

### PRICE CHANGES AFFECT 4 LINES

Maxwell, Star and Willys-Knight Advance—Overland Is Reduced

Price adjustments this week affected four more lines, all but two of the changes being increases. In each case the net result was to bring the prices of open and closed cars nearer together. In all 11 lines have been affected by changes announced within the past six weeks. In most cases the effects have been to stimulate the sale of closed cars.

The lines affected this week included: Maxwell, on all models of which prices were advanced.

On the Maxwell line the touring roadster, and sport roadster were advanced \$80, the sport touring \$70, and the club coupe, club sedan and chassis, \$40. The standard coupe and sedan and the travel-sedan prices remain unchanged.

The Overland Champion model, which has proved a great seller, was reduced \$40, while the Willys-Knight sedan was reduced \$100. The Willys-Knight touring car, on the other hand, was advanced \$20. The fourth line to be affected was the Star. Only the open models were raised, touring and roadster advancing \$50.

Lines previously changed include: Cadillac, Oldsmobile, Dodge Brothers, Studebaker, Oakland, Gray and LaFayette. With the exception of the latter the tendency in practically every case was upward, though only certain models were affected. LaFayette made a substantial reduction on all models.

### 8600 MOTORISTS PROTEST TAX

Over 8600 motorists visiting the New York national automobile show signed a petition asking congress to repeal the 5% war excise tax on tires, repair parts, accessories and trucks. The petition was kept at the booth of the American Automobile association, in the gallery at the show, and, despite the fact that the booth was not readily accessible, thousands of motorists from Maine to Florida and from California to New York expressed their dissatisfaction with the 1918 war automobile taxes which are still maintained in 1924.

### AUTO SHORTAGE PREDICTED

Several factories have turned in new production and sales records

for January and February and at least three have made more in those months than during any months in their respective histories. It is interesting to note that in many cases these high marks failed to supply the demand for cars for immediate delivery, much lessened sending quantities of cars to warehouses to help meet the spring demand.

It is on this condition that certain manufacturers base their prediction that there will be a shortage of cars this spring. On the other hand, rising prices have encouraged many to buy now instead of in the spring, thereby saving from \$20 to \$70.

### Miles of Blooming Trees Encircle Spring Festival

SAN FRANCISCO, March 29.—California's blossom bowl, Santa Clara valley, with nearly 9,000,000 prune and apricot trees in full bloom, has been celebrating the silver jubilee of the annual Saratoga March blossom festival.

Many thousands of motorists came from distant points, their cars winding about the 90,000 acres of blossoms, stretching as far as the eye could see from San Jose, Saratoga and other valley towns. There was music and pageantry, the revelry of spring, the gay dancing of costumed farmers' daughters and bands of singers. In the churches there were prayer services of thanksgiving.

The blossoms mean to the orchardists of the valley something like \$17,000,000 in return for the 100,000,000 pounds of prunes and 100,000,000 lbs of apricots forecast for this season.

The Santa Clara valley, 50 miles south of San Francisco, is the seat of prune and apricot growing in California. There are 70,000 acres of prune trees and 24,000 acres of apricots. With an average yield of 90 trees to the acre, the average yield of prunes is one ton of dried fruit valued at approximately \$120 while apricots, with an average yield of five tons per acre, bring about \$70 a ton.

Virtually all these prunes and apricots are marketed cooperatively by the orchardists through the California Prune and Apricot Growers' Association.

### TRANSCONTINENTAL ROAD SURFACES

The nature of the roads which will be encountered by thousands of motorists who are now planning the transcontinental drive this year, east or west, is shown below:

- 506.1 miles of concrete.
- 110.9 miles of brick.
- 453.3 miles of macadam.
- 1205.4 miles of graded gravel.
- 187.5 miles of natural gravel.
- 337.3 miles of graded earth.
- 74.6 miles of natural earth.
- 220.5 miles of paved city streets.

3142.6 miles. It is no longer necessary to carry extra gas in the car any time during a trip across the continent. It is usually advisable to carry a canteen of drinking water at all times and some canned foods for emergencies.

The average selling price of a used automobile in 1923 was \$308.03. Used cars sold from January 1, 1923, to December 1, 1923, numbered 3,091,440.

### ACCIDENTS WILL BE MINIMIZED

President of A. A. A. Outlines a Set of Suggestions—Good Ideas

WASHINGTON, D. C., March 30.—Automobile accidents throughout the country may be greatly minimized in short order as a result of a statement issued here today by President Thomas P. Henry of the American Automobile Association.

Mr. Henry says that while carelessness is admitted by safety councils and civic organizations to be the basic cause of most automobile accidents and fatalities it is too vague a term for the average person. Accordingly he has outlined a set of suggestions which, it is hoped, will give the motorist as well as the pedestrian some workable ideas.

To the motorist the A. A. A. official says: "Speed is relative. Just because you are not exceeding twenty miles an hour under certain conditions is no evidence that you are driving carefully. You might be speeding at ten."

"It may be unlawful to stop suddenly or change your direction of travel without signaling to the driver behind, but no law gives you the right to jeopardize yourself as well as the man behind you by signaling your intentions and then, in acting, disregarding his possible inability to stop."

"What is carelessness? Well, for one thing, it is starting on the trip without being sure that the brakes are in proper condition."

"When you are transporting passengers across railroad tracks knowing that your battery is too weak to re crank the engine, should it stall, that is carelessness."

"One positive way to prevent accidents is to refuse to carry on a conversation while driving the car. You can be civil, and there is no reason why you should not talk while driving, but you cannot discuss the fourth dimension and expect to succeed in driving your car so as to direct it safely in accordance with the other three."

"Carelessness lies in assuming that you can get by the other fellow on his right side before he turns over closer to the curb."

"Carelessness has a lot to do with assuming that everyone has lighted from the street car. Careful drivers don't assume anything. They make sure. "Carelessness would cease being a vague term if it were more frequently associated with the practice of assuming that pedestrians will get out of the way when the horn is sounded. Many of them are deaf. Some are day-dreaming. Others are stubborn. The pedestrian has the right of way at crossings, but you would be better off driving as though he has such a right even if he didn't have it."

"When a traffic officer says 'Go' be sure that it's a logical step. Officers are only human. He may not see an impending hazard."

"Keep your eyes on the road. It takes only a second of neglect to produce an accident."

Carrying the A. A. A. message to pedestrians in the same concrete way Mr. Henry adds:

"You may have the right of way but remember that you are not bumper equipped."

"Carelessness afoot has much to do with not thoroughly understanding this hazard of walking, the automobile. Pedestrians who keep out of trouble are aware of the limitations of the automobile, as well as of the automobile driver. They know that it's harder to stop a car on a wet street than a dry one, and they conduct themselves accordingly at crossings."

"A pedestrian is careless whenever he or she looks to the right when starting to cross the street and to the left when half-way across. Traffic doesn't run that way. Look to the left when starting and then to the right when

crossing the second half of the street. Wise pedestrians look both ways. It doesn't take any more time, and it saves lifelong regret.

Don't cross between standing or parked cars unless you are sure that the drivers are aware of your presence.

"Stand on the sidewalk until there is an opportunity to cross. Let the curb be your protection against the motorist who cuts sharply around the corner."

"Don't try to hurry across the street. Any fliiver can beat you."

Mr. Henry concludes by saying that no attempt has been made to resolve these suggestions into ten rules or a dozen or twenty.

"For the mere sake of completeness the American Automobile Association cannot subscribe to any simplifying of so complex a problem. There is a new brand of carelessness offered every day, and a new rule to cover it. All the motorist or the pedestrian needs to know is that carelessness is composed of specific acts of folly. Knowledge of a few of these should easily suggest to him the rest."

### NIGHT SHIFT AT OLDS MOTOR CO.

Effort Being Made to Bring Production Up to Meet Demand

Two shifts of workers—day and night—have been installed in all principal manufacturing divisions of the Olds Motor Works, Lansing, Mich., in an effort to bring production up to sales requirements. At the present time more Oldsmobiles are being produced and more employees engaged by the Olds Motor Works than ever before during the 27 years' history of the company.

With the production to date and that scheduled for the remaining days in March, there will be a total production of approximately 40,000 cars since the introduction of the new Oldsmobile six on October 1, 1923. This is more than was the total production for the entire year of 1923. So far in 1924 the shipments have been more than four times greater than they were during the same period a year ago.

When the new six was placed in production, the entire factory of the Olds Motor Works had been revamped to bring about added efficiency in operation. At that time there were 1500 employees. Demands for the new car caused a steady increase in employment figures, bringing the total to 2633 December 1; 3155 in January and 4500 in March. To this number can be added 600 workers employed by the Fisher Body company at the closed car factory at the Lansing plant, thus bringing the total number of those employed in the manufacture of Oldsmobiles to 5100.

Early this month it was decided to install a night shift in the manufacturing divisions. This has brought the daily production of Oldsmobiles up to more than 500. Every effort is being made to increase this so as to meet the spring demand for Oldsmobiles.

During the first five months the new six-cylinder car has been on the market, the sales have been 300% greater than they were during the same months a year previous, and slightly more than 600% greater than those of the same period in 1921-22.

Late last year A. B. C. Hardy, president and general manager of the Olds Motor Works, announced a scheduled production of at least 100,000 Oldsmobiles during 1924. According to the number manufactured and sold during the first quarter, this estimate will be considerably exceeded.

### SOUTH SEA PEARLS CLOTHE TAHITIANS IN SILKEN RAIMENT

(By Mail)

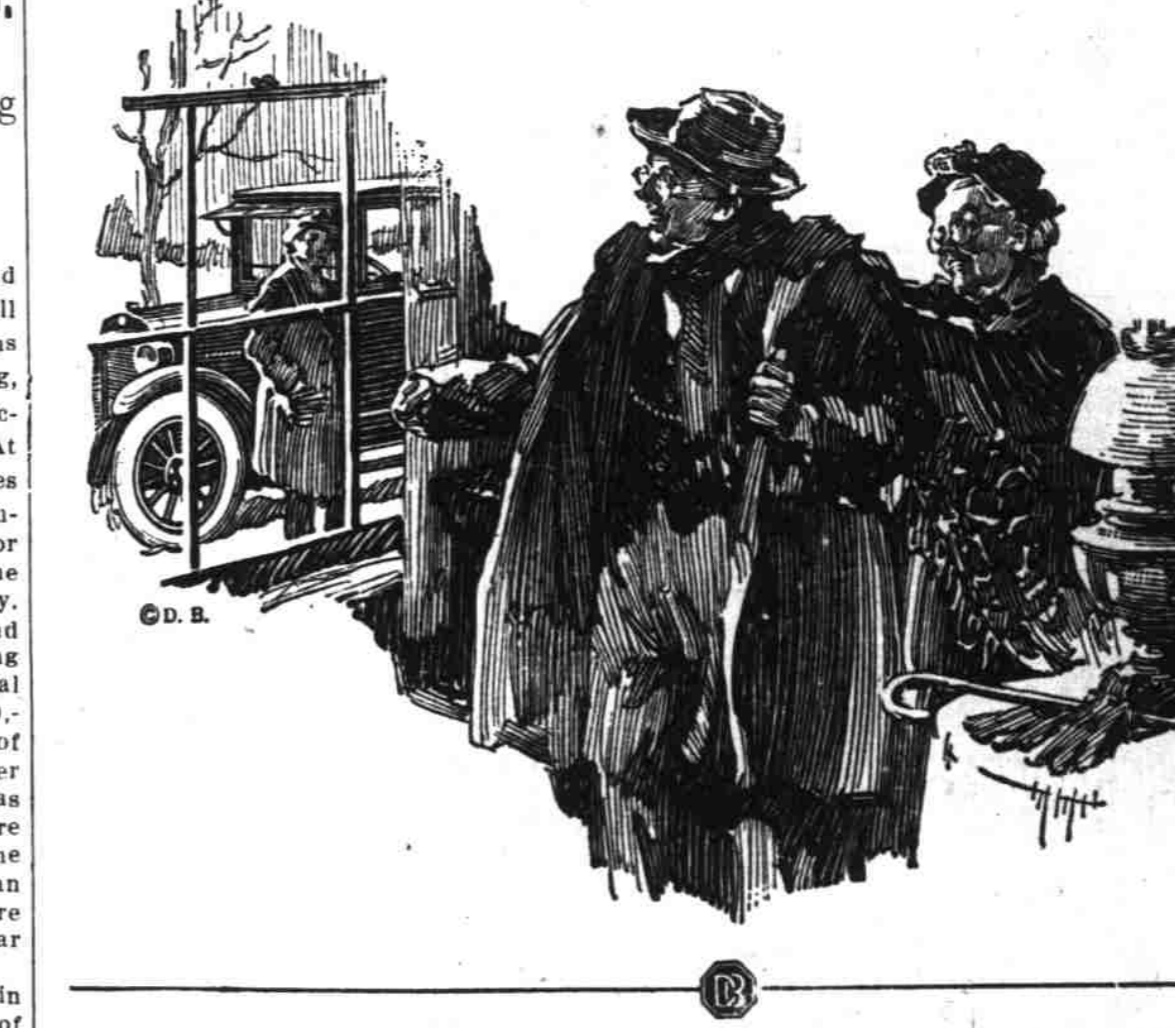
PAPEETE, Tahiti, Feb. 20.—Pearl diving off the island of Hikueru has yielded rich returns during the season just closed. Both pearl shells and pearls of high val-

## DODGE BROTHERS TYPE-B SEDAN

The Type-B Sedan could well stand as a concrete symbol of everything the name Dodge Brothers itself has come to represent.

It is honestly and wisely built. It stands up under the sternest kind of service. It will serve long beyond the span of life usually allotted to a motor car.

\$1250 f. o. b. Detroit; \$1475 delivered  
**BONESTEELE MOTOR CO.**  
474 S. Commercial. Phone 423



### The Safety Grip

In mud, sand and on wet pavements the compact, heavily reinforced tread on these great oversize C-T-C hand-built low inflation cords takes hold and does its work safely.

Special compounding and innumerable deeply imbedded suction pockets provide the grip that sticks to slippery surfaces. Powerfully buttressed and anchored blocks insure unequal traction. That broad center riding band means more uniform wear, straight running wheels, easy steering and greater mileage.

There is also a C-T-C hand-built balloon tire for extreme low inflation, which fits any standard wheel and rim. C-T-C Tubes add mileage to almost any casing.

Automobile Co. Salem Automobile Co. Valley Motor Co.

Wick Bros. Columbia Tire Corporation Factory Branch 477 Court St.



Automobiles in Los Angeles county have increased from 43,099 in 1914 to 358,000 in 1923—eight times the former number, in nine years.

### THE ONLY REAL TEST

of a good auto top is the service it gives.

Many of the tops that we put on three or four years ago are still in use and looking good.

Quick and Reliable Service at Reasonable Prices

**O. J. HULL**  
256 State St.

Why do women like Oakland's automatic spark control so well?

Because there is no spark lever for them to operate, and none is needed.

**VICK BROS.**  
High Street at Trade

True Blue  
**Oakland**  
SIX  
PRODUCT OF GENERAL MOTORS

### Sinclair and Colonel Zevely, His Chief Counsel, Apparently Not Worried by Oil Developments



This photograph of Harry F. Sinclair, one of the central figures in the Senate Committee's investigation of the Teapot Dome oil lease scandal, and Colonel J. W. Zevely, his principal lawyer, was made on their recent arrival in Chicago. They smilingly refused to pose but the photographers caught them "on the fly". Sinclair and Zevely went to Chicago to confer with Sinclair's associates and their lawyers.

ue have been found in large numbers in the waters of the lagoon.

These pearl oyster beds had been under restriction for a number of years and for that reason the jewel crop was unusually good.

The diving is done by natives who have trained themselves from childhood to descend to great depths and remain under water a long time. No diving machines are permitted.

The Tahiti merchants establish stations at the island during the season to buy the shells and to sell provisions and luxuries to the divers and their families. Representatives from Paris jewelry houses always are on hand to compete for the better quality of pearls. Pearls of lesser value fall into the hands of speculatively inclined Chinese and European schooner captains. From long experience the natives are fully aware of the value of their finds, so that not many bargains are available.

The South Sea island native reacts to prosperity ostentatiously. The wife of the successful diver parades the white coral beach of Hikueru clad in brilliant silks, high heel shoes, picture hats and the most costly Chinese shawls. In the island of Bora Bora, where the high price of vanilla beans has raised growers of that staple to temporary affluence, the Chinese shawl has been appropriated by the men as the insignia of great riches. It is worn draped around the neck, with the embroidered ends hanging gracefully down the back and chest. The real vanilla barons wear, in addition, a second shawl of a different color about the waist.

Many stories of lucky finds at Hikueru have drifted into Papeete. One tells how the keeper of a semaphore signal at Papeete, who went to the island on a holiday, happened to see a large pearl oyster lying in shallow water near the beach, dived for it and opening it found a pearl for which he received 15,000 francs. Another relates that an old native woman, while fishing on the reef, stubbed her toe against an oyster that yielded a gem worth \$1000 gold.

Riches, however, never do a Tahitian native any permanent good. They are dissipated immediately in fine clothes, cases of tinned salmon (no native will wet his toes in the sea in search of fish if canned salmon can be had), guitars, accordions, and all manner of trivial amusements.

Then, when the tide of affluence has ebbed, the Tahitian returns to his loin cloth and his bread-fruit and fish diet until another crop of copra or vanilla has matured, or the restriction has been taken off another pearl island. But in the prosperous era he has lived gorgeously.

### BONESTEELE CERTAIN ON NEW DODGE SEAT

Driver Does Not Sit at an Angle—Four-Passenger Coupe Makes Debut

Bonesteele Motor Co. has received its first 4-passenger coupe built by Dodge Brothers. This car was brought out in response to a definite demand for a type of car that will comfortably carry two, three or four people, according to Russell Bonesteele.

"It is a high grade coupe of modern weight and will seat four adult passengers in genuine comfort," he said yesterday. "The seating arrangement include a real seat of folding design at the side of the driver. The driver's seat is so designed that there is ample room on the left and the driver sits behind the wheel, lot

Water and dirt will accumulate in the bottom of the vacuum tank just as they do in the gas tank, and should be cleaned out each week.

## CLEANING HOUSE

Preparatory to our spring selling we are utilizing this week to "clean up" our salesrooms.

We have finished the remodeling and as soon as the paper hangers get out of our way and we get straightened around we'll be all cleaned up and ready to go.

Just hold your breath and next week we'll have some interesting news for you about some

### NEARLY NEW FORDS

### USED CAR CORNER

FERRY AND COMMERCIAL

Watch for Next Week's Ad.

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at an angle. The seats are built low, which provides plenty of leg room, and the doors are 28 inches wide, which permits easy entrance and exit.

"The car is trimmed with blue genuine mohair velvet and the body is painted deep blue with yellow stripes to emphasize the lines. A luggage compartment is in the rear and also a compartment behind the driver's seat which is accessible from the interior of the car. The equipment includes dome light, ventilating windshield and visor. Disc wheels are standard equipment."

### REAL SILK SCARCE IN GERMANY

BERLIN, March 13.—Women shoppers say real silk has become very scarce in Germany, chiefly because of import restrictions. As a consequence there has developed such an enormous demand for artificial silk that wholesalers assert they have orders on hand from the German trade alone which will take the manufacturers four months to fill.