

TRUCK TO HAVE GREATEST YEAR

Outlook for 1929 Brightest in History Declares A. J. Brosseau

Predicting the continuance during the remaining months of 1928 of the high motor truck production which has marked the first 8 months, A. J. Brosseau, chairman of the motor truck committee, National Automobile Chamber of Commerce, in the review of truck prospects just issued foresees the possibility of 1928 equaling if not surpassing the record year of 1925.

"The National Automobile Chamber of Commerce figure of 375,954 trucks produced in the United States and Canada in August sets a new high mark for the production of trucks in any month since the beginning of the industry," Mr. Brosseau points out. "The previous high mark of 317,135 having been set in September 1925. This high production continues the movement which began in May and which characterized the early summer months of this year."

"The accelerated production in mid-year has resulted in a total of 377,954 trucks produced to September 1st, as compared with 358,234, during the same period last year, and 346,528 produced during the first eight months of 1925, the truck industry's record year. In 1925 a total of 531,528 trucks were produced, due chiefly to a well-sustained production toward the end of the year. Production was also continued at a good level toward the end of 1926, when a total of 529,920 trucks were produced. The rather marked reduction in the output of trucks during the last quarter of 1927 carried the total for that year below the half million mark for the first time since 1924."

"With the total of trucks produced so far this year ahead of all other years at this date, there is a strong possibility that a new production record will be established in 1928. A production during the last four months of 1928 equal to the last four months of 1925 or 1926 would make a new record this year a certainty."

"The gains made this year," says Mr. Brosseau, "are due chiefly to the notable increase in fast, light trucks having a capacity of two tons or less than two tons. The largest gain in the light truck field has been in the two-ton class in which 21,230 trucks were produced in the first 8 months of 1928, as compared with 18,990 in the same period of 1927. The next largest gain was made in the 1 1/2-ton class, with the one-ton and 3/4-ton classes following. It may be interesting to note in passing that of the 377,954 trucks produced in the first 8 months of this year, about 240,000 or more than two-thirds, were trucks of one-ton capacity."

"Foreign countries have been absorbing trucks made in the United States and Canada at a record rate this year, 101,922 having been exported during the first eight months. This compares with 90,343 trucks exported during the first eight months of 1927. There is every indication that, if export of trucks is continued in the last quarter at the levels prevailing in previous years, 1928 will equal, if not surpass, the record total of 1927, when 127,706 trucks were shipped overseas."

"With the acceleration of general business during the fall months and with the many new models of greatly improved trucks recently placed on the market ready to serve the expanding needs of industry and commerce, there is every indication that the remaining months of this year will bring to the truck industry satisfactory, if not a record-breaking, amount of business."

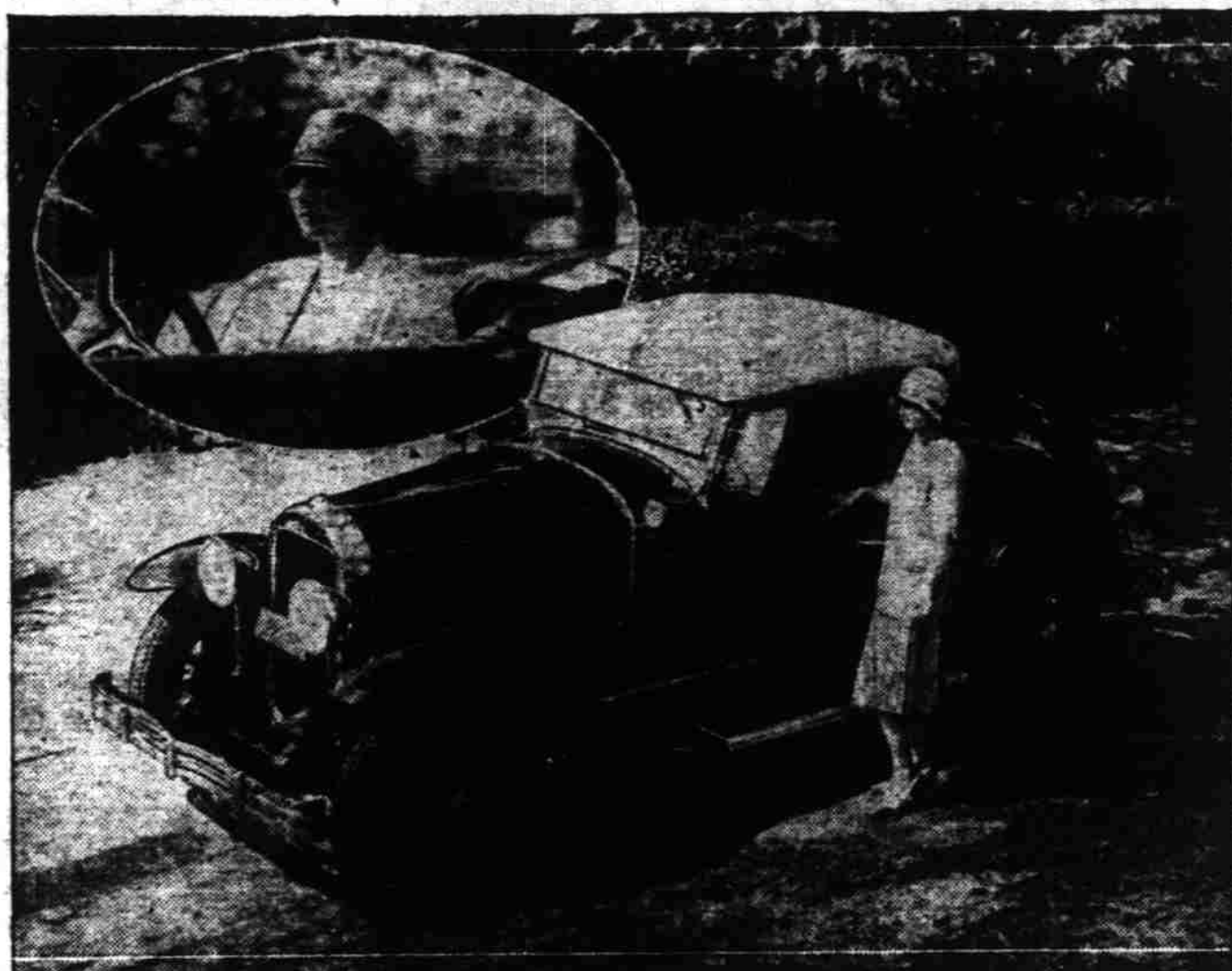
CHECK OF GAS IS URGED BY LEADER

(Turn to Page 11, Please.) organizations to operate efficiently for 365 days a year.

The eight states in which gasoline stations are subjected to a periodic check of gas sales are: California, Indiana, Massachusetts, Michigan, New Jersey, New York and Ohio. States having adequate laws, but which are without sufficient appropriations are: Alabama, Arizona, Connecticut, Illinois, Kansas, Maine, Maryland, Minnesota, New Hampshire, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming.

States in need of both adequate laws and enforcement organizations are: Arkansas, Colorado, Delaware, Florida, Georgia, Idaho, Iowa, Kentucky, Louisiana, Missouri, Montana, Nebraska, Nevada, New Mexico and North Dakota. The American Automobile association expressed confidence that the national conference on weights and measures, the United States bureau of standards, as well as responsible oil companies and station owners, will lend maximum cooperation in a determined drive to rid the highways of dishonest operators and pilfering pump attendants.

Helen Wills Chooses Silver Anniversary Buick



World's woman tennis champion, long a Buick enthusiast, is pictured here in front of her home in Berkeley, Calif., with her newly purchased Silver Anniversary Buick sport roadster. Inset shows Miss Wills at wheel of her new car.

Lindbergh and Goebel In Accord as to Motor Needs

KENOSHA, Wis., Oct. 13 (Special)—When world fame or loneliness is balanced in the performance value of an internal combustion engine, the men who ride high adventure in these modern, speedy days must give expert and concentrated attention to mechanical details in order to live and blaze new trails.

Col. Arthur C. Goebel, winner of the Dole race from San Francisco to Hawaii and holder of the national coast to coast flight record, is authority for the statement that a sense of security due to the infallible performance of air plane motors actuated by twin-ignition has been a vital contributor to his spectacular success in the air. A single mistake in mechanical judgment, he points out in a letter to the Nash-Breyer Motor Co., Nash distributors in Los Angeles, "can be fatal to these tests of speed and science."

Col. Goebel, Col. Lindbergh, Commander Byrd, Lieut. Maitland and John P. Wood, winner of the recent National Reliability Air Tour, have all backed their judgment with their lives and ambitions on the principle of twin-ignition. They are all alive and have won their goals!

Twin Ignition Motor
Lindbergh chose a twin-ignition motor to carry him in the inspired flight that first spanned the Atlantic, and his motor won through storms, fog, sleet and adverse conditions never before faced by a gasoline engine. Byrd chose twin-ignition to blaze a seemingly impossible air trail to the earth's lip.

Col. Goebel chose twin-ignition to carry him over the Pacific to Hawaii and carry him there first among the fastest ships devised at that time. He won the great Dole race and wrote air history. Then he chose twin-ignition in a high-compression, valve-in-head motor for his continuous flight across the continent, and the motor took him from Los Angeles to New York in 18 hours and 58 minutes—faster than man has ever traveled the distance.

His next move was to buy a new Nash "400" seven passenger sedan to insure the same kind of motor performance on the ground that won him immortal laurels in the air, and volunteered the following note of appreciation to the Nash-Breyer company:

"Just a note to let you know what I think of the twin-ignition, high compression motor in my new Nash '400' sedan.

"With two spark plugs per cylinder, two coils, it certainly takes full advantage of the higher compression ratio used, and without a doubt is the most advanced motor car power plant to be had in an automobile today."

"I am hopping off or New York in an hour in my new Lockheed Vega plane, and the engine, of course, has twin ignition.

"So, whether I'm on land or in the air, twin-ignition gives me a sense of security and satisfaction.

"Because of the fine performance of my previous Nash, I was certainly sold on Nash design and construction, but the new twin-ignition motor hastened my decision to buy a new '400.'"

FINANCE PROBLEM CHIEF DIFFICULTY

(Continued from page 11.) or through some emergency cutting off the income. Few dealers could carry even as many as a dozen notes on cars purchased and for which they had to pay cash to the manufacturer. Several persons and firms entered the field of financing the purchases in 1919. They took the buyer's note and paid the dealer bill full at the time of the transaction.

Interest Rates Reduced
Interest rates on deferred payments have been reduced till they are now never more than 8 percent and often much less, depending upon the terms of the deal. Insurance on the car is carried

during the period until it is fully paid for and numerous protective phases have been worked into the contracts. Through the workings of the clauses protecting purchasers in case of emergency, relatively few cars are taken back because of failure to pay.

The desire to own and drive an automobile has led many persons to begin buying things on the installment or deferred payments. Saving up money to buy something at some date several months in the future is almost an impossibility for any but the thrifty. Most of these who find it hard to save can easily pay the incurred liability, and without privation in the essentials. More directed spending resulted in this class of earners from the assumption of an obligation for an automobile.

The great range in car price and the terms offered make it possible for anyone with a steady income to buy an automobile now. Dealers express the opinion that by suiting the class of car to the income, with the aid of the financing plans of the present day every man drawing wages regularly can purchase a car. Judicious spending is required both in making the purchase and in making the payments so as not to bring about hardships.

CADILLACS PLEASE PURCHASING PUBLIC

The reception accorded the new Cadillac, LaSalle and Fleetwoods during the few days that they have been on display seems conclusive proof that owners of cars in the quality field are deeply interested in new engineering developments, particularly when the results have to do with riding and driving comfort and safety. This applies with special emphasis to the new type of quick and silent-shifting transmission installed in both the Cadillac and LaSalle cars.

A board of religious education to foster week-day schools of religious education has been chosen by the churches of Hillsboro.

Franklin Special Proves Stamina of Air-Cooled Power Plants on Climb

The outstanding power, speed and stamina performance of a Franklin Special in the annual Pike's Peak climb on Labor Day, when the air-cooled car made its initial start in the world's greatest hill climbing classic and finished the gruelling drive within one minute and 43 seconds of the winning car, is declared to be one of the greatest tributes to air-cooled power plants.

The Franklin entry was piloted by "Cannon Ball" Baker, noted trans-continental driver, and now a member of the Franklin technical staff.

Field of Seven Competes
In this terrific climb of twelve and a third miles up the famous mountain side with its looming chasm, 202 dangerous hairpin curves and switchbacks in the upper ranges, the Franklin was pitted against a field of seven other powerful cars specially designed and built to master the world famous peak which rises into the clouds 14,109 feet above sea level. Most of the drivers in the race with the exception of Baker have been piloting cars in the great classic since the inaugural in 1916, but it is the first time Baker or a Franklin car faced the starter.

Temperatures Vary Greatly
It was generally admitted before the race that the Franklin was a dark horse but its great performance of speed, power and stamina in all altitudes and varying degrees of temperatures, from summer heat to freezing, brought a mighty cheer from the thousands who lined the course from the starting line at Crystal Creek to the summit. Racing under the sanction of the A. A. A., the Franklin clocked in at 19 minutes and 25 seconds.

APPRECIATION FOR CRATER LAKE CHARM

(Continued from page 11.) long talked-of strands in front of the hotel on the rim of the lake has been started and will be completed early next season.

Nature's Monument
Crater Lake is a monument erected by nature in one of her most turbulent moods. It is unique among natural wonders of the world and is the marvel of sight-seers and scientists as well. It represents a one-time volcanic mountain that, in eruption, literally tumbled into itself. The collapse of the stormy mountain served, in the course of time, to quench the ardor of the volcanic force and gradually the high-rimmed crater filled with water.

One inspired viewer of the lake said: "Every imaginable shade of blue and green can be taken from the lake's fashion book of color. If midday's dress designer ever feels the need for color inspiration the lovely turquoise along the lake's edges; the deep blue of the depths and the delicate coloring around Wizard Island are recommended." "The contrast on a sunny day between the unreal, fairylike rim across the lake and the fantastic sculptures at one's feet and, in the lake between, the myriad gradations from faintest turquoise to deepest Prussian blue, dwells long in the memory."

MacDonald Takes Franklin Agency

R. N. MacDonald has taken on the agency for the Franklin and Auburn automobiles in Marion, Polk, Linn, Benton and Tillamook counties. Mr. MacDonald has been appointed through Delfel & Jones of Portland, state distributors for the Auburn and Braly Auto company of Portland, state distributors for the Franklin.

Mr. MacDonald, sales and service room is located at the corner of Cottage and Ferry streets.

The attorney general has ruled the full name must be on the ballot. That is what we should call introspection.—South Bend Tribune.

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