

FORD'S LEGAL FOE IN TITANTIC SUIT OF CHEERY MEIN

CHRYSLER MOTORS VAST NEW FORCE IN AUTO WORLD

DETROIT—(AP) "Troubles that might upset you at 25 roll of your back at 75."

Such is the philosophy, briefly, of Henry M. Leland, "grand old man" of the automobile industry, who, nearing his eighty-sixth birthday, still is active and primed for a court battle that would discourage a much younger man. It is a battle with a lifelong friend, Henry Ford, over the disposition of the Lincoln Motor Car company which the Ford interests in 1922 bought at a receiver's sale for \$1,000,000.

Leland introduced to the automobile industry storage battery ignition, electric lighting, electric starting and thermostatic control of engine temperatures.

Quantity production of the Liberty motor during the war was probably Leland's outstanding achievement.

"I used to spend 14 to 18 hours a day at the plant while we were making these engines," he says, "but it was no hardship. I felt we were doing a real service and work is the best fun I have."

A sidelight on Leland's attitude toward work and play was given in the statement of a biographer who said that Leland was not keen about fishing because "he fish wouldn't bite when he wanted them to and he wouldn't wait for them."

Leland began making his own way as a machinist's apprentice in 1859, made tools for a rifle manufacturer during the Civil war, invented the modern hair clipper, went into the manufacturing of gears and transmissions and found himself identified with the automobile industry almost at its beginning when he contracted to produce transmissions for the one-cylinder car designed by Ransom E. Olds.

He aided in organizing the Cadillac Automobile company in 1902, and after that company was taken over by General Motors, Leland came out with his Lincoln Motor Car company. It was while head of the Cadillac company that Leland introduced electric lighting, starting and storage battery ignition.

The impending court battle over the sale of the Lincoln Motors in 1922 will find father and son arrayed against father and son—Henry M. and Wilfred C. Leland against Henry and Edsel Ford.

The Leland charge that the Fords broke faith with nearly 2000 stockholders of the old Lincoln company, seeking \$4,000,000 damages, the plaintiffs allege, the Fords failed to keep a verbal agreement to buy the outstanding stock of the active stockholders in the company then in receivership.

Henry Leland has his office on the twenty-second floor of the Dime Bank building in Detroit. On his eightieth birthday he walked up the 432 steps from the street to his desk. Asked how it felt, he said that age, he replied, "I'm a bit embarrassed; you see, it's the first time I ever was 80."

AGED RECORDS OF SCOTLAND AIRED IN TITLE DISPUTE

LONDON—(AP) Musty records 500 years old form part of the evidence in the claim of Sir Bruce Gordon Seton to the ancient Scottish barony of Gordon.

The barony is now held by Lord Huntly, head of the Gordon clan and known among the Scots as "Cock of the North." He disputes the claim.

It is up to the house of lords to adjudicate the matter and it now is in the hands of the committee of privileges.

The whole thing hinges upon whether a marriage contracted before the discovery of America was valid or not.

Sir Bruce is a direct descendant of Alexander de Seton, to whom the barony was granted in, or before, the year 1429 by King James I. Alexander de Seton's son, Alexander, married Cecilia Hay, a great heiress, and had one son, but the marriage was said to have been declared null and void on the ground of consanguinity under ecclesiastical law then operative.

Alexander de Seton afterwards married a daughter of the chancellor of Scotland, through whose influence his name was created Earl of Huntly. That title descended through the eldest son of that marriage to the present day.

The claim of Sir Bruce is based on the fact that recently there was discovered in the Vatican archives a copy of a mandate from the pope issued to the Bishop of Moray, declaring that Alexander de Seton's first marriage has not been invalidated, and was legal and binding, and the son of that marriage was legitimate. Cecilia, it is alleged, died and died, and apparently the mandate was suppressed.

Mr. McPhail, K.C., for Sir Bruce, in submitting that a barony of Gordon was in existence, said that "rubbing" had been taken of the Latin inscription on a sarcophagus in Elgin cathedral, and a translation of this was "Here lies a noble and potent lord, Alexander Gordon, first Earl of Huntly, Lord of Gordon and Badenoch, who died at Huntly 15 July 1476."

Lord Huntly, the premier Marquis of Scotland, has ten other titles beside that of Baron Gordon. Lady Huntly recently took steps to adopt two little girls from Chicago, the daughters of a relative. She is an American.

The far-reaching significance of recent Chrysler operations was not fully grasped either by the trade or the public until announcement was made that the great group of manufacturing properties under the direction of Walter P. Chrysler is hereafter to be known as Chrysler Motors. The purpose of this highly important move was tersely expressed by Walter P. Chrysler when he said: "The one and only justification for a grouping of motor car properties is to render a better public service. Chrysler Motors will accomplish mutual efficiency and savings which will give new benefits to the buyer of individual and commercial transportation in quality, service and economy. That is its sole purpose.

All of the products of Chrysler Motors are manufactured in one great group of plants and therein rest the economic possibilities for overhead reduction, conservation of facilities and the application to all units of a common policy of planning, engineering and quality manufacturing.

Chrysler Motors manufacturing facilities and financial resources are so vast and their combined distributing agencies so numerous that every price class in every country in the world is supplied with a Chrysler Motors car.

"In the precise form in which it is operated," said Mr. Chrysler, "Chrysler Motors represents a new economic force in the industry because, while still preserving a complete separate identity in the units and their distribution, it welds together the advantages resulting from the common policy of engineering, purchasing, manufacturing and financing under one personal head."

With the popularity of the first Chrysler, the "7", it seemed advisable to develop a companion car bearing the Chrysler name and this brought into existence the Chrysler "58". Later the lineup consisted of four cars, the Chrysler "62", "65" and "72" and the Imperial "65". In the logical development of the plan, and to simplify public understanding of Chrysler operations, the Chrysler low priced car, with its entire change in appearance, was named the "Plymouth."

With the coming of the entirely new Chrysler style, three individual new lines of cars were named the "65", the "75" and the Imperial.

Another Chrysler creation, the DeSoto Six, was added to the line during the past year, of which Mr. Chrysler said, "is the perfected result of more than two years of careful study of market conditions and the ever-changing needs of public transportation. In no previous achievement of the Chrysler organization have I felt greater pride than in the creation of DeSoto Six. I believe that you will find in the new car graphic evidence of the great strides in automobile engineering and manufacturing methods which have transpired in the last year to greatly increase the buying power of the motor car dollar."

The acquisition of the Dodge Brothers properties was, of course, the crowning touch. The rounding out of the magnificent conception by the Dodge line and the Dodge trucks and commercial cars give Chrysler Motors a complete line of vehicles covering the entire field of individual transportation.

IMPORTANT STRIDES FORD COMPANY, 1928

The year 1928 was one of the most active in the history of the Ford Motor company. From a production of 195 Model A cars in January to 6435 daily in December indicates what was accomplished in automobile manufacture, starting at the first of the year practically from scratch.

The total from December 2, 1927 when the new car made its debut to December 1, 1928, was 733,044. During 1928 the car continued to be shown at no points in the more remote parts of the world and was enthusiastically received. It won numerous tests and contests, notably that of the Allgemeine Deutscher Automobil club in Germany embracing the most strenuous road conditions. It ascended Ben Nevis in Scotland, which had never been scaled by motor vehicle before, save by an early Model T.

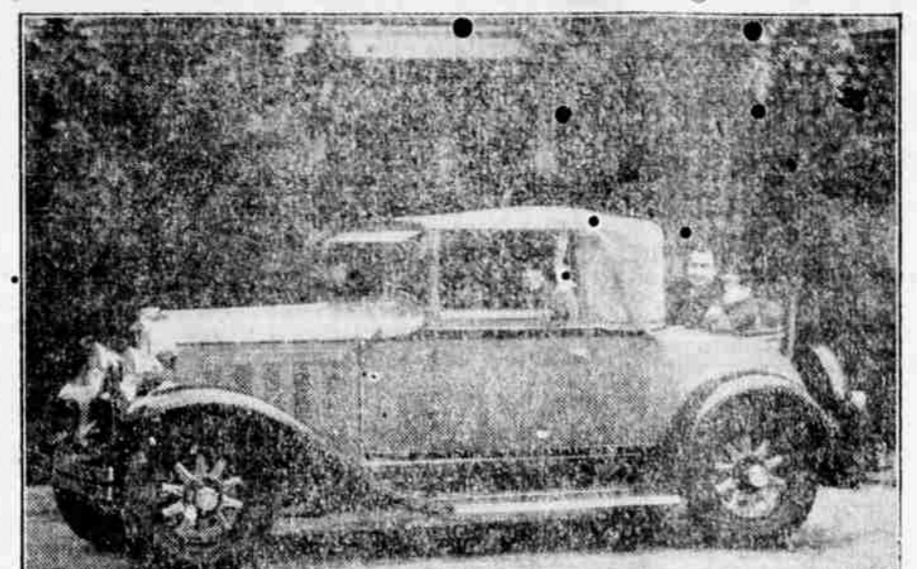
Production facilities were increased, based at the main Fordson plant and in a number of the assembly plants. Early in the year strategic changes were made in the steel mill at Fordson, making possible the efficient handling of the finished product.

In the Fordson power house the capacity of four of the eight generating units was doubled. Ford engineers did the unprecedented, concentrating in a space designed for a maximum of 65,000 kilowatts turbine capacity to develop 165,000 kilowatts. To meet this additional load, the original boiler capacities had to be increased.

Units were remodeled to provide what corresponded to the concentration of two large power houses in a single building while it was already occupied by units which were among the largest in the world. Capacities of 14,000 to 18,000 boiler horsepower were given to boilers that had been originally rated at 2647 horsepower at normal rating.

In January, the total employees at Highland Park and Fordson were 52,726. By December they had increased to 117,217. From a world standpoint, one of the big events of the year was the organization of the Ford Motor

New Oakland All-American Six Convertible Cabriolet



Indications that the Oakland Motor Car company in 1928 would top the best previous year in its history by approximately 75,000, or forty percent, was proven by the statement of W. H. Tracy, vice president in charge of sales, announced that October volume totaled 17,332 units.

This figure for October compares with 15,618 Oakland and Pontiac sixes sold last October and ranks with the month just ended as the best October in the company's history.

Perhaps no better argument for advertising advantages can be cited than the example of California which is being emphasized in the present campaign for Oregon advertising funds. The Oregon state chamber of commerce is urging consideration of this matter by the state legislature which convenes in Salem next week.

"California spends \$2,000,000 a year for publicity. Oregon draws dividends of more than \$2,000,000 a year from California's publicity appropriations. This is a statement which starts. But it can be verified. In approximately four years 787 families from California have spent \$4,643,701 for 2,550 acres of farm land in Oregon. They originally came west in response to the California publicity campaign. Their investment is a little less than a third of the total recorded by the Oregon land settlement committee. The rate of investment is more than \$1,000,000 a year.

"Of 88,700 tourist automobile parties that came into Oregon last year, 52,000 were from California. While 70 per cent of tourists who enter Oregon, by rail come from points other than California, 60 per cent of the motor tourist travel is from Oregon's neighbor on the south. The publicity department of the chamber of commerce is authority for the estimate that 260,000 Californians visited Oregon as tourists last year and they spent some \$2,000,000 here. There people originally came to California in response to the publicity campaign.

It is true that Californians find in Oregon a certain verdant and vigorous beauty which they cannot discover at home, together with a recreational opportunity unexcelled on the American continent.

"But if we are with too narrow a vision to win on our own account, success through a policy that has rapidly made a neighbor state one of the first commonwealths in the union, we can always reflect that, at least, Oregon receives more in dividends from California publicity than California herself spends."

Adding further to this argument the Eugene Guard has stated: "There was a merchant who erected a modern store building, filled the shelves with quality merchandise, installed a large cash register, hired a large force of salespeople and then forgot to advertise to bring in the customers so they could see and buy. Oregon is compared to this merchant by the Oregon state chamber of commerce in a letter it has just sent out to members of the legislature.

"Oregon has built a splendid system of highways, provided excellent schools including university, state college and normal schools, has stocked her streams with fish and her fields with game birds, has spent a great deal of money in other ways to prepare herself as a home for millions, but has forgot to sell herself to

California vs. Oregon Advertising

all-metal monoplanes jumped from one month to three a week, while the number of employees increased from 175 to about 1000. One of the Ford planes is now with Commander Byrd in the Antarctic. Another was built for use as a flying office by Colonel C. A. Lindebergh and his associates in the Transcontinental Air Transport, Inc.

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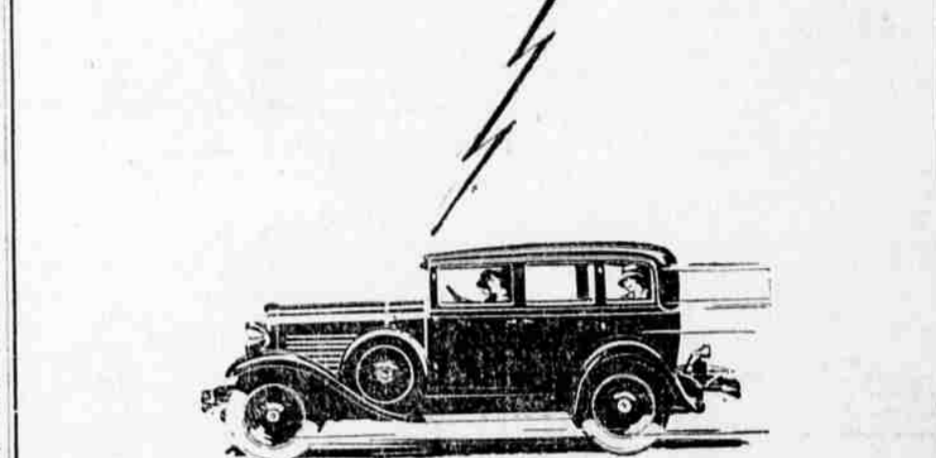
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thing that is in the west. Oregon fruits have continued to the fame of California for years because California had been made synonymous in the public mind with delicious fruits whereas Oregon has not little reputation outside her own boundaries. A bulletin just issued by the United States department of agriculture descriptive of the Pacific highway contains this paragraph: "Among the most interesting points along the highway is Crater Lake, located in the form of tourists, settlers, industries, new wealth. California has sold herself so thoroughly over the United States that she gets credit for about every even credited officially as having within her borders the most incomparable of Oregon's scenic assets. It is a case giving color to the point made by the state chamber. "What the state chamber desires of the legislature is an appropriation to be expended entirely for the attraction of new people to the state, an appropriation which will supplement the public subscriptions made for this same purpose. The annual report of this body is impressive of what can be done to interest and draw to Oregon people from other states."—(Coox Bay Times.)

MARMON

UNDER THE DIRECTION OF C. M. WILLIAMS



The greatest Marmon success of 26 years has been built around this straight-eight at the price of a six.

New Series 68, \$1465. New Series 78, \$1965. Prices at factory. De luxe equipment extra. Convenient time-payment plan.

HIGHWAY MOTOR CO.

123 So. Riverside Quality Cars Phone 254

Not a chance conception ... but a deliberate plan ...



Chrysler's New Style is Based on Authentic Canons of Classic Beauty

Chrysler engineering has achieved something never done before in motor car design.

It has searched out authentic forms of beauty which have come down the centuries unsurpassed and unchallenged and has translated them in terms of motor car beauty and motor car utility.

The lengths to which Chrysler designers have gone in this patient pursuit of beauty will doubtless prove a revelation to those who have probably accepted Chrysler symmetry and charm as fortunate but more or less accidental conceptions. The Chrysler process goes far deeper than any charming but fortuitous design.

For, Chrysler has left nothing to chance. Chrysler has not relied alone upon the inspiration of individual designers.

Chrysler in its newest products—has found that there are so many glorious precedents and inspirations in art, architecture and design, that the search for authentic and harmonious symmetry can actually be reduced to something like a scientific system in which results are certain.

New Chrysler "65"—Six body styles priced from \$1000 to \$1145. New Chrysler "75"—Nine body styles priced from \$1535 to \$2345. New Chrysler Imperial—Five custom styles priced from \$2675 to \$3475. All prices f.o.b. Detroit. (1928)

CHRYSLER

MEDFORD MOTORS 128 S. Riverside Phone 762

C. E. Gates Auto Co.

Main and Pacific Highway Phone 141