

Automotive Section

The Oregon Statesman

WAY BETTER THAN LAST YEAR.

Automotive Section

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, JULY 8, 1928

PRICE FIVE CENTS

NATIONAL SAFETY CENTER OF TALK

Automobile Association Adopts Plank at Annual Convention Recently

Cincinnati, July 7.—The platform of motoring principles adopted by the American Automobile Association at its twenty-sixth annual convention had the two words "National Safety," written all over it.

The organized motordom consisting of 1054 motor clubs and state associations united under the A. A. A. would make safety the predominant issue became apparent when in his annual address to the convention at its initial session, Thos. P. Henry of Detroit, president of the national motoring body, declared that safety and not prohibition or farm relief is the most pressing problem confronting the American people today.

Even before the resolutions committee had time to bring in its report the convention adopted by acclamation a resolution endorsing national adoption at the earliest possible moment of the uniform traffic code developed by the Hoover conference on Municipal Traffic Ordinances, which has now been practically completed and will be promulgated following a meeting of the committee in Washington, July 5, 6, and 7.

The sponsorship of the code by organized motordom came after a brief but potent address by Wm. E. Metzger of Detroit who is chairman of the Hoover committee and is also a member of the executive committee of the A. A. A. and a director of the National Automobile chamber of commerce.

After hearing the report of a special committee, the convention went on record in favor of sustaining the position of the association against compulsory liability insurance but appointed a subcommittee to draft a model law for the guidance of the states in tackling the safety and financial responsibility aspect of the problem out of which the agitation for compulsory automobile insurance has arisen. The resolution dealing with this subject was moved by Charles M. Hayes, president of the Chicago Motor club.

In outlining the safety work on which the 1054 A. A. A. clubs will concentrate their major effort for the next twelve months, it was agreed that priority of attention should be given to education, scientific engineering studies and the strict enforcement of traffic laws.

Notice was served by the convention on all and sundry that the time has come to put a stop to the indiscriminate shooting of innocents.

SUMMER WILL SEE INCREASED TRAVEL

Stamina and Performance Demand of Transcontinental Drivers

The summer of 1928 will be one continuous trek by automobile tourists and vacationists, both east and west across the continent, according to many automobile merchants who report an unprecedented demand from buyers who are planning such trips.

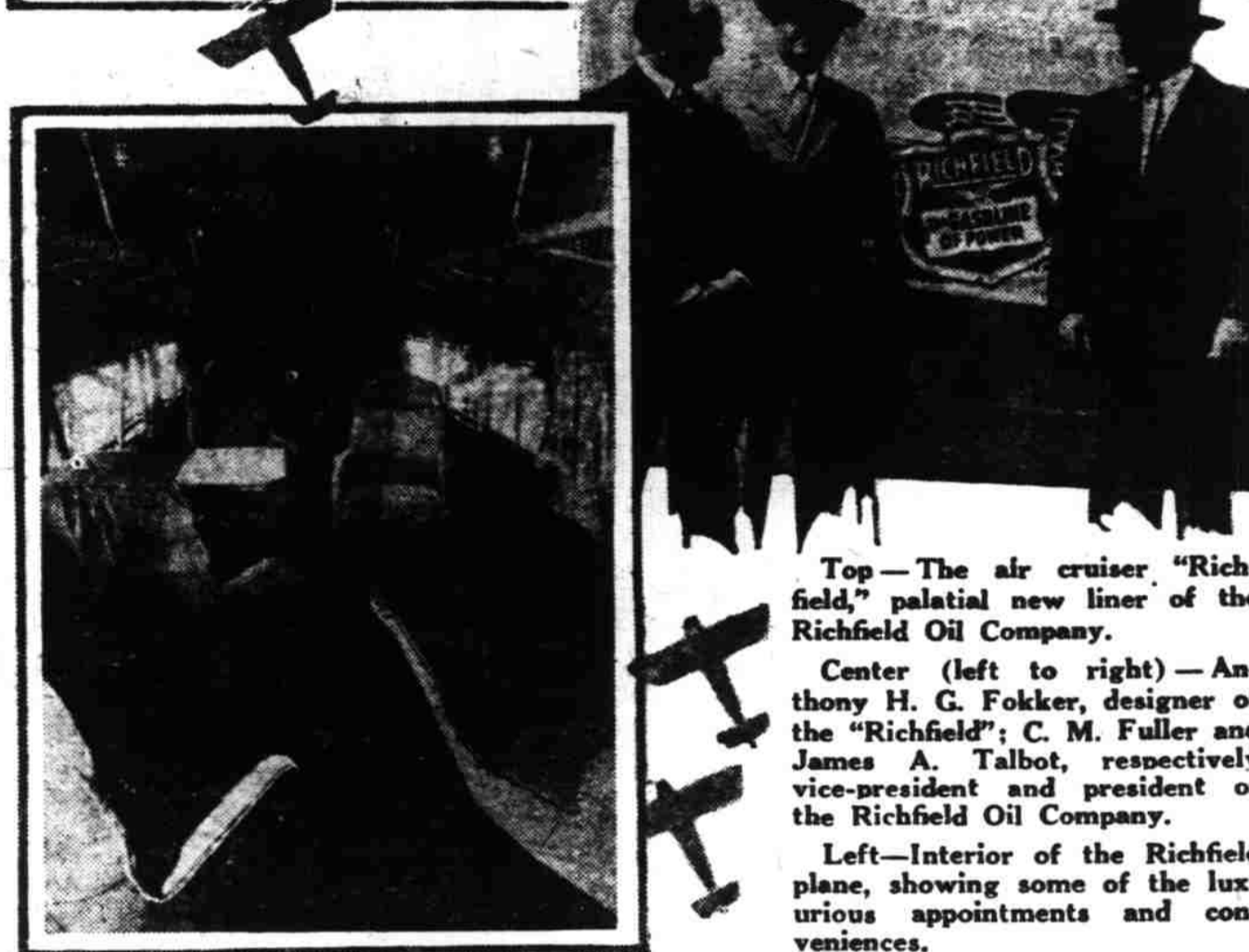
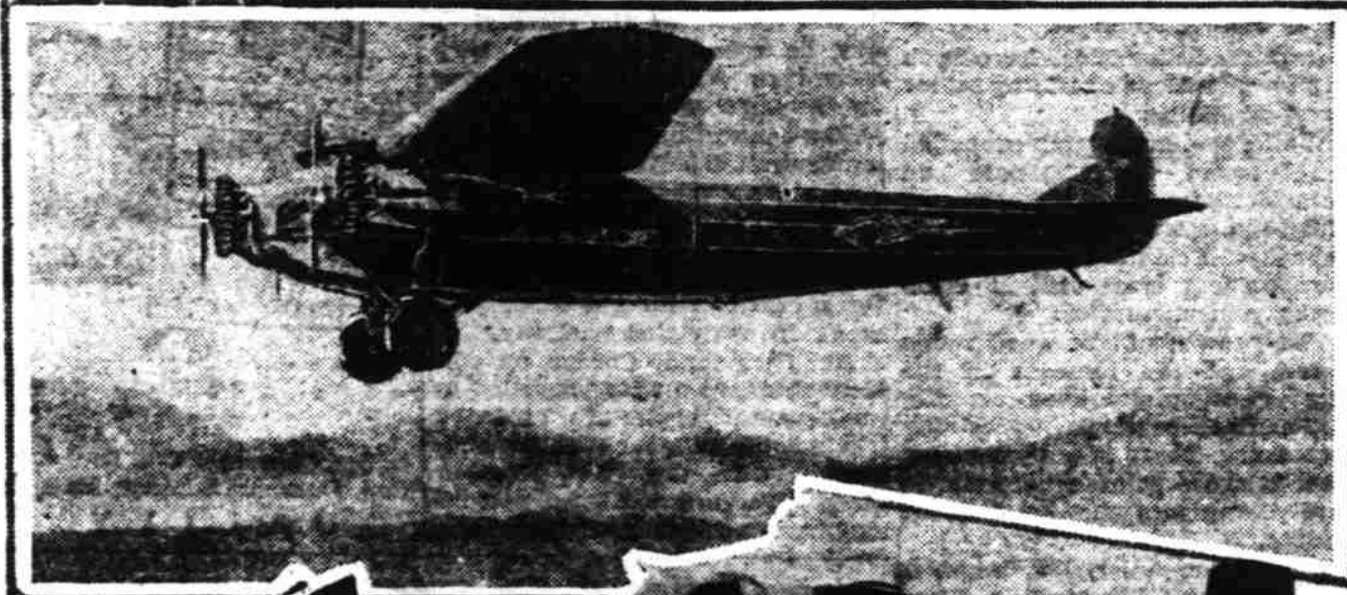
With thousands of miles of paved and improved highways extending from the Atlantic to the Pacific coast, and intermediate points, it is said that the present summer will see the greatest interstate intersectional travel in the history of American motordom.

In selecting cars to make these long trips, which will cover every type of road in level, hilly and mountainous sections as well as desert lands in the far west, car buyers are said to be showing a marked preference for those cars that have gained notable reputations for stamina, power, speed, economy and general dependability and all around performance to meet the various strenuous demands that will be required.

In this connection, dealers in the Falcon-Knight line of six cylinder cars state that since Cannon Ball Baker established a new transcontinental speed record in a stock model Falcon-Knight six a few months ago an unusual demand has been registered for these models which employ a Falcon-Knight sleeve-valve engine.

In demonstrating the power, speed and stamina of the Falcon-Knight six, Baker traveled from Washington, D. C. to Los Angeles in 72 hours, 47 minutes, breaking the old record by 4 hours, and 8 minutes. The run was officially timed by Western Union check.

RICHFIELD COMPANY PURCHASES PLANE



Top—The air cruiser, "Richfield," palatial new liner of the Richfield Oil Company.

Center (left to right)—Anthony H. G. Fokker, designer of the "Richfield"; C. M. Fuller and James A. Talbot, respectively vice-president and president of the Richfield Oil Company.

Left—Interior of the Richfield plane, showing some of the luxurious appointments and conveniences.

LOS ANGELES, July 7.—Dis-tinguished visitors to the Pacific coast—domestic and foreign—have in the past been given official sightseeing tours by the state executives in motor cars, trains and ocean liners. Hereafter, now that a giant de luxe "air yacht" has been placed at the disposal of the Pacific coast state officials, such visitors will be enabled to get a genuine birdseye view of the grandeur and glory of the three gorgeously scenic states—California, Oregon and Washington.

Perhaps no announcement in recent months has created quite the interest that did the one made by officials of the Richfield Oil company following the arrival from New Jersey on the Pacific coast of the huge blue and gold, tri-motored Fokker monoplane—literally an aerial palace car.

This announcement was to the effect that the Richfield company, ardent booster of aviation and, naturally, strong for the Pacific west, had purchased this big de luxe air liner especially for the use by governors and lieutenant governors. These executives—of the three Pacific states—have just been invited in a letter dispatched from Richfield headquarters to commandeer the big plane at any time they wish.

"Not for official business, rather for personal entertainment and for showing important western visitors the glories of this country," explained an oil company official, elaborating on the announcement.

The great plane, declared the finest ever manufactured in America, is an "extra-fare edition" of the huge Fokker multi-passenger "ships" which now fly regularly between San Francisco and Los Angeles on the western air express passenger route.

Though a sister ship to these, it is far finer and much more elaborately fitted. The cabin contains a kitchenette, refrigerator, table, eight overstuffed chairs and a complete stowage and re-

At yesterday's meeting of the directors of the Union Oil company, the necessity of additional officials to care for the company's rapidly expanding business resulted in the election of two vice presidents—R. D. Matthews and Paul N. Boggs, making the total number of vice presidents, five. E. W. Clark, executive vice president, W. W. Orcutt and L. P. St. Clair complete the official family under the leadership of W. L. Stewart, as president, with R. J. Keown, treasurer, and John McPeak, secretary.

The election of Messrs. Matthews and Boggs as vice presidents rounds out a new administration plan which Mr. Stewart deemed advisable in order to handle the rapidly increasing responsibilities due to the company's phenomenal growth within the United States and its rapid expansion abroad. The new plan of administration involves the dividing of the operations into three divisions:

Production operations, including geological, lands and leasing, drilling and production, pipe lines and storage, crude oil purchases and production publicity, under the direct responsibility of Vice President L. P. St. Clair.

Manufacturing operations, including refining and storage, research, gas operations and purchases of refined and semi-refined products, under the direct responsibility and authority of Vice President R. D. Matthews.

Distribution operations, covering all sales activities, sales organizations, facilities and storage, marine and railroad transportation, advertising and sales publicity, under the direct responsibility and authority of Vice President Paul N. Boggs.

Both of the new vice presidents have been affiliated with the petroleum and allied industries for many years. Mr. Matthews joined

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CHRYSLER PLYMOUTH REVOLUTIONARY CAR

Speed of 60 Miles Per Hour; Has Internal Expanding Hydraulic Brakes

The Chrysler-built Plymouth, one of the three completely new cars announced by Chrysler today, is the largest, roomiest and most powerful car in the entire low-priced field of motordom. It is built in six body styles—coupe, two and four door sedans, de luxe coupe, roadster and phaeton.

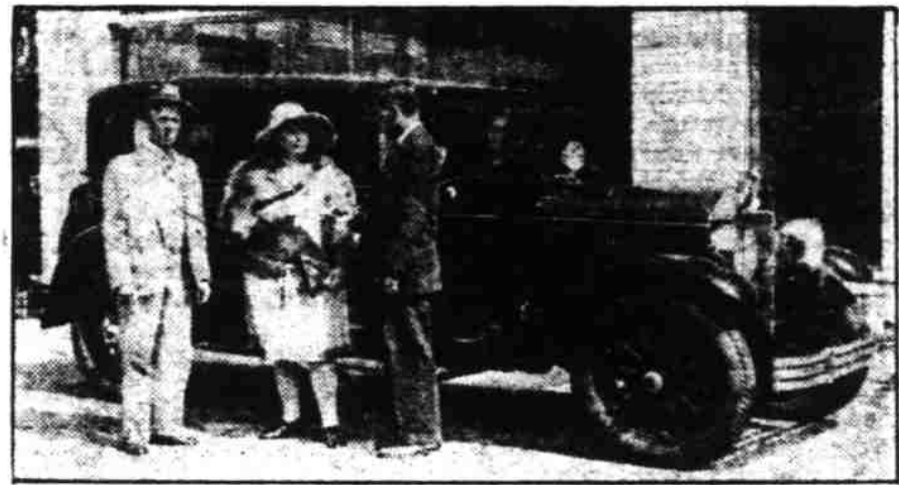
Various of these body styles, as well as those for the new Chrysler "75" and "65", announced elsewhere in this issue, are on display at Fitzgerald-Sherwin Co., and at other Chrysler and Plymouth salesrooms throughout the country.

Chrysler executives believe the new Plymouth, with its entirely new developments both in body and chassis design, will revolutionize the entire low-price field of motor cars just as the original Chrysler cars of 1924 have since revolutionized the whole motor car industry. It is the conviction of these men that no value this car's equal has ever been produced in the low-priced field. The Plymouth, they say, may justly be termed "Walter P. Chrysler's most astonishing achievement."

Remarkable Abilities Finer smoothness of operation at all speeds, 60 miles an hour with a smoothness unlike anything approaching its price; rides the roughest roads at 25 to 30 miles an hour without jar or discomfort; handles with amazing ease at every speed under any condition; is the only car in the low-price field with the safety factor

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Gets Million—Buys Buick



When Mrs. Dorothy Smith of Peoria, Ill., inherited \$1,000,000 recently, the first purchase she made was this Buick brougham. "That's the car I've always wanted," she said. Mrs. Smith's husband is at left and C. S. Bunting, Buick dealer at Peoria, at right.

FLINT, Mich.—July 7.—What would you do if you inherited a million dollars?

Hundreds have asked themselves this question, or one differing from it principally in the amount involved. But a comparative few of all the hundreds ever have an opportunity to see just what they would do, by actually inheriting the money.

Mrs. Dorothy Pearl Smith of Peoria, Ill., is one of the few, and her story reads like a fairy tale. When she was a little girl in Kansas, years ago, her mother suddenly disappeared and efforts to find her were futile. Dorothy Pearl Orendorf eventually married Edward Smith of Peoria, and established her own family, the whereabouts of her mother remaining a mystery all through the years.

A short time ago, a firm of New York attorneys notified Mrs. Smith that her mother, on her death-bed in Shanghai, China, had penned a will leaving her entire fortune, over a million dollars, to Dorothy Pearl. When the necessary documents had been exchanged, Mrs. Smith received the first

MOTORIST SHOULD MAKE HIS CAR SAFE

Three Places to Watch Especially; Brakes, Horn and Lights

Now that the season has arrived when everyone in America who has an automobile is driving it as much as possible, the individual motorist owes it to himself and to others to make certain that his car is in an absolutely safe condition, according to Frank E. Reusswig, director of Public Safety Department of the Oregon State Motor association. There are three points that should be checked especially, he says, and these three he names as the brakes, the horn, and the lights.

These units Mr. Reusswig believes to be the most vital of all from the standpoint of safety and, he asserts, unless the motorist is satisfied as to their efficiency he should not join the traffic stream.

"It surely is a simple matter to drop into one's service station and have a mechanic check over the condition of brakes, horn, and the lights," says Mr. Reusswig. "The job itself takes but a few moments and even if adjustments are necessary, it is not likely that they will consume much time.

However, the importance of this work should not be measured by the usually small amount of time it takes. Brakes, of course, are the automobile's most essential safety factor. Without efficient brakes safety is impossible of achievement. With brakes only partially efficient, safety still is far way. The motorist should be satisfied with nothing less than 100 per cent efficiency in the operation of his deceleration equipment, and the motorist who is satisfied with less is a menace to every highway user, including himself.

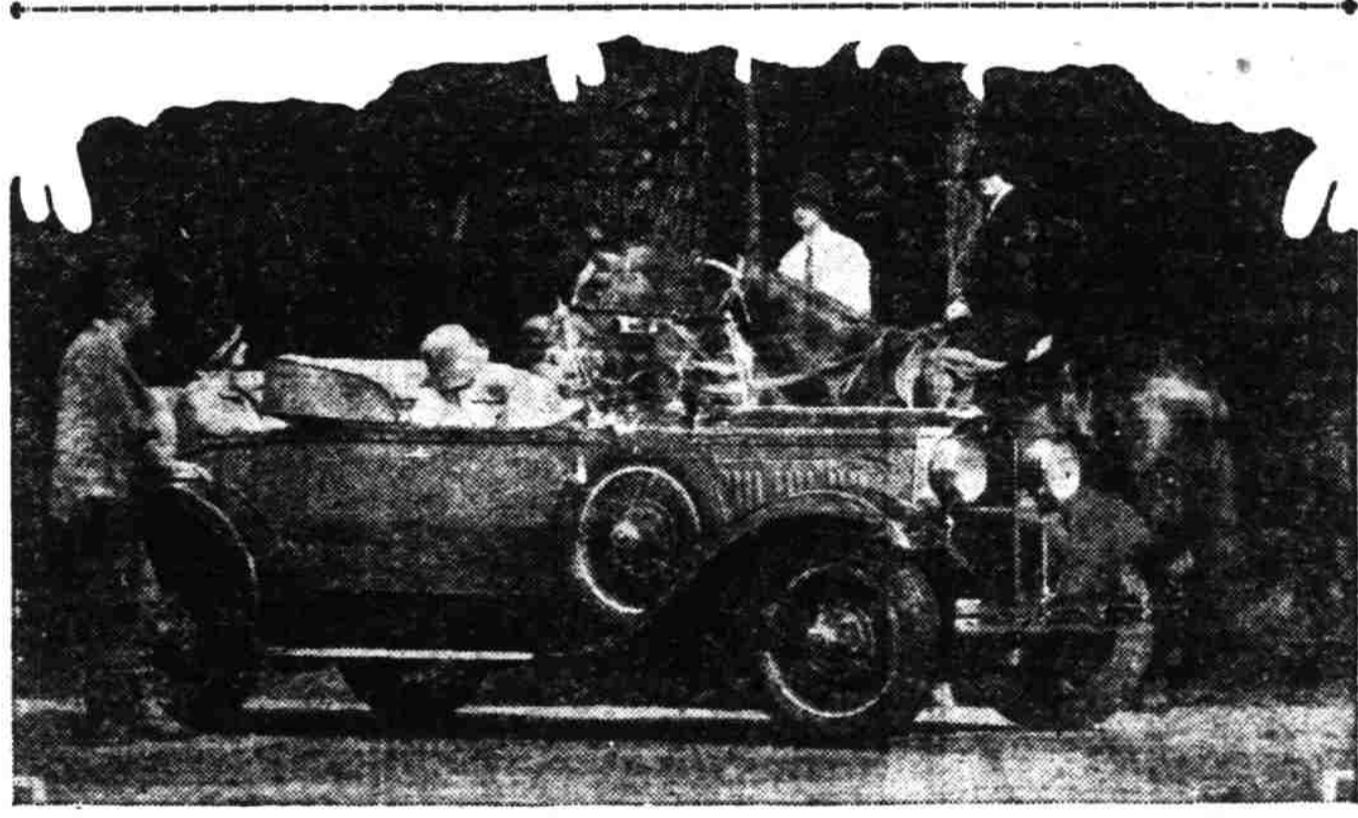
"Correctly focused lights, yielding full but not excessive glow, should be found on every car in these months of heavy driving. Since night time motoring is becoming more popular, it is

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CUSTOMER ALWAYS RIGHT REAL POLICY

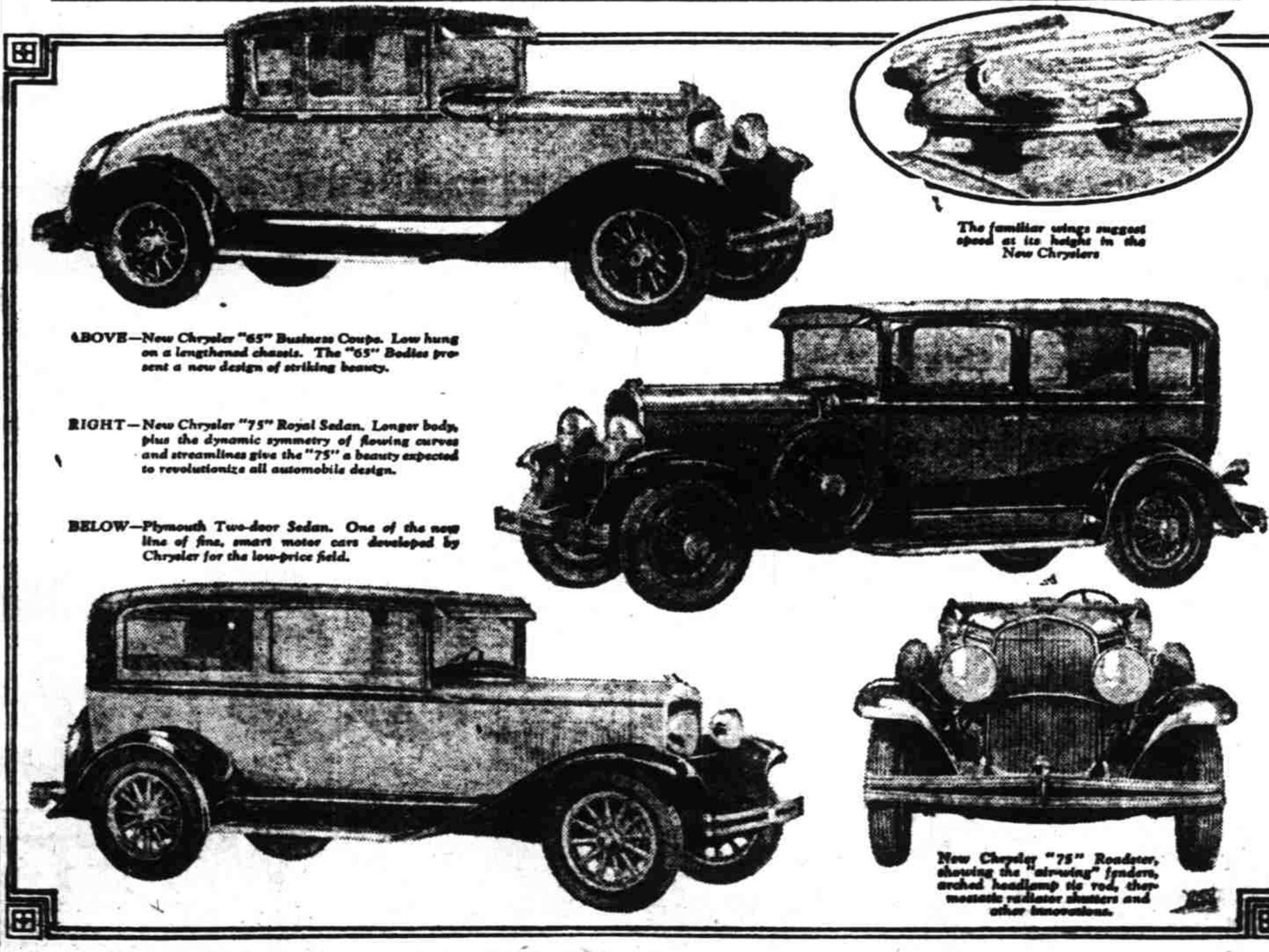
Last Year Over Six Million Individual Purchases Made Over Country

Horsepower? It's Two Against All You Want



SUMMER days and country highways call this new Dodge Brothers Victory Six sport roadster along Old Dobbin's trail. The roadster just announced is available in many color combinations with nickel plating giving its sweeping, graceful lines a final dash of smartness. Standard equipment includes trunk rack, and two spare wire wheels and tires mounted on the front fenders. The car is priced at \$1,245.

CHRYSLER BRINGS OUT THREE NEW LINES



ABOVE—New Chrysler "65" Business Coupe. Low hung on a lengthened chassis. The "65" bodies present a new design of striking beauty.

RIGHT—New Chrysler "75" Royal Sedan. Longer body, plus the dynamic symmetry of flowing curves and streamlines give the "75" a beauty expected to revolutionize all automobile design.

BELOW—Plymouth Two-door Sedan. One of the new line of fine, smart motor cars developed by Chrysler for the low-price field.

The familiar wings suggest speed as they help in the New Chrysler

New Chrysler "75" Roadster, showing the "streaming" fenders, arched hood and the new, chromed wheel covers and other improvements.

LIFE-OF MOTOR CARS INCREASED

Total of 1,825,581 Machines Sent to Scrap Heap During 1927

WASHINGTON, D. C., July 7.—The average life of motor vehicles in the United States has been increased 14 percent, largely as a result of good roads, the American Road Builders' association declared today.

A total of 1,825,581 vehicles were sent to the scrap heap during 1927, the association states. This was 12.05 percent of the total registration at the beginning of the year, indicating that should this average maintain, the entire stock of motor cars would be replaced every eight and one fourth years. The average life of a motor vehicle was formerly estimated at 7 years.

New York led all states in the number of cars scrapped, that state discarding 149,373 vehicles. Nevada discarded only 812 vehicles, the smallest number of all states. Arkansas held the highest junkage rate, that state discarding 16.6 percent of all vehicles registered at the beginning of the year. South Carolina discarded only 2.8 percent of the cars registered.

All but two states registered more vehicles in 1927 than in 1926. They were Florida and Arkansas, the former decreasing by 6,828 cars and the latter by 9,861. North Carolina recorded the largest comparative increase, that

The "Customer is always right" policy adopted by the Western Auto Supply Co. upon its inception more than twelve years ago, has perhaps won more friends for the company than any other one thing according to the belief of Willis Clarke, local Western Auto manager.

"Based on last year's individual sales," says Mr. Clarke, "before the clock ticks twice, another purchase is made at a Western Auto store. This means one purchase in less than every two seconds throughout the business day is made in one of our more than one hundred and fifty conveniently located stores. These purchases include tires, camp goods, accessories, golf supplies and radio.

"Last year a total of more than six million individual purchases were made by motorists throughout the area served by our stores and as this area contains less than two million registered car owners, this clearly indicates the widespread confidence that is placed in Western Auto. This confidence is the result of years of honest dealing in high grade merchandise, at fair prices with courteous treatment at the hands of men who understand western motoring problems and who consider it their duty to assist the car owner in attaining maximum motoring comfort.

"This feeling of confidence and security is further increased by the general knowledge among car owners that if for any reason they are not satisfied with any purchase, we do not attempt to measure the customer's satisfaction, that is his privilege. He has but to return the article and tell us what he believes to be a satisfactory adjustment, in other words, he writes his own ticket and we comply with his desire."

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