

TRAFFIC OFFICERS  
WILL CONFER HERENeed for Uniform North-  
west Laws Recognized.

ABOUT 150 TO ATTEND

Seven Western States and British  
Columbia to Be Represented  
at Conference.

Motor vehicle administrative officials of seven western states and the province of British Columbia will unite in an important two-day traffic conference at Portland, Monday and Tuesday, October 9 and 10. Meetings will be held at the Multnomah hotel. At least 150 officials having to do with the administration of the motor vehicle laws of California, Oregon, Washington, Idaho, Montana, Nevada, Utah and British Columbia are expected to be in attendance.

## Mr. Koser Starts Movement.

The Portland conference will be the outgrowth of a movement started by Secretary of State Koser of Oregon two years ago, when he called together traffic officials of the northwest states. Mr. Koser has been assisted throughout by L. D. McArdle, director of the department of efficiency of Washington and head of the highway patrol for that state. Under Mr. McArdle's leadership a series of conferences have been held in Washington this year to study traffic matters, culminating in a state-wide session in Tacoma in June.

Recently Mr. Koser issued a call for a meeting of those interested in traffic problems from all over the Pacific coast. In this movement he received the hearty cooperation of the Washington official, and at a recent meeting of the two men in Portland plans for the forthcoming session were drawn.

## Speeding Is Curbed.

In Washington Mr. McArdle has forwarded steadily a policy of cooperation between enforcement officials of different districts, placing state men under direction of various sheriffs and chiefs of police to curb speeding, reckless driving and other perils of the highway as well as violations of license and light laws. Oregon and Washington officials for months have been working in harmony along these same lines with good results, but such work has brought to the surface the need of uniformity of traffic laws as between states so that persons from one state driving into a neighboring state could know that in operation of their cars they would be required to observe the same laws and rules elsewhere as at home.

Questions of uniformity of traffic laws, reciprocity between states in the enforcement of such laws, treatment of different phases of traffic conditions and other such questions will be discussed at the conference. The sessions this year will be largely educational, it is expected, but all working toward the end that through legislative action differences that now exist in traffic laws between states may be corrected by adoption of the measure best suited to meet the needs of all of the states.

## Programme Is Announced.

The programme for the conference has been announced as follows:

## Monday, October 9, 10 A. M.

Welcome and introductory, Ben W. Olcott, governor of Oregon.  
"Traffic Laws—Why We Have Them and the Necessity for Uniformity," Robert C. Jones, secretary of state of Idaho.  
"Co-operation Between Countries," William G. McMan, superintendent division of motor vehicles, British Columbia.

"The Need for and Value of Uniform Reciprocal Laws Between States," George Brodigan, secretary of state of Nevada.

"Traffic Conditions in Washington and Need for Co-operation Between States and Countries," L. D. McArdle, director of the department of efficiency of Washington.

## Monday, Afternoon Session.

"Attitude of the State Toward the Tourist and His Obligations," C. E. Stewart, secretary of state of Montana.

"The Duty the Public Owe the State in the Intelligent Use of the Highways," former State Senator L. N. Day of Portland; James Allen, supervisor of highways of Washington, and Herbert Nunn, state highway engineer of Oregon.

"Registration of Motor Vehicles of Non-Residents—Its Value to the Public in the Protection of Their Persons and Property," Fred J. Dibble, director of licenses of Washington, and Charles J. Chenu, division of motor vehicles of California.

"Traffic Conditions in Oregon—Need for Local and State Co-operation—Problems of the Traffic Officer," T. E. Rafferty, chief traffic officer of state of Utah, and T. E. Rafferty, chief traffic officer of Oregon.

"State Versus County and City Traffic Control," Fred G. Stickles, sheriff of Lane county, Oregon, and A. H. Brown, president of the Portland Motor Vehicle Dealers' association, Portland.

## Tuesday, October 10, 10 A. M.

"Attitude of the Courts With Reference to Traffic Violations," S. A. Mann, municipal judge, Spokane; John B. Gordon, municipal judge, Seattle; W. A. Ekwall, municipal judge, Portland.

## The Closed Car—For Work and For Play

2,225,000 PEOPLE  
IN AUTO INDUSTRYPresent Demand for Cars  
Increases Employment.

LOWER RENTS FORECAST

Future of Business Is Assured  
Because of Its Creative  
Power in All Lines.SIGNIFICANT FACTS ON  
AUTO INDUSTRY.

The current demand for motor cars and motor trucks is giving jobs to 2,225,000 workers.

The manufacture of the completed vehicle requires labor in accessory, plate glass, fabric, metal and other mills, also in mines, farms and forests.

Competition in developing cars and trucks more completely equipped than ever before. A motor-wise public wants the latest improvements.

More value for the money is being given today in motor vehicles than at any previous time in the business.

The motor vehicle in addition to creating a demand for labor reduces the cost of living through saving time.

One hundred and thirty-five thousand suburban homes are dependent chiefly on motor transportation for communication with the city.

Three million cars and trucks are owned on farms.

The opening of new residential areas through use of the car and truck gives promise of lower rents.

Production this year will exceed 2,000,000, of which 10 per cent trucks. Next year probably 2,250,000.

BUFFALO, N. Y., Sept. 30.—"The present prosperity in the automobile business means employment for 2,225,000 persons," said Alfred Reeves, general manager of the national automobile chamber of commerce, speaking before the convention of the Motor and Accessory Manufacturers' association here this week.

"In addition to the 300,000 men working in the automobile plants, to the hundreds of thousands of professional chauffeurs and drivers and of retail garage employees, there are about 250,000 accessory factory workers, 150,000 tire dealers and salesmen and thousands more in allied retail trades.

**Mine Workers Affected.**  
"One can realize also the effect on other industries by the fact that 23 per cent of the aluminum supply, 4 per cent of the annual production of iron and steel, 20 per cent of tin, 16 per cent of the copper output and 20 per cent of plate glass manufacture are used in the making of motor cars and motor trucks.

"This effect of the public demand for increased motor transportation naturally is a very prompt stimulus to the business of those factories making parts and accessories. Sales for the past four months have been the largest for any similar period on record, due to the keen competition on the part of manufacturers, each endeavoring to get a large amount of business by giving the most value for the money. In fact, more value for the money is being given today in motor vehicles than any previous time in the business.

"This is reflected in the accessory market by the increase in the equipment and appointments supplied with the finished product and the creation of a public desire to get the latest word in motor improvement.

**Two Million Motor Vehicles.**  
"This year's production should exceed 2,000,000 cars and trucks. I believe it is safe to say that next year, with export demands increasing, more than 2,250,000 motor vehicles will be sold.

"In this year's production about 10 per cent are trucks, but the truck production will keep on increasing as general business gets better.

"Of the cars produced this year, probably 70 per cent will sell at \$1000 or less.

"Shipments from the factories during August were the biggest in the history of the industry. Preliminary reports indicate a production in August of 270,000 vehicles, of which 23,000 were trucks. This is 20 per cent more than July and only 25,000 less than June, the biggest month in the history of our industry.

"During the first eight months the industry has made 1,654,000 motor vehicles, which is practically equal to the full year's production of 1931, when the figures were 1,668,000.

"Of the production of cars, about 20 per cent were closed cars and this proportion I expect to see increased.

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For a moment into the memory for a picture of the first little affair, in the light of modern equipment, crawling its majestic way along at 10 or 12 miles an hour, and carrying its passengers in open carriages, entirely unprotected from any unwelcome offering of the weather man. Compare that equipment with the luxurious coaches and Pullman cars of the present day in which the passenger ride in all kinds of weather in as perfect comfort and safety as in their own homes.

There is a parallel to this picture in the development of the automobile from the open and exposed vehicle of a few years ago to the modern and luxurious closed car of today. Within the span of but a few months, practically since the end of the war, in fact, the development of the closed car has been so marked that that type of automobile has passed rapidly from the luxury to the necessity class. No longer is the open model the all-year knock-about car for utility use and the closed car the luxury for the great dames of the land. Nowdays it is recognized that the closed car is the real utility car, the car

of all seasons and all needs, while the open car is rapidly becoming the seasonal car only.

No other subject in the entire automobile industry has attracted so much interest and study during the past year as that of closed car development, and the result has been finer and more useful models of closed cars at costs cheaper than would have been dreamed possible a few years ago. At the present time there is a closed car to fit every need, and, through the Aladdin touch of quantity production, their prices have been reduced until they are but slightly higher than those

for the open models of the same cars.

Are you a traveling salesman seeking a car in which to cover your territory with utmost ease and comfort, and to carry along sufficient of your samples to show to your customers? Are you the head of a family seeking a car that will serve best for all around driving, with, perhaps, a summer trip to some mountain or beach resort? Are you a sporting enthusiast, perhaps a golfer, seeking the car that will suit you best in all weathers and in all needs, a car of comfort with a bit of dash and snap thrown in,

and Traffic Violations—Their Necessity and How They May Be Obtained," Fred J. Dibble, director of licenses of Washington, and Oren Leidy, supervisor of the Washington state highway patrol.

## Tuesday, Afternoon Session.

"Automobile Thefts," L. V. Jenks, chief of police, Portland, and

Charles J. Chenu, division of motor vehicles, California.

"Hand and Arm and Mechanical Signals, Operators, Drivers and Chauffeurs, and Their Regulation," L. D. McArdle, director of the department of efficiency of Washington, and Sam A. Koser, secretary of state of Oregon.

"Motor Vehicle Lights and Need for Uniform Requirements," H. E.

Crockett, secretary of state of Utah, and Charles J. Chenu, division of motor vehicles of California.

"Advertising Signs Along Highways and Possible Consequences to Motor Vehicle Operators," L. D. McArdle, director of efficiency of Washington; H. E. Crockett, secretary of state of Utah; and T. E. Rafferty, chief traffic officer of Oregon.

Thousands Own G-M Shares.

General Motors corporation had, at the end of August, 48,554 common shareholders. There were 41,144 common stockholders owning 100 shares or less, while only 7410 own more than 100 shares.

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