

### OVERLOADING OF AUTO DANGEROUS

#### Motor Association Says Practice Lessens Street, Highway Safety

Street and highway safety is suffering from one practice that the individual car owner might well eliminate—that of overloading the car—according to Geo. O. Brandenburg, secretary of the Oregon State Motor Association. With spring weather giving rebirth to the desire to use the motor car to the fullest extent, numerous accidents will be traced to this practice unless the individual motorist sees its dangers and intelligently avoids them, Mr. Brandenburg warns.

"When cars run 12 miles an hour when they were 'built open' it did not make so much difference that they were overloaded," he says. "In those days, construction took care of the problem where speed did not. To overload a car meant simply that the engine simply balked, an axle or spring broke, or something else taught the owner that caution was the better part of hospitality.

"Today's car is much different. Its engine has power enough and its chassis strength enough to permit overloading without mechanical danger. But there is the much greater danger of interference with

the freedom of the driver to handle the car with safety. This club, and others of the 1,946 that comprise the nationwide chain of the American Automobile Association, have analyzed many accidents which show the extent of this danger.

"The car manufacturer has made the driving controls much more accessible. They all are at the finger tips of the operator. This advance grew out of the very definite need for relocating the controls in the interest of safety. Yet, when a motorist tries to carry three or four persons in a roadster or coupe built for two, he sacrifices every advantage that the car designer has given him in this respect.

"The intelligent car owner will not invite guests to accompany him on a trip that is marked by a reduction of the safety factor, not to mention that it is certain to be physically uncomfortable for everyone."

#### TRAFFIC PROBLEMS GROW MAJORITY

(AP)—This city, like others in Latin America, is having difficulty in adjusting modern traffic to streets designed for animal-drawn vehicles. In numerous small cities prosperity has expanded the use of motor cars and trucks much more rapidly than available driving and parking space has grown. In this city virtually all thoroughfares have been made one way streets.

There comes a time in every man's life when he feels that justice ought to consult an oculist.



Women's ideas were incorporated in designing the new Oldsmobile and resulted in a silent, warm front compartment with handy controls.

### Uniformity Of Service on New Ford Is Planned

Absolute uniformity of service on the new Ford model "A" cars and model "AAA" trucks is being maintained by the Ford Motor company through a plan which involves the training in the Ford plants, of 10,000 garage mechanics, according to W. C. Perkins, local dealer. For weeks the Ford branch plants, and the Detroit factories have assumed the character of a gigantic training school, to which every Ford dealer in the United States may send one or more representatives.

This school for service men began through the training of superintendents and foremen of the 26 branch plants of the company in the United States. Months before the model "A" Ford car was introduced, these men from the branch plants were being schooled in the Ford factories near Detroit in the manufacture and assembly of the new car. They returned to the 26 Ford branches and immediately began the training of men for dealers in their respective territories. The men came in relays, each group as large as the branch plant could handle conveniently. The groups were purposely kept small, in order that the most intensive training could be given. Each man was put through the same course given the branch men at Detroit, and upon its completion was given a rigorous examination. This examination included many points about the car

### BEFORE MEET

#### SUNDAY PROGRAMS

The National Broadcasting company program for Sunday night follows: 6:30 to 7:30, standard symphony hour; 9 to 9:30, Atwater Kent program.

KGO—Oakland (354.4m-750kc) 6:30, NBC; 7:30, Congregational church; 9, NBC.

KOMO—Seattle (306m-850kc) 6:30, NBC; 7:30, musical program; 9, NBC; 9:30 to 11, musical program.

KFI—Los Angeles (468.5m-640kc) 6:30, NBC; 7:30, varieties; 8, organ recital; 9, NBC; 10, orchestra.

KFOA—Seattle (447.5m-670kc) 6:30 to 7:30 and 9 to 9:30, NBC.

KHQ—Spokane (370.2m-810kc) 6, concert; 6:30, NBC; 7:30, Church of the Truth; 9, NBC; 9:30, IBSA program.

KPO—San Francisco (422.5m-710kc) 6:30, NBC; 7:30, organ recital; 8:30, concert orchestra; 9, NBC.

KJR—Seattle (348.6m-860kc) 6:10, IBSA program; 7:15, organ recital; 7:30, M. E. church; 9 to 10, trio and soprano.

KEX—Portland (377.6m-1050kc) 6, orchestra; 7, Catholic lecture; 7:15, studio program; 7:30, Presbyterian church; 8:30, program; 9, IBSA program.

KFRC—San Francisco (454.3m-660kc) 6, Dr. Morrison; 6:30, piano program; 7:30, concert orchestra; 9:30, song recital; 10 to 12, dance music.

KOIN—Portland (319m-940kc) 6, organ concert; 8, Christian Science church; 9 to 10, musical comedy hour.

KGA—Spokane (260.7m-1150kc) 7:30, Presbyterian church.

KYA—San Francisco (352.7m-550kc) 6, program; 7, Dr. Clappett; 7:30, M. E. church.

KOA—Denver (325.9m-520kc) 6:15, orchestra; 6:45, Presbyterian church.

KGW—Portland (491m-610kc) 6:30, NBC; 7:30, piano program; 9, NBC; 9:30, concert; 10 to 11, little symphony orchestra.

#### MONDAY PROGRAMS

NBC: 8, symphonists; 9, "The Rounders"; 9:30, Fisk program; 10 to 11, Broadways and Boulevards.

KGO—6:30, General electric program; 8 to 11, NBC.

KGW—6, program; 8, NBC; 10, program.

KFI—6, male quartet; 7, symphonette; 8, NBC; 10, symphonette.

KFO—7, music; 7:20, violin recital; 8, NBC; 10 to 12, variety program.

KOMO—6, varied program; 8 to 11, NBC; 11 to 12:30, musical program.

KFOA—6:30, studio program; 8, NBC; 9, organ recital; 9:30, NBC; 10 to 11, Spokane Coyotes.

KFRC—6:30, dinner music; 8, Blue Monday jamboree; 10 to 12, dance orchestra.

KOIN—6, organ concert; 7:15, orchestra; 8, entertainers; 8:30, studio program; 9 to 10, Apostolic Faith mission; 10 to 11:30, dance band.

KYA—6:30, program; 8, music; 8:30, theater froler; 9, musical program; 10 to 12, dance music.

KHQ—6, orchestra; 6:30, organ recital; 8 to 10, NBC.

KJR—6, news; 8:30, concert; 7:30, pianist; 8, studio program; 9, trio; 10 to 12, Gooly Bird frolic.

KGA—6, varied program; 7:30 to 10, musical program; 10 to 12, dance music.

which might not be considered essential, from the service man's viewpoint. However, the Ford company is requiring complete knowledge of the car on the part of every dealer's service men. Failure to make a passing grade meant that the man had to take the entire course again. If he failed a second time, he was sent back to the dealer with the suggestion that he was not considered qualified to give Ford service; whereupon, the dealer was required to send another man for the next training school session.

This requirement for trained service men extend to every Ford dealer, no matter how small his establishment may be. Many dealers have sent two or more men to the branch for training. Upon passing the factory examination, these men are returned to the dealers' shops and passed on to the entire shop organizations the same careful instruction given at the branches.

### Spring Care Of Cars Urged By Chrysler Firm

At this time when sporting pages are carrying stories about baseball, when golf bugs are arousing friend wife's ire by breaking window panes and chandeliers in indoor practice, and anglers are looking over rods, flies and other fishing tackle, the season has arrived, in the opinion of the Chrysler Corporation's service department, when a message of friendly counsel should be broadcast to automobile owners about the spring care of their cars.

Deviates of sport take pains to recondition their golf clubs, tennis rackets and other paraphernalia that have been laid away in dark closets through the winter, observes J. L. Kenyon, director of Chrysler service, in the April issue of the "Chrysler News." But how many automobile owners, he asks, give proper thought to having the car checked over as the summer season nears, so that they know it is in tip-top condition? His implied answer to his own query is that there are decidedly fewer than there should be.

Yet there was a time when things were otherwise, he intimates: "In days gone by, when automobiles were stored for the winter because it wasn't thought good form to use them during the winter months, great care was taken in the spring to see that they were thoroughly overhauled and everything put in A-1 shape.

"But, because cars are used all during the winter months now, owners are sometimes prone to forget that the bus requires a little 'spring tonic' to make it operate its best.

The Chrysler service director makes the interesting suggestion at this point that if the car were put away in the fall, like the golf and tennis and fishing equipment, it would receive as much and as thorough revamping with the return of blue skies as is given to any of the other possessions which contribute to one's heartiest enjoyment of life.

"Preventive maintenance" is the remedy he prescribes for the present neglect of spring tuning-up for automobiles. The Chrysler standard maintenance system, he says, assures Chrysler owners continued satisfaction with their cars at all times and is particularly advantageous for spring adjustments, he reminds them. If there is need for any reconditioning work after hard winter use, he urges them to have a little overhauling done now rather than to take a chance on some annoyance, however slight, during the height of the happy summer motoring season.

### World Won't Have Autos Enough For Spring Demand, Jordan Says

CLEVELAND, O., Apr. 21 (AP)—The most deflated saturation point for motor vehicles, which has received many a black eye in the past few years, gets a knock-down and drag-out from Edward S. Jordan, newspaperman who became president of Jordan Motor Car company.

Mr. Jordan not only believes the world saturation point is far from being reached, but says: "There will not be enough automobiles in the world to meet the demand after the first real warm day of spring."

The automobile manufacturer bases his statement, he tells The Associated Press, on the belief that delayed announcement of the new Ford car brought buying virtually to a standstill during the last quarter of 1927, while expected price reductions before the national automobile show at New York deterred dealers in placing orders, with a resulting slump in production.

Mr. Jordan points out also that delays in getting new models into production during January and February leaves dealers throughout the country with low stocks of cars on hand.

"A powerful motor market in Wall Street has given the country a feeling that prosperity will continue. Better values are being offered by all manufacturers than ever before and April, May and June will beat all sales and production records."

**AUTO LAWS IMPROVE UNDER FASCISTI**  
By NEA Service

ROME, Apr. 21—With the coming of Mussolini and rule of the Fascisti, automobile laws of Italy have experienced a change for the better.

The Automobile Club of Italy is unique. With its headquarters in Rome, it collects all the automobile taxes and issues all car licenses.

It retains for this service, 2 percent of the returns whereas it formerly cost the state at least 10 percent.

HELSINGFORS (AP)—Automobiles displayed at the third Helsinki show were largely of American manufacture. 24 American cars and four European being shown. Outside dealers displayed six other American makes. American trucks, motorcycles and accessories also were well represented, while American cars won two of the races held in connection with the show.

### Willys-Overland Plans Assembly Plant on Coast

TOLEDO, O., Apr. 21 (Special)—An assembly plant to take care of Whippet and Willys-Knight cars on the Pacific coast and in the inter-mountain territory west of the Rockies will be opened in Los Angeles, Cal., early this summer, according to a statement given out here today by John N. Willys, president of the Willys-Overland, Inc.

The opening of this new assembly plant has been made necessary by the growth in sales of Whippet and Willys-Knight models in the territory which will be served by this new plant.

This is the first plant, devoted to the assembly of motor cars, to be opened by Willys-Overland whose sales this year have exceeded those of last year for the same period by 41 per cent.

When a man is his own worst enemy he seldom tries to get square with himself.

## A Change of Weather Calls For A CHANGE OF OIL

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LA GRANDE FILLING STATION  
KUHNS & ZWEIFEL  
Corner Jefferson and Hemlock  
on Wallowa Highway

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M. J. GOSS

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Buick is far ahead in value

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## Between \$1000 and \$2000 There's No Car that Compares with BUICK

Few people will question that statement, and many will insist that Buick leadership extends well beyond the price limits mentioned above.

Comb the field and you'll come right back to Buick for the style, colors, upholstery and appointments of its bodies by Fisher.

Make the same test in performance and again you'll select Buick for the power, getaway and dependability of its Valve-in-Head six-cylinder engine—vibrationless beyond belief.

Compare specifications and you'll find further proof of Buick superiority in Buick's Lovejoy Hydraulic Shock Absorbers, Double-Drop Frame, Sealed Chassis, Mechanical Four-Wheel Brakes and a host of features not combined in any other car.

Buy your car carefully. Make thorough comparisons. Prove to yourself that Buick outpoints all other cars selling between \$1000 and \$2000.

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850 • SPORT MODELS \$1195 to \$1525  
All prices f. o. b. Flint, Mich., government tax to be added. The G.M.A.C. finance plan, the most desirable, is available.

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### 5 PASSENGER COACH

# REDUCED TO \$535

117% sales increase the first three months of 1928, as compared to the corresponding months last year—that's the sensational record made by the perfected Whippet!

Again, the public is quick to recognize low price and highest quality.

Only the perfected Whippet offers all these features: Bodies of distinctive design and beauty . . . Gas tank at rear . . . Unequaled fuel economy . . . Modern, efficient power plant . . . Full force-feed lubrication . . . Silent timing chain . . . Big 4-wheel brakes . . . 4.75-inch balloon tires . . . Snubbers . . . Adjustable steering post . . . Narrow body posts for clearer vision . . . 4 long, semi-elliptic springs.

4-DOOR SEDAN	\$585	Reduction \$140
Touring	\$455	\$170
Coach	\$535	99
Roadster (2-pass.)	485	
Roadster	\$525	170
Coupe (with rumble seat)	\$535	99
Cabriolet Coupe	545	200

All prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio

## the perfected Whippet

## M. J. GOSS

Adams and Fir

# Gettings & Hanks

Corner Fir and Jefferson

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM