

MORE ACTIVITY IN ADVISING DRIVERS URGED UPON CITY

Auto Dealer Complains of Lack of Traffic Knowledge; Advertising Campaign or Signs Advised.

That some method should be evolved to help motorists from unintentionally committing minor infractions of the traffic laws in the city, is suggested by F. W. Vogler, president of the Northwest Auto company.

"While it is well known that ignorance of the law is no excuse," says Vogler, "there is no doubt that ignorance of the regulations is often responsible for minor infractions. I do not advocate relieving the driver of all the onus but I do think that in many cases the city itself could help out in a way that would not only be greatly appreciated by auto drivers but would tend to greatly lessen the infractions."

DEALER CITES INSTANCE

"An instance that affected me occurred only a few days ago. I came very close to having my car tagged without having the slightest intention of breaking the traffic law. It was a case where I was ignorant of the regulation and where the city could easily have helped me to avoid it."

"I was attending a meeting at the Chamber of Commerce and had left my car standing on Oak street between Fifth and Sixth. Just as I was getting into the car to drive away, an officer came up to tag the machine, since it had been left standing a longer time than is permitted by the regulations. 'I think the city could well afford to place some kind of a small sign on the sidewalk, similar to the 'no parking' signs notifying auto drivers that machines were not allowed to stand in that block over 30 minutes."

DRIVERS' CAUSE PLEADED

"I hold no brief for the reckless or careless driver but I do think some consideration should be given to the driver who conscientiously tries to obey the law. Further, we must keep in mind the fact that soon we will have many tourists driving through the city and it would be a greater credit to the city to place signs wherever possible as a guide to their observing traffic regulations, rather than by informing them at the captain's desk at the police station."

"To secure the proper observance of our traffic laws calls for cooperation between the automobile driver and the police department, and my conception of cooperation is each doing a share. I do not want to leave the impression that I am criticizing the police for the manner in which they strive to have the traffic ordinances observed."

POLICE NOT BLAMED

"If I had any criticism to offer it would only be in the nature of commendation, for I believe they are doing all they possibly can, within their power, to enforce traffic regulations without working a hardship on anyone. 'Quite a good-sized revenue is derived by the city from fines incurred by motorists and a portion of this might be diverted to some effective method of improving the various ordinances upon automobile drivers."

"The signs are one method. Another might be by advertising. I have great faith in the power of advertising to accomplish any good objective, providing it is handled right."

"I would like to see an advertising campaign carried on in the newspapers, and I believe very effective series of advertisements could be evolved that would produce good results towards educating and familiarizing motorists with the various traffic ordinances."

ADVERTISING IS URGED

"Such an advertising campaign might even go further and make its appeal to the careless driver. The sale of chains has reached immense proportions through effective advertising with attention-getting illustrations of accidents caused by cars skidding that are not equipped with chains. I believe that advertisements with illustrations depicting the danger and accidents that occur from carelessness, and with the appeal for carefulness properly handled, would have beneficial results. At any rate I think it would be an experiment that would be well worth trying."

"Any system that would tend to greater cooperation between the police department and automobile drivers would be a big step in the right direction. If it would result in one life being saved it would be the greatest reward possible for the effort."

Trucks Can Be Used To Advantage in Ceylon and Sumatra

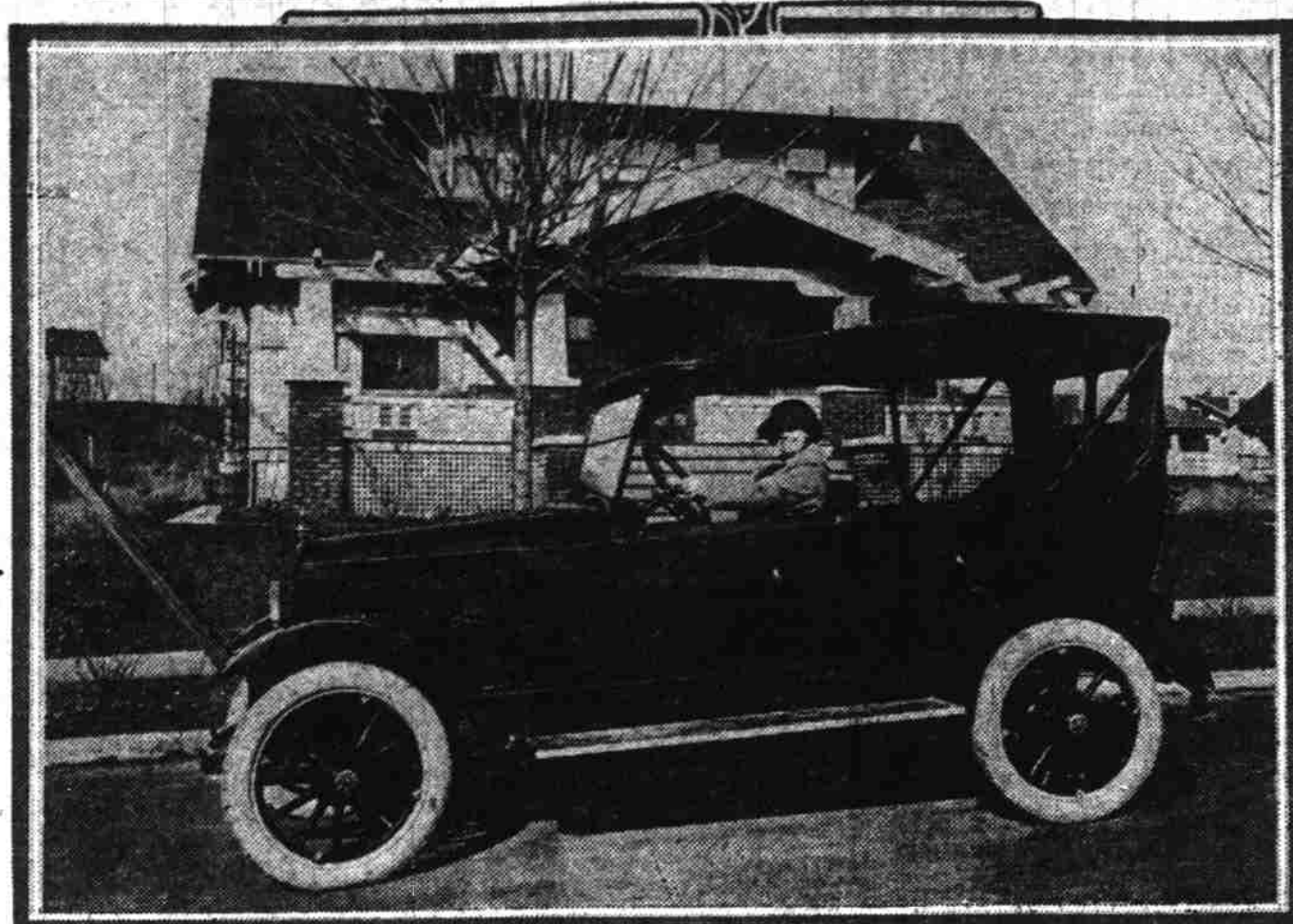
The only trailers used in Ceylon up to the present time have been employed by the government in connection with road construction. There is no doubt, however, that the favorable attitude of the local importers toward motor trucks could be extended to trailers were they properly introduced. There is no municipal restriction on the use of trucks with trailers on any of the good roads in the city of Colombo. They could also be used on the main highways, but in the present condition of the tributary roads, bullock carts are the only feasible method of transportation, especially in the rainy season.

American Consul A. G. Carleton reports from Medan, Sumatra, that a market for motor trucks is being developed on the Sumatra east coast, partly through the efforts of the automobile importers, who have successfully demonstrated the economic advantages of trucks over bullocks, and partly because the foot-and-mouth disease has attacked the bullocks to such an extent that the estate owners are forced to put for means to deliver their products to the railway stations. As the roads of the estates are being put in better condition, trucks can readily be used to transport the crop to the railroads, but it is not believed that they would be found practicable for the longer runs. For general transportation between the port of Belawan and Medan, and between Brastagi and Medan trucks of 1½ to 2 tons are being adopted.

Demand Is Keen for Auto Tires in Sweden

There is a great demand for automobile tires in Sweden at present. Extensive contracts are being let in anticipation of the opening of the new motoring season. All the leading brands are represented on the market and competi-

READY TO GO WHEREVER ROAD MAY LEAD



"Now for the open road." Mr. C. W. Meyers at the wheel of the new Buick ready for a jaunt wherever the road may lead.

tion is very keen. The American tires predominate at present. Swedish motorists prefer hand-made tires as being more suitable to the road conditions. Costs play an important part in sales, but there is a considerable market for high priced tires. In 1918 tires were imported from Great Britain to the value of \$151,500; from France, \$106,480, and from the United States, \$34,690. The present opportunity for the American exporters of this article is very good. Owing to the increased sales of motor cars in recent months, the demand for accessories and spare parts of all kinds far exceeds the supply.

Great Crowd Sees First of Country's Great Race Events

A wild crowd of 25,000 spectators saw Tommy Milton, son of a wealthy St. Paul, Minn., man, drive a Duesenberg car the last heat of the three heat 50 mile races at Los Angeles in 26 minutes 53.20 seconds, the fastest time that has ever been made for that distance on a western track. Milton was second in the first heat and the winner of the final heat, Klein, Scales and Pullen.

The three events were replete with thrills, as the speed demons sizzled around the tracks like veritable meteors, and time and again the 25,000 fans were brought to their feet as some driver passed in a sensational burst of speed. The drivers go from Los Angeles to Havana, Cuba, for a series of races at the Cuban fair, beginning April 10. From Havana they will ship their cars to Indianapolis, Ind., for the big 500 mile race there on Decoration day. After Indianapolis the drivers divide into two groups, one going to Tacoma, Wash., for the races there on July 5, and the other to Uniontown, Pa., to participate in a race to be held in June.

The next automobile race held on Los Angeles speedway will be staged on Thanksgiving day, after the close of the racing season in the fall.

Cars Certainly Numerous

Mathematicians figure that there are 15,96 persons in the country to every automobile and two cars in the country for every square mile.

Fred H. Simonton, formerly president of Simonton Motor Car company, is now with the United Motors company engaged in selling Westcott and Elgin cars. His alliance with that firm came recently, shortly after his withdrawal from his former association was announced.

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EXPRESS COMPANY HAS 4000 AUTOS

Rapid Advancement in Delivery System Seen in Extensive Employment of Cars.

From the time of the man on horseback who braved all sorts of dangers as the pony express to deliver mail and packages, to today, when motor cars and trails do the same work, the accounts of the doings of the express companies have been interesting. The manner in which they perform their self-appointed tasks in these modern times is strictly in accord with the progress made in transportation.

Robert Cowie, vice president of the American Railway Express, has made public the following facts regarding the use of motor cars by his company.

4000 MOTOR CARS USED

"There are at present in use 4000 motor vehicles and 17,500 horse-drawn vehicles. The company maintains 28,750 offices in the United States. Its employees number 150,000. Its annual business reaches the gigantic total of between \$200,000,000 and \$400,000,000 a year. It has a payroll of over \$120,000,000. Its service extends throughout 286,000 miles of railroad in the United States alone. It sends out well over 1,000,000 shipments a day. To carry this vast burden requires a set up of 7171 cars every night, while thousands of other cars are used on local trains for local service."

1600 IN NEW YORK

"New York city alone uses 1600 vehicles of which 800 are motors and 800 are horse-drawn. There are sent out from New York every day 24 special express trains, while local express is shipped in over 1700 cars every 24 hours out of New York."

"The business of the company in and for New York alone amounts to \$5,000,000 a month. The declared value of merchandise shipped by express out of New York every night is over \$15,000,000. The company handles between 200,000,000 and 400,000,000 separate shipments a year."

Carry Tow Line
Form the habit of carrying a tow line with you on your trips. You may not need it yourself but you may come across someone who does. It's a great feeling of satisfaction to have pulled a fellow motorist out of some hole where he has been languishing for hours, maybe. Find out first how to hitch a tow line to a machine so that you will not strain it.

Centralia Factory To Build Unique Style of Motor

B. F. Childs, new manager of the Kane Pneumatic Shock Absorber company's plant at Centralia, announced to the Centralia Chamber of Commerce that the company is preparing to build an automobile factory adjoining the new shock absorber factory on Fords Trail-

rie, just north of that city. The automobile to be manufactured will contain the engine which is being perfected by Paul Kane, inventor of the Kane shock absorber, and which the promoter claims will revolutionize automobile building.

The engine, it is said, will be without pistons, valves or crankshaft. There will be no gearshift or clutch and the motor will have but two sparkplugs. The total weight of the motor is placed at 225 pounds and it is said that it will carry a car 30 miles on a gallon of crude oil.

REPUBLIC TRUCKS

"Several Makes of Trucks Are Good.

Only One Is Sold by Roberts, So I Am Buying a Republic Truck."

Remark made by a recent buyer.

Want the firm's name?

Our Sales and Service Policy Inspires Confidence.

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Boise, Idaho

The Tire That Saves Trucks

IT'S much cheaper to punish tires than trucks. True economy consists in cushioning your trucks so well that they won't have to be repaired and replaced so often.

You may occasionally get more mileage out of a solid tire than from The General Cord Pneumatic Truck Tire—but if you do, you won't get near as great mileage out of your trucks—and we maintain that the cost of new trucks is so great compared to the cost of the best tire that no penny-wise and pound-foolish policy should keep you from protecting your trucks with The General Pneumatic Cord Tire.

You need it to make your trucks wear longer—to save gas—increase speed—and to protect loads and roads. Think it over the next time you buy truck tires.

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