

Talk of the Road and News of
the Day for Motorists and
Outdoors Folk

OUT-OF-DOORS SECTION

Automotive Information

Salem, Oregon, Sunday Morning, December 23, 1928

BEAUTY MADE SCIENTIFICALLY

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

"Few persons realize that the deliberately admired 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 speaker is J. W. Frazer, Chrysler sales manager. In tracing how this beauty has been authoritatively achieved, he continues:

The public's instant acceptance of this new Chrysler beauty has caused revolution in what has heretofore been termed motor car body design. The Chryslers 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. Amos Parrish, at the Harper's Bazaar fashion conference recently ended in New York in discussing 1928's six best contributions to merchandising, rated 'Chrysler's job' in realizing the vital importance of automobile fashions as one of them.

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." The level floor or level road, the slightly arched bumper, the shorter arched tie-rod above, and finally the still shorter and more deeply arched radiator contour, form a series of lines in perfect harmony.

In the relation of radiator, lamps and fenders we next find a modification of the Egyptian lotus leaf pattern. 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 cow bar moulding, which is reminiscent of the best of Greek art. If you will stand opposite the rear door of a "75" sedan, about 10 feet away, and look forward at the hood, slanted slightly toward you, then visualize the Frieze of Parthenon, you will see its motif clearly duplicated in this view.

The straight side view reveals a striking harmony of fender contours. Notice how the long sweep of the front fender is echoed in the corresponding sweep of the back part of the rear fender. Also how the steep dip of the front of the rear fender, with its beautiful fillet at the base, finds its counterpart in the apron of the front fender. These lines are dynamic, symbolizing the fleet, smooth forward motion of the car. They find their counterpart in the "wave border" of the classic pieces of architecture and design.

Beauty of Arched Bridge

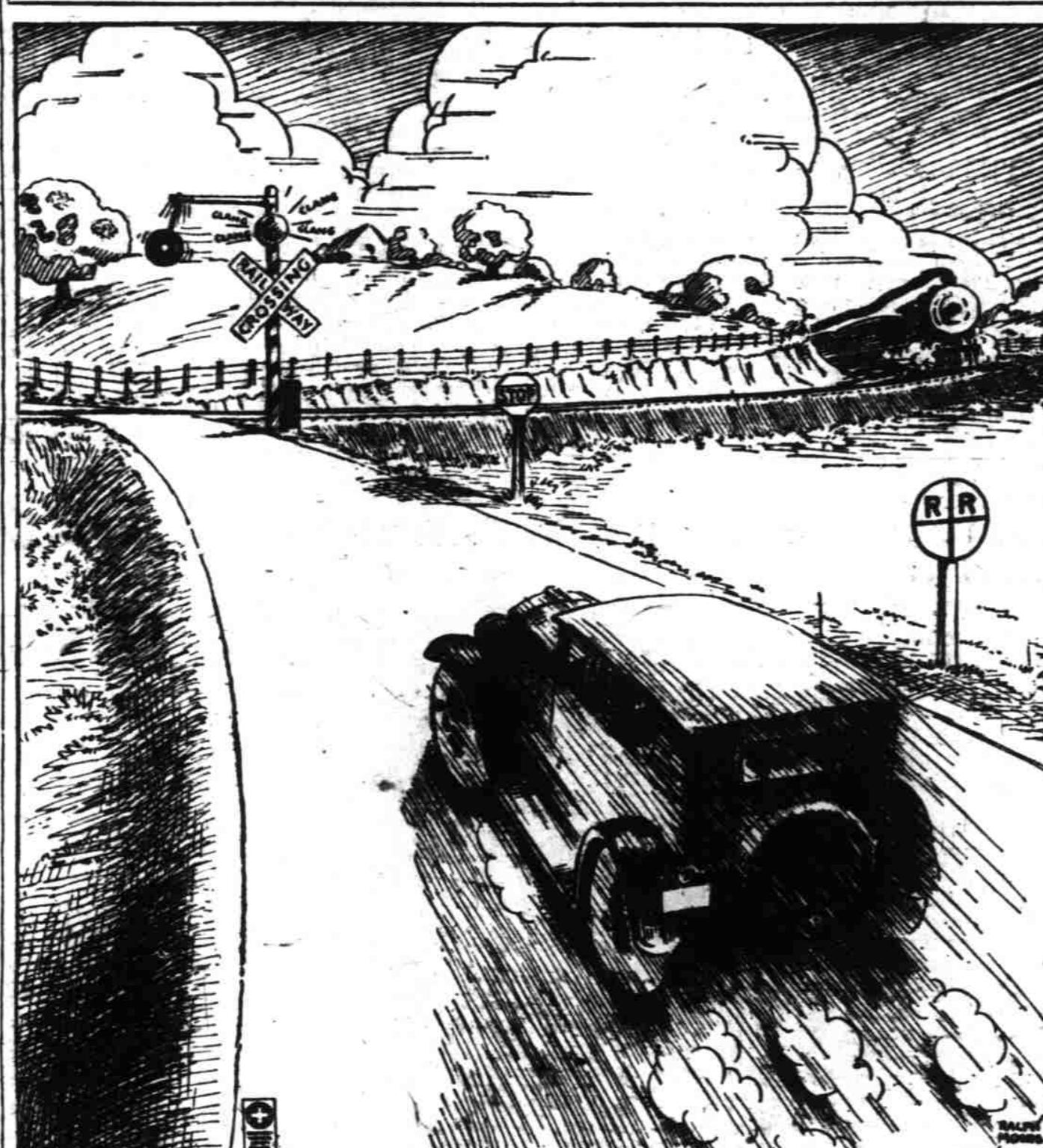
Visualize the beauty of an arched bridge as it is when seen from slightly above and to one side. Then, keeping that picture in your mind, get slightly above and on the left front side of the "75" sedan. Your mind gets the same picture! The "flat arch" window contours of the Chrysler closed cars present a new note in window design in perfect harmony, relieving the unsightly "squareness" of the conventional window.

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 Boatworks of Algoma, Mich., builders of Chris-Craft boats 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



Autoists Drive by Instinct Engineers Show by Tests

Do you know that you drive 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.

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 1/4 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 decided 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

WHIPPETS GIVEN GREAT RECEPTION

"First reports received on the welcome accorded the new Whippet fours and Whippet sixes, which were introduced two weeks ago by the Willys-Overland company, indicate that the Toledo manufacturer has achieved the greatest success in the twenty years' history of the company,"

Comments M. F. Swift, manager of the Alfred-Billingsley agency in Salem.

"The remarkable public reception accorded the new cars in the cities where they were first shown proved clearly that Willys-Overland had struck the public fancy to a greater degree than ever before through its introduction of high priced car beauty and advanced mechanical features in the low priced field," Mr. Swift believes.

Close observers declare that this marked advancement would tend to establish a new trend of design in the Whippet price class.

Although it was known that the public was in a highly receptive mood for the new models because of the outstanding reputation of the original Whippet, yet the interest was manifested exceeded even the most optimistic expectations expressed by Willys-Overland executives.

Before the presentation of the new Whippets the interest of the public was aroused because of advance information that seeped out that 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.

One motorist faced with the problem of greasing his car regularly himself built two small shelves on which he kept all oils, greases, oil cans and grease guns needed. They were so handy that he found it little trouble to go over the lubricating system.

Only One Fails

"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 Fisks 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 load, 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 pre-

vention 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 alignments,

even the terms of "camber,"

"castor," and "gather" were out-

side the expedition's vocabulary.

Travelled 20 Months

"Any road in America is a boulevard by comparison with the routes we followed in Africa,"

said Mr. Johnson. "Across the

steep, bumping over and into rock

streams gullies or 'dengas,' up the

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Agriculture and Industrial
Slogan Campaign; News of
The Farm and Field

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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.

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 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 sweep 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.

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GIVE YOURSELF A CHRISTMAS PRESENT

"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 en-