

BEAUTY MADE SCIENTIFICALLY

Chrysler Designers Apply Greek Art to Get Lines of Harmony in Car

Few persons realize that the universally admitted and authoritative beauty of the new Chrysler cars is the inevitable result of a deliberate and conscious plan to apply to automobile design the principles of the classic forms of art.

Chrysler has not relied alone on the inspiration of individual designers. Instead it has searched out authentic forms of classic beauty and has translated them into terms of motor car beauty and motor car utility.

The public's instant acceptance of this new Chrysler beauty has caused a revolution in what has heretofore been termed motor car body design. The Chrysler set a still higher standard of beauty, instantly recognized and appreciated by most people, which has been widely discussed in homes, in clubs, on the street and in newspaper and magazine style articles alike.

Authoritative Beauty Taking the new Chrysler '75' as an illustration, let's examine first the relation of front bumper, lamp tie-rod and radiator. Stand squarely in front of the car and notice the symmetry of these lines. Artists know it as a "rising, diminishing series."

In the relation of radiator, lamps and fenders we next find a modification of the Egyptian lotus leaf pattern. In its modern application it is perfectly proportioned and applied with consummate artistry in blending beauty and utility.

Now step around to the side and notice the relation of the hood contours. For the first time in the motor car's history the natural harmony of its radiator and rear hood strip has been recognized and developed.

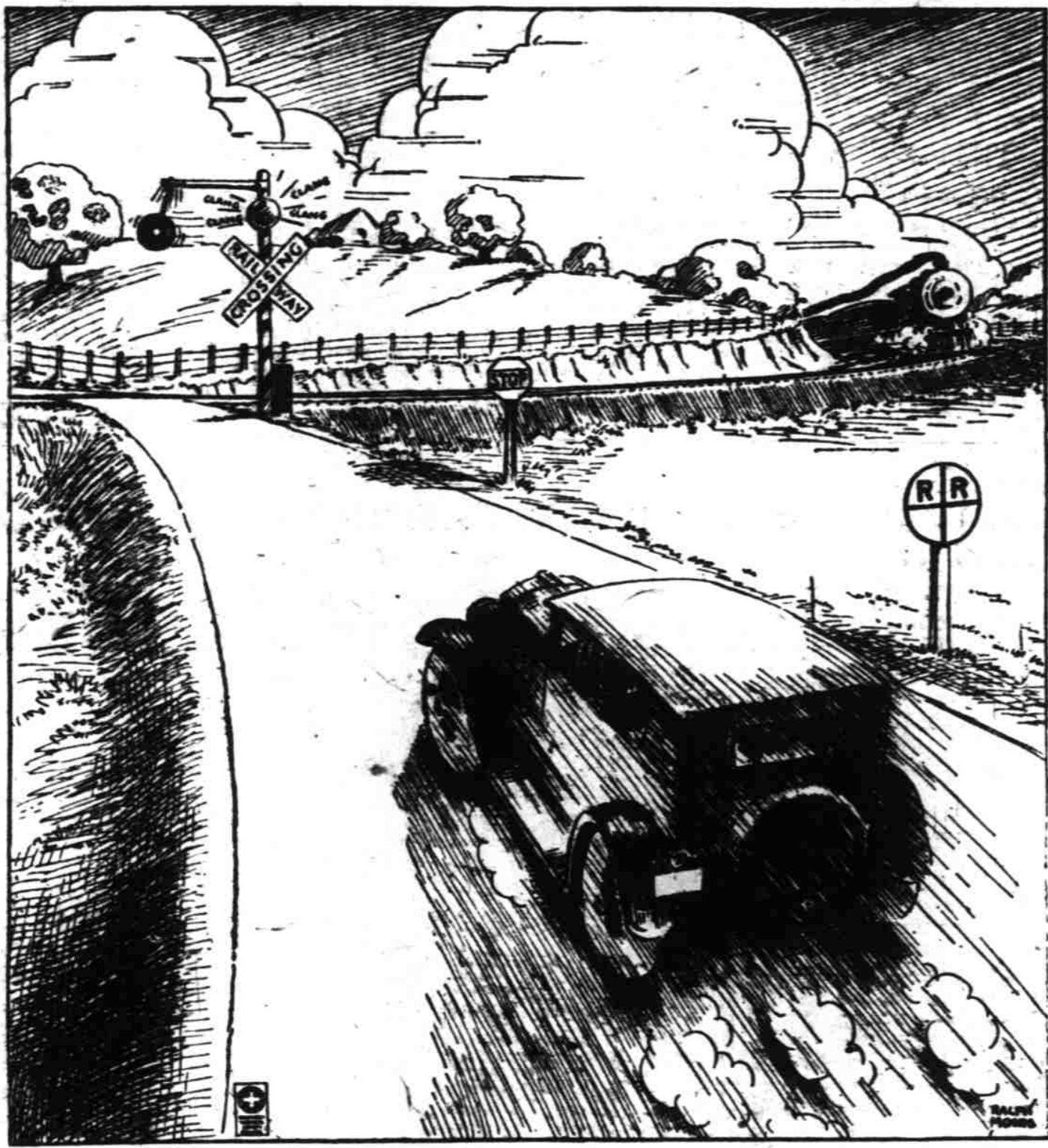
The introduction of the Chrysler slender profile radiator not only disposed of one of the last unsightly relics of the early automobile but also introduced a feature of harmony, in conjunction with the cowling, which is reminiscent of the best of Greek art.

Motorboats Will Be Sold on Time

BALTIMORE, Dec. 22.—General application of the installment payment plan to yachts and motorboats, along lines similar to accepted methods in the automobile industry, is regarded as certain by officials of the Commercial Credit companies, largest independent financing organization in America.

The recently announced contract with the Chris Smith-Boat works of Algonac, Mich., builder of Chris-Craft has been followed by a deluge of inquiries from yachtsmen and yacht-builders which indicate a wide acceptance of the deferred payment idea as applied to pleasure boats.

The Ideal Setting for Tragedy



WHAT a setting for Tragedy! Plenty of signs, plenty of warning signals; a speeding train and a speeding auto doomed to meet—with the inevitable result. You probably find it hard to believe that any driver would fail to slow down, look and listen, upon approaching a grade crossing.

Fisk Tires Race Wild Life During African Movie Tour

NEW YORK CITY, Dec. 22.—Matched against the sure-footedness of African lions and elephants, Fisk transportation tires have won a marathon contest staged by the Martin Johnson African expedition lasting the better part of two and a half years.

The two Knight-motored trucks which we used to pursue African wild animals were equipped with Fisk transportation tires in May, 1925," said Mr. Johnson. "We started out of Nairobi, in British East Africa, and for 11 months our expedition followed the trails of animals; through Tanganyika, to Lake Paradise, along the Abyssinian border, back to Nairobi, over to Uganda, down to Tanganyika again and once more into Nairobi. In all this time we did not have a puncture."

Only One Fall "Mrs. Johnson and I returned to America for five months and last December we started out again from Nairobi on the same eight tires that had carried us through our preceding expedition. For nine months more we hunted new game pockets in Tanganyika, shooting lions, elephants, giraffes, and many other animals with our cameras. Still the Fisk tires held up. Finally, near the conclusion of this second expedition, one of the eight tires went flat and was replaced by a spare."

Mr. Johnson smilingly confessed to every known crime against the longevity of a pneumatic tire. The one-ton American trucks usually carried two-ton loads, with half a dozen Africa porters piled on top. The drivers of these trucks were native blacks, who had never joined any societies for the prevention of cruelty to tires. If the expedition had ever owned a tire gauge, it was lost. The rubber side walls were torn off by chains and were not vulcanized. As for checking up the wheel alignment, even the terms of "camber," "caster," and "gather" were outside the expedition's vocabulary.

Traveled 20 Months "Any road in America is a boulevard by comparison with the routes we followed in Africa," said Mr. Johnson. "Across the void, bumping over and into rock strewn gullies or 'dongas,' up the 14,000 foot Noto mountains where no motor car had ever been before, through rivers, into 'pig holes' and out again, we traveled. Exactly how many miles we covered cannot even be estimated, but for 20 months out of the two and

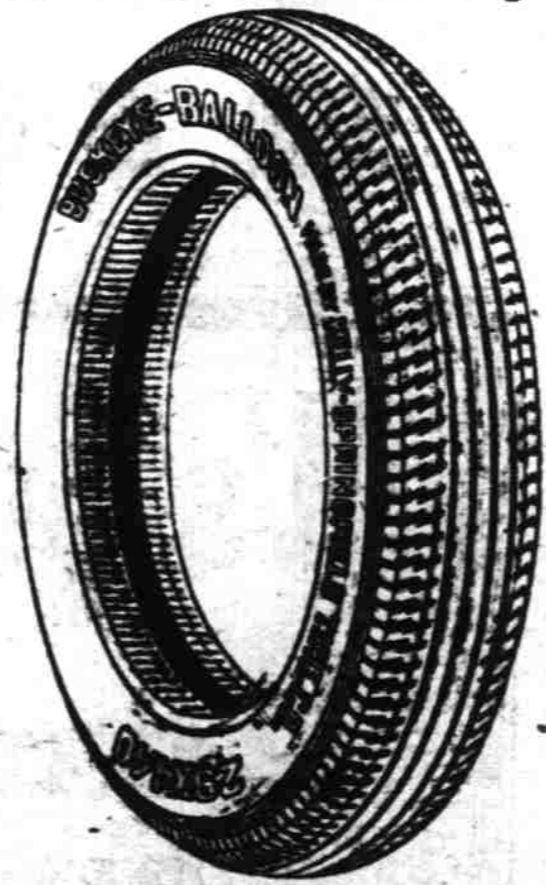
Cars That Pass In the Night

By C. E. McLaughlin Crash! Bang! A Portland bound car meets a car headed the opposite direction. Both machines keep to the road, neither leaving the highway. The Portland bound auto proceeds lamely to a turnout in the road and the driver hoots it back to the scene of the clash.

No sign of the southbound car so the northbound traveler continues on his way. The bill for straightening fenders and replacing hubcaps is approximately \$10 for the Portlander. What damage was done to the other car is not known to this date. Neither car was equipped with fog lights. This all happened on Sunday morning, December 2, at about 5 in the morning, halfway between Salem and Woodburn.

There is a moral to the above happening which is not hard to find. Fog, like the poor, we always have with us and fog lights are cheap at whatever the price. The driver of the Portland bound car would like to compare notes with the driver of the car which met him so forcibly. He is an employee of the New Oregon Statesman.

A Present the Whole Family Will Enjoy



"JIM" SMITH & WATKINS The Station with a Clock

Autoists Drive by Instinct Engineers Show by Tests

Do you know that you drive your car or truck by instinct? You do, for engineers of the bureau of public roads have been watching you. They have made observations to see how far from the edge of the pavement you drive and what you do at curves and on down grades.

Having marked off pavements into one-foot sections, the engineers, by watching the right rear wheels of passing vehicles, find that on straight and level roads of various widths from 14 to 24 feet, with shoulders in fair condition, passenger car drivers habitually maintain a distance of from 1 1/4 to 4 feet between the outer wheel and the edge of the pavement. Truck drivers operate somewhat nearer the edge, but prefer not to approach closer than 1 1/2 feet. Drivers will sacrifice clearance between their own and passing vehicles rather than drive closer to the edge than they instinctively feel is safe.

The bureau's observations indicate that pavements less than 18 feet wide are decidedly too narrow since they provide no clearance for passenger cars or trucks operating in the usual paths. While the 18-foot width is apparently great enough for passenger cars in two lane traffic, it is not quite wide enough for trucks. The 20-foot width gives ample clearance for trucks and is not excessive for automobiles.

In moving down hill on light grades, traffic moves slightly toward the center of the road. Light down grades do not suggest reduction of speed, hence traffic takes the precaution of moving slightly away from the edge of the pavement. No such tendency was observed on heavy grades where the speed is reduced, and the instinctive fear of the pavement's edge is lessened.

In rounding horizontal curves, traffic, in general, shifts toward the inside edge, but the trucks shift their courses toward the inside of the curve less than passenger vehicles. Under all circumstances, truck drivers are found to adhere more closely to the edges of the pavement than operators of passenger vehicles.

Traffic moving on the outside of the curve shifts its course farther in the direction of the inside than traffic moving in the opposite direction, which is limited in its choice of a course by the proximity of the edge of the pavement. Unless, therefore, the pavement is widened on the curves, the normal straight road clearance between the two lines of vehicles is reduced.

'TALKIE' INVITES DEALERS TO MEET

Graham-Paige dealers from all over the United States and Canada have been invited to Detroit by the Graham-Paige Motors corporation for its first national dealers' convention January 3-4, when they will see an elaborate exposition of the growth and progress of the company in its first year as builders of cars bearing the name of the three Graham brothers.

Mr. Trumm, Graham-Paige representative in Salem, who has received an invitation and some advance information on the Detroit meeting, expects to attend.

"I am certainly planning to attend the Graham-Paige convention at Detroit," is Mr. Trumm's comment on his invitation from the three Graham brothers. "The Graham-Paige company has a reputation in the industry for doing these things in original ways that make them more than worthwhile."

Only recently, Graham-Paige has scored by being the first concern in the world to utilize the speaking film in industry, each of the three Graham brothers appearing and giving a brief address to urge all dealers to attend the January convention.

Moving the arm of an electric wiper by hand throws it out of alignment so that it will not work properly when wanted for normal use. Whenever washing the windshield move the wiper arm only by letting it run as when in use to swing the shield.

Brake linings take time to fit evenly to the bands or drums and should be worked in evenly. Until they have had the opportunity to properly set themselves, brake specialists recommend that they be used sparingly.

Before the presentation of the new Whippets the interest of the public was aroused because of advance information that seeped out in the new cars the Willys-Overland company was taking the initiative by bringing out something entirely new and totally different from anything heretofore shown in the low priced field.

MODEL A WHEELS OF LATEST DESIGN

Automobile wheels have undergone considerable change within the past ten years, and some of the most notable improvements are to be seen in the wheels with which the new Model A Ford car is equipped.

These new wheels are known as "steel spoke" wheels and are of special Ford design and manufacture. Like other features of the new Model A Ford, they combine lightness and graceful appearance with strength and durability to a degree never before attained in wheels designed especially for light, low-priced cars that must give long and hard service in many parts of the world and under many and varying road conditions.

The steel spokes, of which there are 30 in each wheel, are made of a fine grade of Ford steel, electrically welded to the steel rim and the hub shell so that the entire wheel, hub, spokes and rim, becomes in reality one piece of steel, with no part that can work or wear loose and weaken the wheel structure or become noisy.

Each spoke before being welded to hub and rim is set at just that angle in relation to the other spokes which makes it perform the best possible bracing and pulling function. This feature of the design prevents road shocks being transmitted directly to any single spoke in the wheel and distributes the shock equally to all of the spokes and to all sections of rim and hub, thus lessening the danger of wheel failure.

The rim of this new Ford wheel is of the "drop center" type, which gives greater strength to the rim, imparting the same qualities of rigidity that are found in channel and corrugated steel, and which also greatly facilitates changing tires, as the tire, once the air is out, may be removed easily even without the aid of tools.

VETERAN FINISHES 38 YEARS SERVICE

"The Daddy of the Plant!" That's what they call him out in the shops of the mammoth Dodge Brothers factory in Detroit—the gray-haired, slightly stooped engineer on duty at one of the big compressed air machines for operating the huge steel presses.

He is William Wohlfel and he is 60 years old, the last active member of the little group of Dodge Brothers workmen who have seen the organization grow from a small machine shop with 20 employees to its outstanding position in the automotive industry, ranging with the greatest industrial concerns of the country and the world.

But, in spite of his three score years, "Bill", as he is known familiarly to thousands of his fellow employes, has kept pace with the

times. His ideas of how the modern automobile should be made are the ideas of today. They came to him in the evolution of the industry and the part he has played in it—first the bicycle, then the four and now the popular six-cylinder car.

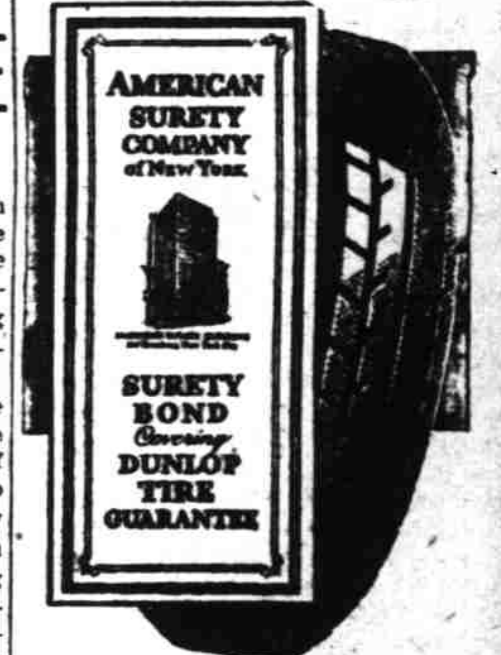
Wohlfel was a young man, barely 22 when he crossed over the Detroit river to the Canadian border town of Windsor 38 years ago to work for the Dodge Brothers in the manufacture of bicycles. Employed there until 1901, he returned to Detroit with the founders of the company to open their first machine shop, one of a bare handful of employes. Later, when Dodge Brothers were turning out parts for the pioneer automobile companies, he was the blacksmith and in 1914, with the advent of the first Dodge motor car, an engineer's papers came. Today he takes a keen interest in his job as engineer on the big air compressor.

STRIVE TO REVIVE RACING INTEREST

WASHINGTON, D. C., Dec. 22.—The contest board of the American Automobile Association today launched plans to secure renewed interest in automobile racing and to restore it to its rightful place as a major sport.

As its first move, the official guardian of automobile racing announced the A. A. A. technical committee for 1929 and plans for a conference between members of this committee and automotive manufacturers and their representatives, as well as prominent racing drivers, to be held in Detroit, December 18.

Capt. Eddie Rickenbacker, chairman of the A. A. A. contest board, said that racing is just passing through one of its recurrent doldrums. "If the best minds of the industry tackle the problem right now, it is almost a certainty that renewed public interest can be created," he declared.



DUNLOP'S SURETY BOND versus Mileage Guarantees

USUALLY the poorer the tire, the longer the mileage guarantee. What you really want is a certainty that your tires will keep rolling. That is what you get with this new Surety Bond. It's backed both by Dunlop AND the American Surety Company.

It is as clear as crystal. In effect it says that for the first 12 months we will take all responsibility for your Dunlops giving perfect service. It doesn't matter whether a tire fails through accident, or collision, or blow-out, or misalignment, or stone-bruise, or road-cuts, or rim-smash, or side-wall injuries, or tube-pinch, or valve-tearing, or faulty soot-in, or under-inflation. We repair it free, OR you get a new tire at a reduced price, depending on the time you have run it.

You just know the Surety Bond will be fulfilled. You just know that Dunlop Tires must be finer and stronger and better... otherwise how could they be backed by a Surety Bond like this.

Come in and read a copy. You will find it refreshing in its directness and its liberality.

Dunlop's new Winterized Tires now in stock... This goes away with Chalmers. The Fir... AL BANK. AI's Super Service Station. Center at Church. Tel. 2283.

Advertisement for Christmas Savings Club. Includes text: 'Give Yourself a Christmas present', 'CHRISTMAS SAVINGS CLUB', and 'THE FIR... AL BANK'.