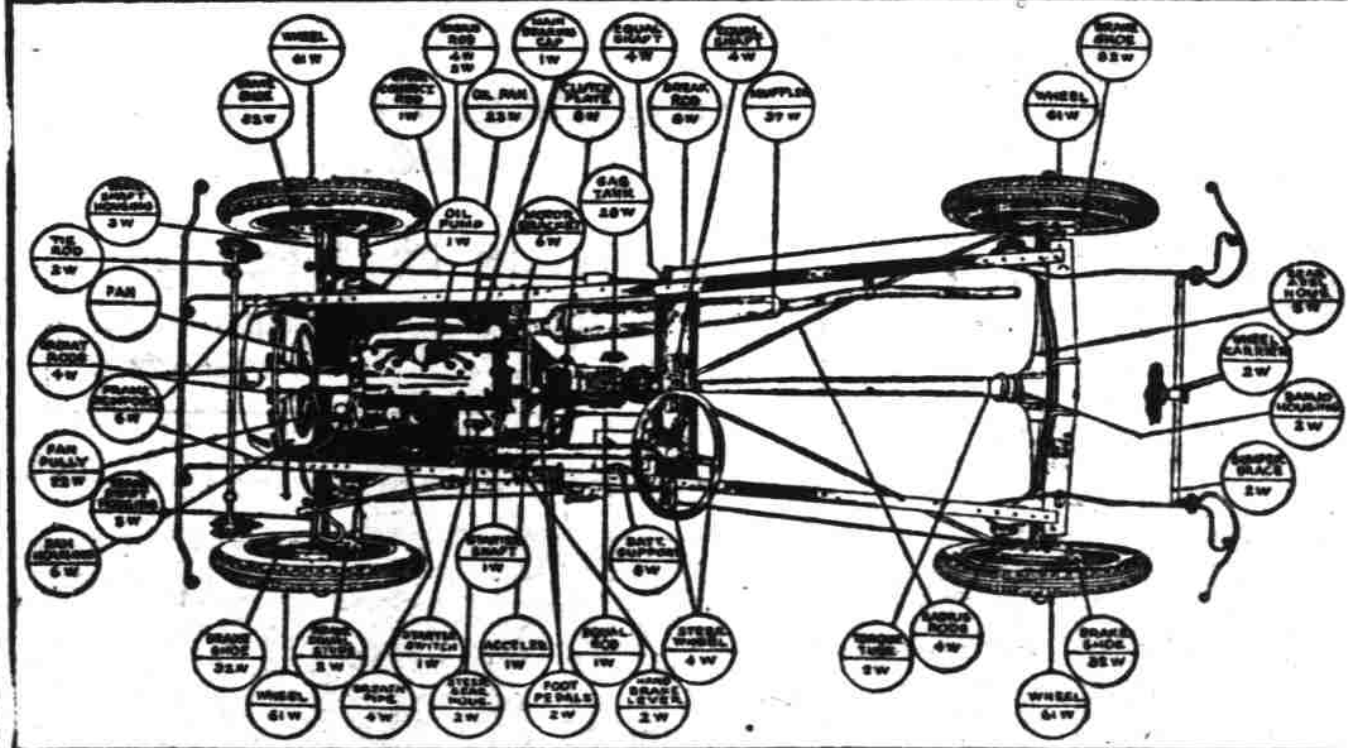
Barring a sinister mood on the part of the fickle weather deities, touring conditions during the 1928 season should be better than ever before. There are many reasons why this should be so. Motoring services have been co-ordinated, developed and extended; roads have added to and improved; agencies catering to motor tourist patronage have sought to better the standard of the commodity they sell; cars are on the whole better equipped for long-distance travel; communities everywhere are more keenly alive to the importance of maintaining health standards requisite to the needs of a nation on wheels, and finally, the 1928 motor tourist himself is better able to apply the lessons of experience to those fundamental things that make or mar the pleasure of the tour.

While these and other factors will affect the individual dividend from this year's motor outing, the coordination and extension of motoring services on a nation-wide if not world-wide basis, by the American Automobile Association, is by far the most important factor in the touring situation today. It is not surprising that this should be the case, since service has come to be recognized as the Sesame of the Open Road just as it is the watchword of healthy business the world over.

Through the gigantic federation of 1046 automobile clubs constituting the world's largest motor federation, there is now available a motor tourist service capable of dispatching the road caravan of

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## Welding Revolutionizes Ford Car



ELECTRIC welding is one of the secrets of the remarkable strength, durability and low cost of the new Ford Model A car. And the story back of the welding operations employed in the manufacture of the new Ford is one of the wonder tales of modern industry.

In his preparation for the new model, Henry Ford, with his characteristic keenness, saw that welding was not only the world's best assembly method, but was the keystone on which rested the further development of the best manufacturing methods now in use. Accordingly, Mr. Ford literally made his Detroit plants the most remarkable welding laboratory in the history of industry.

The above chart shows how welding has been employed in the manufacture of the new Ford to replace wherever possible the older methods of joining by the use of bolts and nuts. There are a total of 1235 metal welding operations used in the making of each new Ford car.

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## DOWN THE ROAD



When words speak Louder Than Actions

## WHOLESALE BRANCH PLANNED BY GROUP

For added service to its dealers throughout the east, the Peerless Motor Car corporation announces the establishment of a wholesale branch which will be located at 311 West 66th street, New York.

Mr. C. M. Zimmerman has been appointed branch manager. Mr. Zimmerman is entirely familiar with the requirements of wholesale work in this district, having been wholesale manager for the Cutting-Larsen company, former Peerless distributors. He is well known to automobile dealers in this section of the country.

Mr. Zimmerman has surrounded himself with a well-rounded organization which will form a direct link between the factory organization in Cleveland and its dealers in this section of the country.

The branch building is large and well equipped, providing ample space for warehouse stock of cars and service parts. There is no question but that the establishment of this direct factory branch will operate to the utmost satisfaction of the Peerless dealer," says Mr. Zimmerman. "Certainly it will speed up service between the factory and its outlets in the east, and we sincerely believe that service to dealers is as necessary a part of the automobile business as service to the car owners themselves."

## NEW NASH MODEL COMING THURSDAY

### "400" Series Car Will Be Unveiled at F. W. Pettyjohn Co. Salesroom

The new "400" series Nash has been the center of public interest and attention for weeks past, will be displayed to the public for the first time on Thursday, June 21, at the salesrooms of the F. W. Pettyjohn Co., 365 North Commercial street, and at its Albany branch the following day.

The Nash contemplated an entirely new-type motor car has been a generally established belief throughout the automobile world and developments have substantiated the prediction as revealed in the new "400" series Nash which will be on exhibit Thursday at the local dealer's agency. These new cars are of surpassing beauty, in three series and four wheelbase lengths. New and startling features are incorporated in the new Nash which easily place these fine cars in advanced leadership.

Officials of the F. W. Pettyjohn Co. in an interview Saturday stated that the Nash factory had carefully prepared a unique and extensive announcement campaign which is crystallizing now and will culminate in the final announcement of the new type motor cars by Nash on June 21, throughout the entire nation.

Final details of this announcement campaign have not been communicated by the state distributors and the dealers are awaiting with tremendous interest and expectancy, the unveiling of this entirely new-type motor car which is expected to create a precedent in the motor car field.