

AUTOMOTIVE
SECTION

The Oregon Statesman

WAY BETTER THAN LAST YEAR.

AUTOMOTIVE
SECTION

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, JUNE 24, 1928

PRICE FIVE CENTS

MOTOR HIGHWAYS HAVE 561 DETOURS

Automobile Association
Compiles Statistics on
Some Conditions

Washington, D. C., June 23.—There are 561 highway detours in the area east of the Mississippi and north of the Ohio Rivers, which includes some of the best known summer playgrounds of the nation, and shows the importance of the motor tourist securing dependable road information in advance of contemplated tours.

This figure is based on the bi-monthly detour maps of the nation issued by the American Automobile association and used to route the motor caravan by the 1047 affiliated A. A. A. motor clubs. The maps are based on regular telegraphic reports from all sections of the country.

The national motoring body says that 211 detours have been added in this area within the past two weeks and makes the total about 150 more than for the same period last year, when approximately 400 detours were reported.

"The marked increase in the highway detours indicates that there is a marked degree of increased activity in the work of improving our main roads, but at the same time, this increased activity makes it imperative for the car owner to secure up-to-the-minute route information in advance of touring," says the A. A. A. statement.

Constant efforts are being made to maintain correct data on all detours, their length and condition in order that the nation's motor caravan can move with the comfort that results from careful routing tours over the best possible highways.

The A. A. A. says that the detour maps are published twice a month and dispatched to the interlocking chain of motor clubs in every section of the United States making it possible for touring clerks to render the latest and most correct service to the motorist.

The national motoring body points out that while the majority of detours are short and in good condition, resulting from a never ceasing campaign to have highway departments maintain adequate and safe detours, the motor vacationist should keep in touch with motor clubs for late road information while touring, and should check up from point to point to make certain that he is in possession of the latest information regarding road conditions and construction work.

FORD COMPANY HAS BIRTH ANNIVERSARY

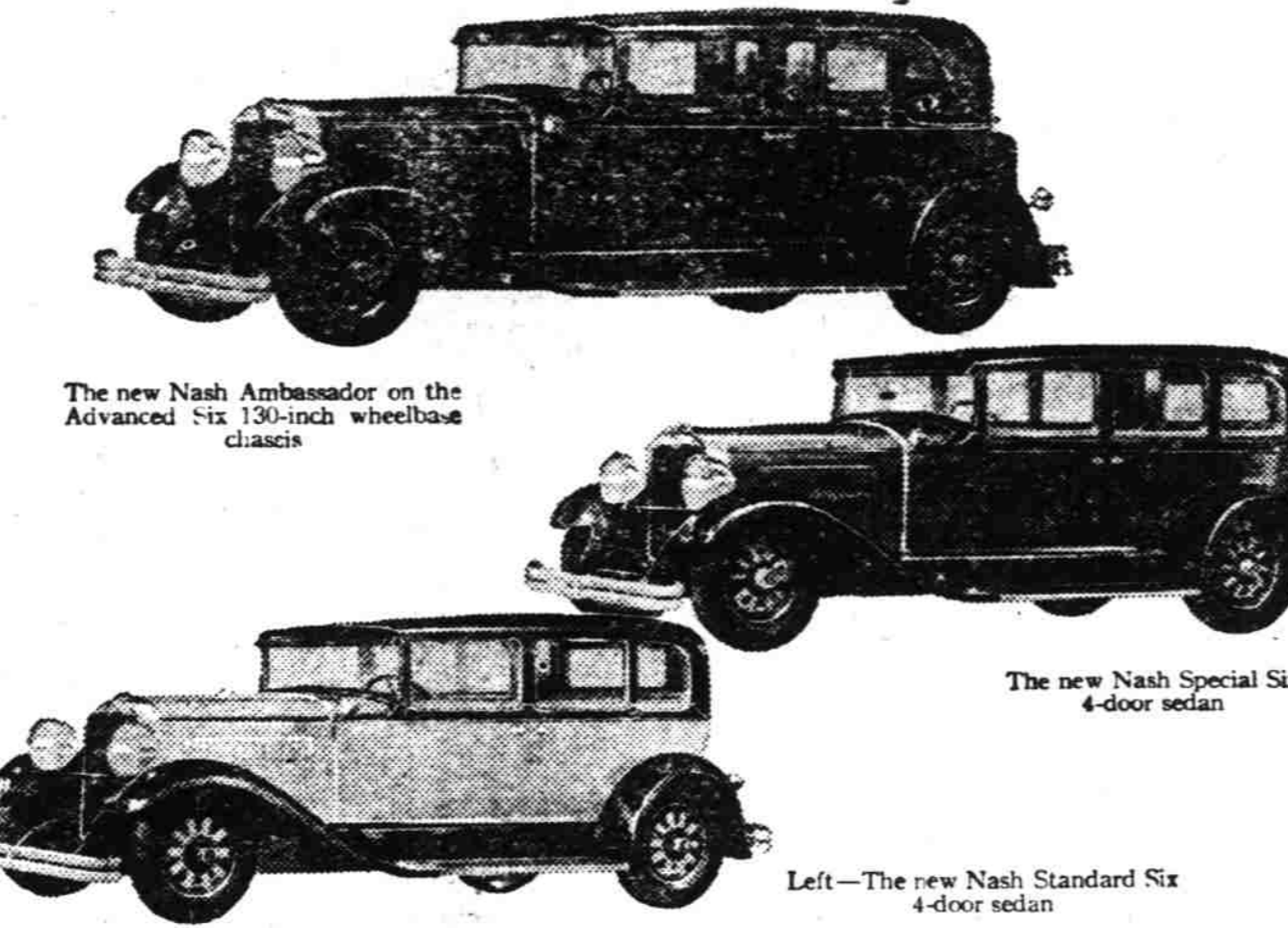
Resources in 25 Years
Grown From Few Thousand to Millions

Detroit, June 16.—The Ford Motor company has its twenty-fifth birthday today. This silver anniversary comes at a time when the company has the largest number of men employed in its Detroit plants since it was first organized on June 16, 1903. The end of the quarter-century finds the gigantic task of retooling the company's plants for the production of the new Model A car nearing completion, and with an increasing rate of production from day to day.

Within its existence of only 25 years, the resources of the Ford Motor Company have grown from an original investment of a few thousand dollars to hundreds of millions. The first little factory covered less than a quarter of an acre. The Detroit plant area of the company today is more than 1500 acres of ground. The 311 employees who operated that first factory have multiplied until today more than 200,000 people in many countries are to be counted on the Ford payroll. In the United States alone there are twenty-six modern plants. In South America, Cuba, Mexico, Europe, Egypt and Japan, foreign offices or associate companies are located. From the plant of the Ford Motor Company of Canada, Ltd., the British Empire is supplied, with the exception of the British Isles, where other great plants are located.

The company during its first year produced 1,793 cars. But in nineteen years of production of the Model T alone it made fifteen million cars of this one model, and as many as 9,000 cars have been produced.

THREE NEW NASH "400" MODELS



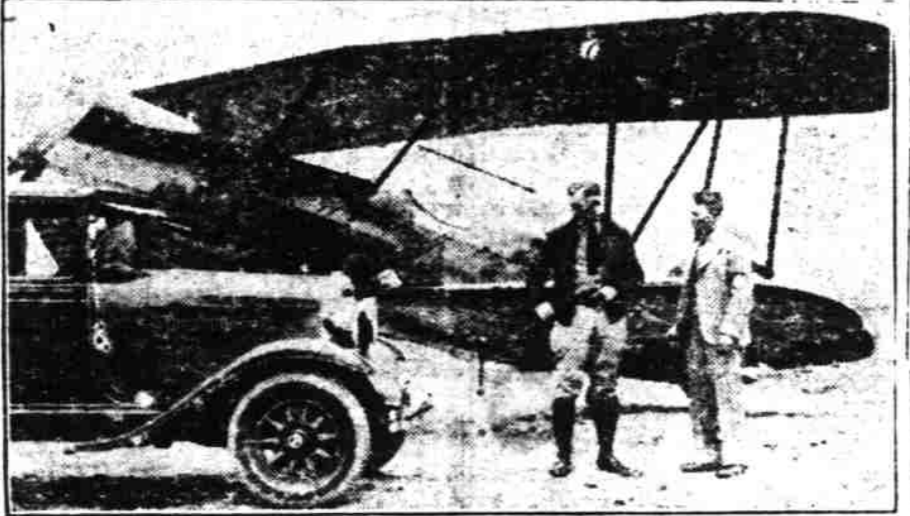
Outstanding among the salient features of the new Nash "400" Series are twin ignition (twelve spark plugs instead of six), high compression motors, Bohmalite aluminum alloy pistons with Invar Skirts, famous Nash chassis lubrication, hydraulic shock absorbers on all models, and newly designed Salon bodies. The new six-cylinder models, which are described as the finest cars in Nash history, will be viewed by the public for the first time on June 21st.

Rotary Spray Pump Connected to Tractor

A new rotary spray pump for use in spraying hop vines and for orchard work is now available in connection with a "Caterpillar" tractor. This pump is known as the "Caterpillar" tractor, 345 "wo Ton Tractor. This pump is

driven by a power take off from the rear of the tractor by the same method as a power pulley for belt work, and in no way interferes with the draw bar of the tractor. This pump is being made for the Loggers & Contractors Machinery Co., "Caterpillar" dealers, 345 Center street, Salem.

Flies To His Oldsmobile



Lieutenant H. A. Sutton, U. S. A. (right), his New Oldsmobile coupe and the airplane he used in his hurry to get the car.

JURANT PRODUCTION MAKES NEW RECORD

Show Rooms and Sites Leased
in Foreign Countries;
Prospects Bright

By James Houlihan
New York, June 23.—Home from Europe after an absence of more than a month, W. C. Durant, received among other welcomes, stepped off the transatlantic liner Berengaria last week, news that on the day of his arrival the Elizabeth, N. J. plant had broken all previous daily production records in its entire history. Durant's output that day amounted to 701 Durant Star fours and Durant Silver Anniversary Sixes, or better than a car a minute.

Nor was this all that greeted Mr. Durant on his arrival. He was jubilant over the record production marks of other factories on this continent, the combined total of which surpassed 20,000 cars last month, and in the fact that registration figures handed him showed tremendous Durant gains since his departure. He had much praise for our own western section and was deeply impressed with Durant activities out on the Pacific coast.

Mr. Durant announced the acquiring of a large building in Paris for European Durant distribution headquarters, and that he had leased, for thirty years, a show room, on the Champs Elysees. He was also enthusiastic over the purchase of a manufacturing plant near Berlin, and stated that these new additions were necessitated by the overwhelming demand for Durant automobiles, and to facilitate European Durant deliveries, made for American cars in Europe, the executive declared. "The growing numbers of American built car owners is manifested on the streets and boulevards of all the large centers. To those who have visited Europe, this condition will be more apparent, as it was to me on this tour," he said. Business conditions generally in the countries he visited were good. It has increased the volume of the

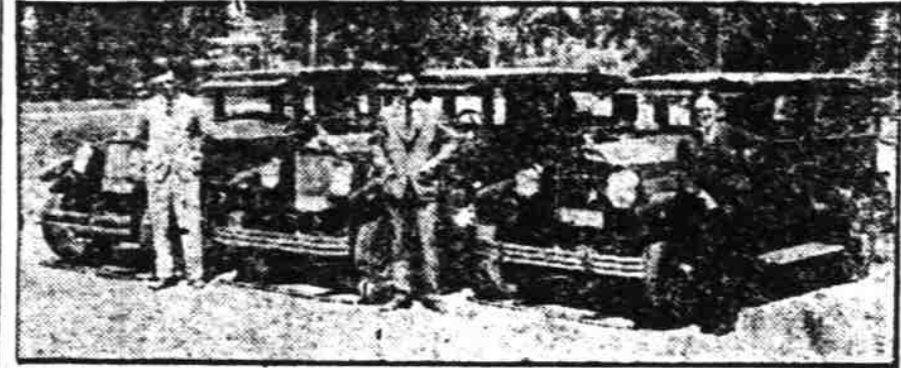
NASH INTRODUCES NEW SERIES CARS

Exclusive "400" Type Degree of Efficiency and Comfort

The F. W. Pettyjohn company of Salem had a splendid display of new Nash automobiles on their floors Thursday morning, when the general announcement was made concerning new models. These models attracted a great deal of attention and their artistic lines, coupled with the efficiency of the component parts of the machines make them cars of real merit. Among those on display were: two Advanced Sixes, two Four Door Sedans, two Special Four Door sedans, and two Standard Nashs.

Twin-ignition, high compression engines, and custom finished, Salon type bodies led an imposing list of advancements new to the American automobile industry when the Nash Motors Company formally introduced its exclusive

Six Campus Favorites



The men are Clifford L. ("Brick") Mitchell, freshman football coach, Bill Monahan, student body manager, and Clarence M. ("Nibs") Price, head football coach, all of the University of California. Each has just bought a new Buick, the car which a campus census shows to be the favorite among the student body at Berkeley.

Flint, Mich., June 24.—Youth's complete, says word from Berkeley. In fact, only one other car, and that in the lower price class, outnumbers Buick here.

Buick's prestige among the students at Berkeley has recently been enhanced by deliveries to three men, outside the student body itself, but highly respected by the students. These men are Clarence M. ("Nibs") Price, head football coach, Clifford L. ("Brick") Mitchell, freshman football coach, and Bill Monahan, student body

Just as in the world at large, where Buick outsells any three of its competitors, its conquest of this college campus has been almost

MOTOR CAMPING FOUND VERY CHEAP

Touring Club Statistics Show
That \$3.21 Per Day Average Per Person

If you're one of the fresh thousands of greenhorns planning to begin your first long motor tour during the vacation holidays, what follows may offer you a modicum of wisdom gained from experience, even if you do as you dare please about the matter, says the Chrysler News, publication of the Chrysler Sales Corporation.

One fact is that those who feel the urge of the wide open spaces can wander along the road comfortably in a motor car day by day "as cheaply as they can live at home," the paper continues. "Touring club statistics indicate that for one year the average tourist car carried 3.66 persons, and each of these campers spent an average of \$3.21 a day for food, heater, amusement, general necessities and running expenses. For economy, those figures speak for themselves.

Your personal tastes and the efficiency of the automobile you drive will, of course, govern whether your operating expenses exceed or drop below this average of \$3.21 a day."

The case of one man who made a 4,500-mile journey with his wife and 7-year-old son is indicative of how much can be accomplished at an astonishingly low price. This tour, lasting five weeks and two days, carried the party through 12 states and into 36 camps between New York and San Francisco. Their operating expenses were \$245—less than \$7 a day for all three, and no effort was made to economize.

The cost of a return trip by automobile would have amounted to little more than it cost to make the one-way trip back to New York by the shortest rail route. The camp outfit for three, serviceable for many years, was purchased for \$200—neither a minimum nor a maximum figure.

This equipment filled three duffel bags and overflowed onto the tonneau floor and into the space beneath the rear seat. Two of the duffel bags were borne on the running boards with the small suitcase in which were packed the groceries.

The tent was of the marquee or umbrella variety, eight feet square and nine feet high, with jointed pole. Nine blankets were carried.

CHRYSLER PROVEN DURABLE BY OWNER

Continued Fine Performance
Long Life and Freedom
From Trouble Told

Voluntary expression from Chrysler owners everywhere, born of their enthusiasm for the results secured from their cars, reveal that this newest motor car organization has consistently engineered, designed and produced cars combining durability and long life with exceptionally low maintenance and operating costs.

Though the original Chrysler cars are today only four years old, company records show that many of them have already exceeded 100,000 miles. J. W. Frazer, Chrysler sales manager, points out that a consistent 25,000 miles or more annually has been necessary to turn up this mileage.

Ernest C. McCallon, of Portland, Ore., is believed to have driven a Chrysler further than any other person, even including factory test pilots. Several months ago his "70" sedan had already covered 157,000 miles. His total repair bill for that distance, including four valve grinding, was less than \$30 for each 10,000 miles.

Jack C. Wheeler, of Oklahoma City, is running Mr. McCallon a good second. His "70" sport roadster, at 133,000 miles was delivering "from 17 to 23 miles per gallon of gasoline," he writes. "I can still operate it with the same results as the first year I ran it. I figure that the car, allowing for everything, has not cost more than 3c a mile to operate."

"In my estimation, there is no car that will surpass the Chrysler," says L. P. Mickelboro, of Richmond, Va. "I own a '70' phaeton and have received better service from it than from any other car I have owned. It has been driven 119,533 miles up to

MANY ALUREMENTS OFFERED ON COAST

Natural Beauty and Grandeur Unsurpassed in Scenic Spots of Pacific

For variety of scenery, accessibility by good roads, perhaps no part of the United States offers as many allurements to the motorist as does the Pacific Coast.

In this land of the great outdoors which is within the compass of the average motorist's vacation period, the scenic wonders of the world are grouped into a vacation land supreme. Here is natural beauty and grandeur unsurpassed.

To motor in comfort over the 10,000 miles of paved boulevards which cover this vacation land is not only the equivalent of a trip abroad in your own great homeland, but is to know the romance of your own Pacific Coast.

To pick out the most entrancing scenery encountered would be as difficult as for the camel to pass through the eye of the proverbial needle for who can say the mountain, with the noble trees which clothe its sides, is more wonderful than the ocean; the mystic appeal of the desert more charming than the orange grove, or that the mountain lake has greater charm than the rushing river. Each has its own individual appeal.

If the urge calls you to the seashore, you may park your car at

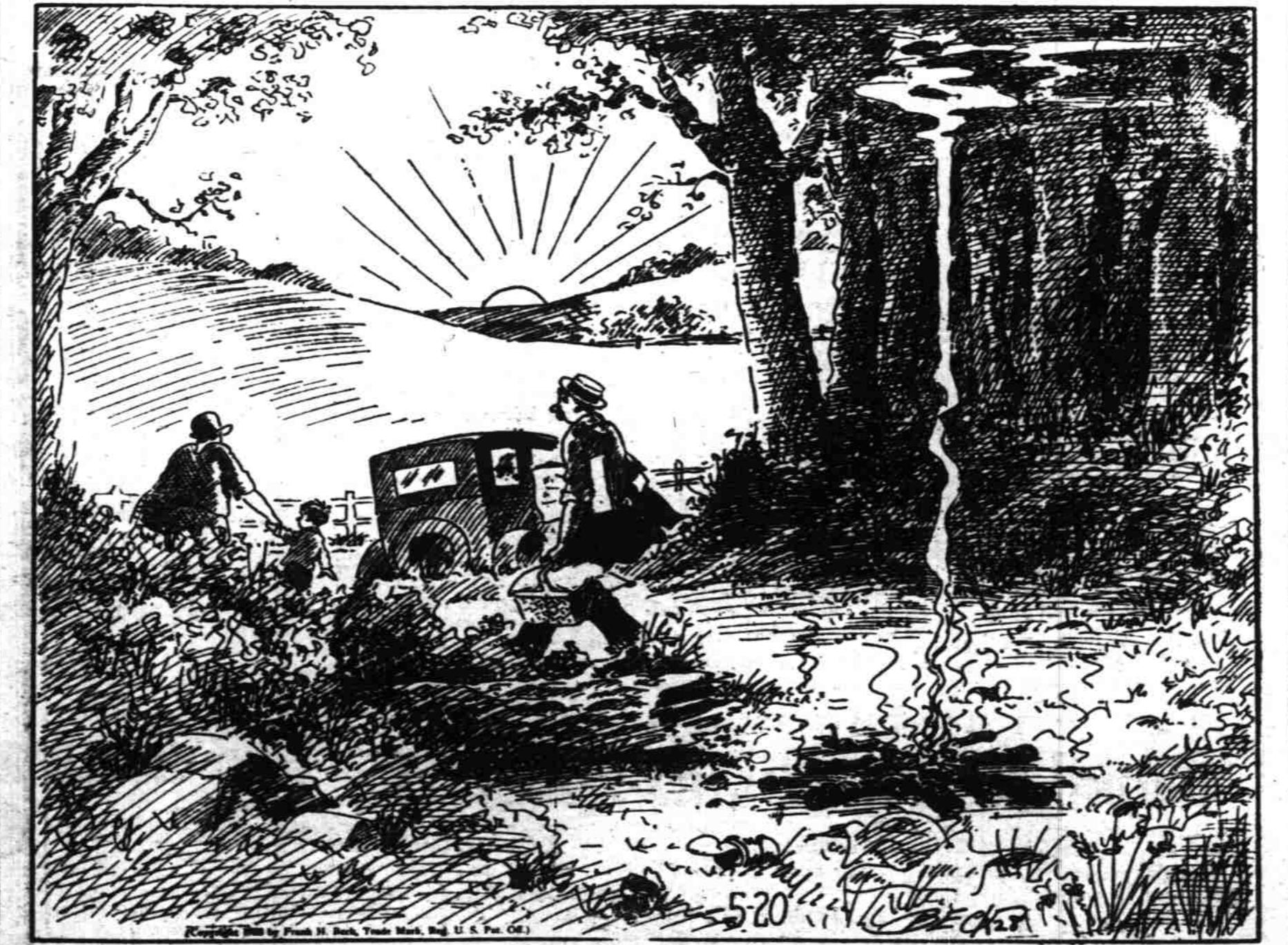
Contest Winners and Their Victory Six Slogans



THE four major winners of the \$20,000 Dodge Brothers contest have been selected from 340,000 answers received from all over the world. C. C. Michael (upper left) of Colorado Springs was awarded the \$1,000 grand prize with "Making a Good Name Better". F. R. Shoemaker (upper right) of Erie, Pa. was second. Mrs. W. R. Price (lower left) of Carson, Wash. was tied for third place with Miss Florence List (lower right) of Bay City, Mich. There were 350 other winners of prizes.

By FRANK BECK

DOWN THE ROAD



IT'S NOT THEIR FOREST