

# Auto Industry Knows No Barriers in Its Development

## 20 CAN RIDE IN NEW AIRPLANE

Forerunner of Service Across Country Seen in Latest Plane

A forerunner of bigger and better heavier-than-air transport planes, the twenty-passenger Keystone "Patrician," the last word in aeronautical engineering, arrived in Los Angeles a few days ago for a tour of the coast.

According to Edgar Gott, president of the Keystone Aircraft Corporation of Bristol, Pa., who is accompanying the big ship on its western tour, its successful operation has paved the way for ships with a seating capacity for thirty-six passengers, designs for which are now nearing completion in the company's factory.

The "Patrician," the biggest passenger transport plane in operation in the United States, is the first of twenty-four of the same size to be completed by the Keystone factory. These planes, when finished, are to be put into service on the newly created Pan-American Transcontinental Air Transport, Central Air Lines, n.c., and Southern Airways passenger routes.

### TO SHOW GREAT STRIDES

"In making this tour," said Mr. Gott, "we merely desire to show the people of the west the strides that are being made in aviation and to interest them further in air travel. Air passenger travel is increasing daily throughout the United States, and appears to be destined to grow faster in the next two or three years than we considered possible a year ago."

The "Patrician" has a wing spread of 88 feet and an overall length of 63 feet, and weighs loaded 15,000 pounds. Despite its bulk the big green and gold plane handles with the ease of a small ship. The three 525 h. p. Wright cyclone engines with which it is powered lift it from the ground in four to eight seconds, depending upon the condition of the field from which it is taking off and the force of the wind into which it is flying. The motors drive the ship through the air at a cruising speed of from 120 to 130 miles an hour and can be throttled down on landing to 58 miles an hour. The plane has a high sea level speed of 150 miles an hour.

### DWARFS TWO-SEAT PLANE

The ordinary two-seater commercial plane along side of the "Patrician" looks unusually dwarfed. Even the larger passenger planes appear small. It is possible to run most of the passenger carrying planes under one of the wings of the big ship, the top of which is thirteen feet from the ground.

The cabin of the plane is divided into two compartments. The one just back of the pilots, seats five persons, and the larger one seats fifteen. The smaller one is fitted up with a berth. The seats are luxuriously upholstered and every traveling comfort of the passenger provided for. The cabin has thick insulation which deadens the drone of the motors

## More Cars to be Sold Than Ever Before Prediction of Leaders in Great Industry

INSTEAD of pessimism which has prevailed in some quarters over the possible saturation of the American auto market, there is nothing but encouragement seen in a comprehensive review of the business throughout the United States as contained in a recent editorial in The Saturday Evening Post.

### MAKERS AND MEASURES OF PROSPERITY

Motor-car registrations for the year 1928 showed a gain of 1,400,000 over those for 1927, not counting an increase of motortrucks in excess of 220,000 writes the Saturday Evening Post in a recent digest of the auto situation in which is intensely interesting and informative. Though 1928 was a banner year in the automobile industry and the whole-sale value of its production of motor vehicles led that of 1927 by \$300,000,000, putting it over the \$3,000,000,000 mark, there are grounds for believing that it is headed for even higher permanent levels. The amazing capacity of the American people for buying an ever-increasing output of automobiles is a favorite barometer of our national prosperity.

The production of tires for replacements showed extraordinary gains and exceeded the 1927 figure of \$595,000,000 by round \$75,000,000. The output of parts for replacements and accessories jumped no less than \$200,000,000. Passenger-car registrations in the year past numbered 21,630,000. It is significant to note that the average price of cars dropped from \$953 in 1927 an \$876 in 1928. The price of trucks, likewise, shaded off from \$1053 to \$955. Moreover, the cars of 1928 were better as well as cheaper than those of any previous year.

There is no reason why we should not use the achievements of the youngest of our giant industries to measure the rise of our national prosperity; but we should always take into account one fact which is too often overlooked—namely, the enormous contribution which it is making to the body of new wealth and to the heightened standard of living which it measures.

and makes conversation in ordinary tones possible. The fuel supply of the "Patrician" is one consideration. The three engines consume about 75 gallons of gasoline per hour. With the three gas tanks, which have a capacity of about 500 gallons, filled the plane can stay in the air for a little more than six hours. Through advance arrangements made with the Union Oil company one of the company's trucks, filled with aviation gasoline was on hand to refuel the ship at every stop.

Capt. St. Clair Streett, chief of and recognized as one of the best flyers in the service, is piloting the "Patrician" on this tour. He is being assisted by Ken G. Fraser, executive assistant of the Keystone Aircraft corporation.

The manufacture of motor vehicles has many characteristics which set it in a place apart from all other American industries. It is one which has grown by sheer merit from nothing to its present vast proportions. It was started on a shoestring. The banks step-mothered it rather than mothered it; and not until it was fairly well established could they be counted upon to give much financial support either to the manufacturers or to the concerns which made parts or to potential customers.

Even from the early days the industry has had the inestimable advantage of an unusually high type of leadership. A great factor in its steady growth has been the type of men responsible for it, a group of executives of uncommon vision, courage and optimism. In raising themselves these men have set the schoolmasters of other industries as well as their own. The object lessons they have given in mass production, in the employment of labor-saving machinery, in the progress which can be made by the incessant application of mechanical ingenuity and in the improvement of nation-wide distribution and service which has been achieved by enlightened methods, are standing benefits to the whole manufacturing world. Moreover, the ever-increasing demand which the public puts upon the manufacturer has provided the urge to press on to mechanical perfection.

**AUTO BEST TRANSPORTATION**  
The automobile industry has unquestionably given us the speediest, the most agreeable and the most convenient transportation to be found anywhere upon the surface of the globe. From this achievement flow not only health and pleasure but a time-saving factor which has the effect of adding standard efficiency. Heightened efficiency brings greater earning power. Increased earning power means greater buying power; and the increase of leisure due to constant time saving affords more ample opportunity for the exercise of the spending power. Comfortable and wholesome living raises efficiency another peg and at the same time brings new incentives to labor that will be still more productive.

The perception of this invisible chain of cause and effect, the recognition of this hitherto unknown cycle, is perhaps the greatest economic discovery which has been made in our time. The automobile industry has been more largely responsible for the building up of this theory and for the practical demonstration of its truth than any other single agency, whether in the field of industry or in that of textbook economics.

The most direct and most easily appraised contributions to national prosperity made by the industry have not yet been mentioned. The capital invested in the business is measured by billions and the number of persons employed, directly and indirectly, exceeds four millions. As a user of steel, rubber, glass, textiles and other commodities it keeps at work

by a percentage almost as great. The strength and vitality of the industry lie in a few simple and basic circumstances. The product is not only essential to our present civilization but it is universally desired. Millions who walk are working a little harder in order that presently they may ride; and less, for no means less, the better the product becomes, the lower is the price demanded for it.

**GENERAL PROGRESS**  
This is not the whole story. The effects of the rise of the automobile industry have been national and general as well as local and personal. It has been more effective than any other agency in securing the extension of improved roads; and good roads are the cornerstone of material civilization. Cheap and able motor cars and an improved system of highways have had an incalculable effect upon the unification of the country arising from extensive travel for pleasure and business. Improvements of the internal-combustion engine have not only brought the motor car near mechanical perfection but have made possible the conquest of the air. Engine makers are daily proving the substantial truth of the saying that the kitchen table will fly if it is equipped with a motor light enough and powerful so indirectly at that—the automobile industry has given man a new dimension in which to travel.

**EXPORT TRADE UP**  
The export trade in American motor cars which, only a few years ago, was scarcely worthy of the attention of the statistician has grown to such an extent that in 1928 we sold 810,000 motor vehicles outside the United States, which represents an increase of twenty-six per cent over the figure for 1927; and the importation of foreign motor vehicles fell off

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