

SEVENTY-FOURTH YEAR

SALEM, OREGON, SUNDAY MORNING, JANUARY 18, 1925



Auto News of the Day



RADIO—BICYCLE—MOTORCYCLE

Motor Industry Makes New Use of Radio

Device for Speaking Several Languages at Once Introduced at Foreign Trade Meeting

DELEGATES ENDORSE CALLES ADMINISTRATION
MEXICO TO HAVE IMPROVED HIGHWAYS AND FINANCING

For the first time in history of radio invention, a device was used to unite an international meeting by providing facilities for speaking several languages at once at the conference of Mexican Automotive Mission held this week at offices of National Automobile Chamber of Commerce.

Translations of the English addresses are given in the adjoining room and transmitted in the foreign language to those in the audience from abroad by means of earphones.

Good will toward Mexico and appreciation of its highway problems were expressed in a resolution unanimously adopted at the conference, at which John N. Willys, chairman of the Foreign Trade committee of the manufacturers association presided.

"Efforts are being made in Mexico to link up the various communities by highways of a type consistent with present resources and capable of serving largest part of population, according to S. Alastriste, who represented Plutarco Elias Calles and ministry of commerce and industry in Mexico.

Highways are also needed as feeders to railways of which there are relatively few for as large a country as Mexico. More adequate

financing to carry out road programs, however, is necessary in opinion of Sr. Gustavo Alana, publisher of El Automovil en Mexico, and William K. Boone of Jalapa, Mexico.

A need also exists for financing facilities of the kind available to motor trade in U. S. according to opinions voiced by Morton S. Leishman and W. S. Benbow both of Mexico City and J. B. S. Menet of Tampico.

Among some of other automotive representatives present were J. Sewell, Stanley Copeland and Augustin Diener of Mexico City.

Fast Driving Gains Little In Long Drive, Test Shows

LOS ANGELES, Jan. 17.—A series of tests made here by the Automobile Club of southern California has demonstrated that the two old proverbs, "More haste, less speed," and "Haste makes waste," might well be given serious consideration by the modern motorist.

In making the tests, scouting cars were operated on three different routes in the city of Los Angeles. Each route was first traveled at the highest speed possible and yet escaped arrest, and advantage was taken of every opportunity to make time. The same driver went over the same route a second time, observing all traffic laws and conforming to the rules of safe driving.

A summary of these trips shows that the driver who hurried saved only a total of 10 minutes out of two hours driving, or five min-

utes to the hour. The total distance of the three routes across the city was 31.5 miles, or an average of 10.5 miles to the trip. One trip showed a saving of five minutes, another three minutes and the other two minutes.

Club officials point out that in driving to save a possible five minutes over a ten mile trip, the small amount of time saved will not compensate the average driver for the extra gasoline used, the increased wear on brake linings, the risk of arrest with fine or jail sentence and the increased liability of collision.

Great Savings Made in Buying Used Car, Claim

"Can you or anyone else tell a used car when you see it, hear it or ride in it?" asks Mr. Wright, manager of the Certified Public Motor Car Market. "No. There isn't any way of distinguishing an automobile which was bought as a used car from one that was bought as a new one. They look alike, they sound alike; they ride alike. In the strictest sense of the word, any car that has been driven around the block is a used car, and the fact that another previously owned it detracts not one whit from its value.

"The prices dealers get for used cars are ridiculously low in view of the thousands of miles of good service in them, and the benefits they bring to their owners in profit, health and happiness. At prevailing prices, the Certified used car buyer gets dividends all out of proportion when compared to the new car buyer."

Good Record Shown by Sales R. N. McDonald, the Marmon dealer, 256 State St., reports the sale of five used cars last week which brings his record up to over \$100,000 of automobile merchandise moved in the past eight months. This has been done owing to his guaranteed service with every sale which has meant that there has not been any complaint received on a sale made. It also shows he is moving cars on account of his reasonable terms and being open to fair offer, as he wants to do business with every one who wants a car to change his car.

Mr. McDonald has, at his garage, now, a Marmon car to demonstrate to anyone interested, this car under any conditions as no one can really appreciate the standing value of this make of car until they have seen and operated the car themselves under any condition, local or otherwise.

CHEAP WALLBOARD MAKES GARAGE WEATHERPROOF

Owners of corrugated sheet-metal garages often find that the cold penetrates them to such an extent that it is difficult to start the automobile on winter mornings. In the summer, too, these garages are likely to become very hot, to the detriment of the car's finish, as well as the tires, upholstery, and top.

Any handy man can line one of these garages with cheap wallboard, and so protect his car against changes in temperature, says Popular Science Monthly for February. This comes in large sheets, and is nailed directly to the studding. The corners are finished with quarter-bound molding and a baseboard is nailed around the bottom. The cost often can be kept within \$15.

HIGHWAY TO BE WIDENED

The California Highway Commission during 1925, will renew its attack on the "bottleneck" of the peninsula and will commence widening operations on the state highway, between San Bruno and Daly City, as improvement urgently desired for many years by users of the highway both in and out of San Francisco.

Operatic Stars Broadcast In First Step To Improve Radio Music Standards



A new era in radio music opened with the New Year, as a result of which the radio fan who has confidently predicted that the time would come when America's famous opera and concert stars would take their turn at the microphone can now throw out his chest and say "I told you so."

With the radio public applauding the joint experiment of the Victor Talking Machine Company and the American Telephone and Telegraph Company on New Year's night, when Madame Lucretia Bori and John McCormack broadcasted for the first time, comes the announcement from the Victor Talking Machine Company that a galaxy of its artists are scheduled to appear before radio audiences during the coming year.

Among these whose art has already been popularized by the Victor Talking Machine Company are Rosa Ponselle and Emilio de Gogorza, both of whom will sing this year over the radio for the first time.

The experiment of broadcasting opera and concert stars is the outgrowth of a movement on the part of officials of the two companies to improve standards of radio music. Whether it will be continued indefinitely depends, it is understood, on the radio public itself. There are numerous obstacles in the way of broadcasting by these artists. But as long as the radio public insists on their continued appearance, the Victor Talking Machine Company, according to E. R. Johnson, its president and founder, will do everything it can to keep them on radio programs.

SATURATION POINT NOT YET REACHED

Oldsmobile Dealers are Optimistic for Future of Industry

The much mooted and hooted saturation point has been reached in the automobile industry, which business today faces the keenest competition in its more than a quarter of a century history, according to the views expressed by authorities at the annual dinner of Eastern Oldsmobile dealers held in the Hotel Commodore, New York City, on Wednesday, January 7, during the week of the annual New York automobile show.

The speakers, while stating facts as they saw them, also highly optimistic, declaring that the next two years promised excellent business opportunities for the winners in the commercial battle. The winners were that the replacements and normal new business would require a reproduction at least as large as that of 1924. The reaching of the so-called saturation point was explained as being the end of the abnormal demand of the past decade.

B. C. Hardy, president of Old Motor Works, Lansing, Michigan, quoted figures which showed what competition had done in the past two or three years. In 1922, he said there were about 90 exhibitors at the national automobile shows, while this year there were only about 50. This indicated that in three years the number of companies had been reduced by almost one half. He predicted that still more automobile manufacturers would be dropping out of the race before the close of 1925. "Figures for 1924," said Mr. Hardy, "show that seventeen companies manufactured and sold 96 per cent of all cars manufactured in this country, leaving but four cars in every hundred to be divided among the other thirty odd makers. It is likely that in 1925 these seventeen leading companies will do their utmost to sell 98 per cent of the total number of cars sold."

AUTOMATIC TRAFFIC COPS

Several towns have cut down the number of policemen assigned to traffic duty by installing electrical automatic traffic signals, says Popular Science Monthly for February. The "stop" and "go" signs revolve at regular intervals, which can be shortened or lengthened to meet the requirements of any particular crossing. These devices, it is said, command virtually the same obedience from automobilists that policemen do.

A SPONGE THAT STAYS WET A rubber sponge, kept wet by running water, is a new time-saving invention for cleaning automobiles, says Popular Science Monthly for February. A rubber tubing is fastened to the sponge through a hollow handle and the other end of the tubing is attached to a faucet or garden hose. A small stream of water is sufficient to keep the sponge moist.

THAN HORSE RAIL CROSSING Automobiles should be safer at railroad crossings than horses, because they do not become frightened and are better controlled; but the opposite seems to be the case.

An experienced driver of horses describes the proper method of approaching a railroad crossing as follows: "Gather up the reins tight, take out the whip, and bring the horses to a walk."

An experienced automobilist advises: "Always go into second speed." The method is precisely the same in either case. The driver has absolute control, can stop or go ahead as conditions demand, and is alert to the situation. If all drivers would but adopt

SENTINELS OF AN ENCHANTED LAND

Nine Mountain Peaks of Oregon That Rise Above 7000 Feet

(By the Cub Reporter)

If the bold assertion once made by Ruskin, to the effect that "Mountains are the beginning and end of all natural scenery," be true then indeed is Oregon one of the scenic wonder spots of America. To the mountain climber, Oregon should be a veritable paradise. Beginning with Mount Hood and going south along the beautiful Cascade Range, are to be found nine mountain peaks, all with an elevation exceeding 7000 feet, with an elevation exceeding 7000 feet.

Finer Than Swiss Alps The Cascade Range is sometimes called, "The American Switzerland," a name that does injustice to both our mountains and the Alps. As a wild, barren, ice covered, and tumultuous sea of mountain tops, the Alps have no equal in America. But neither can the Alps, on the other hand, boast of so long a line of lofty, green clad ranges, with their occasional, isolated and snow covered peaks, as are found in the mountain ranges of Oregon. The rare combination of ice scenery with woodland scen-

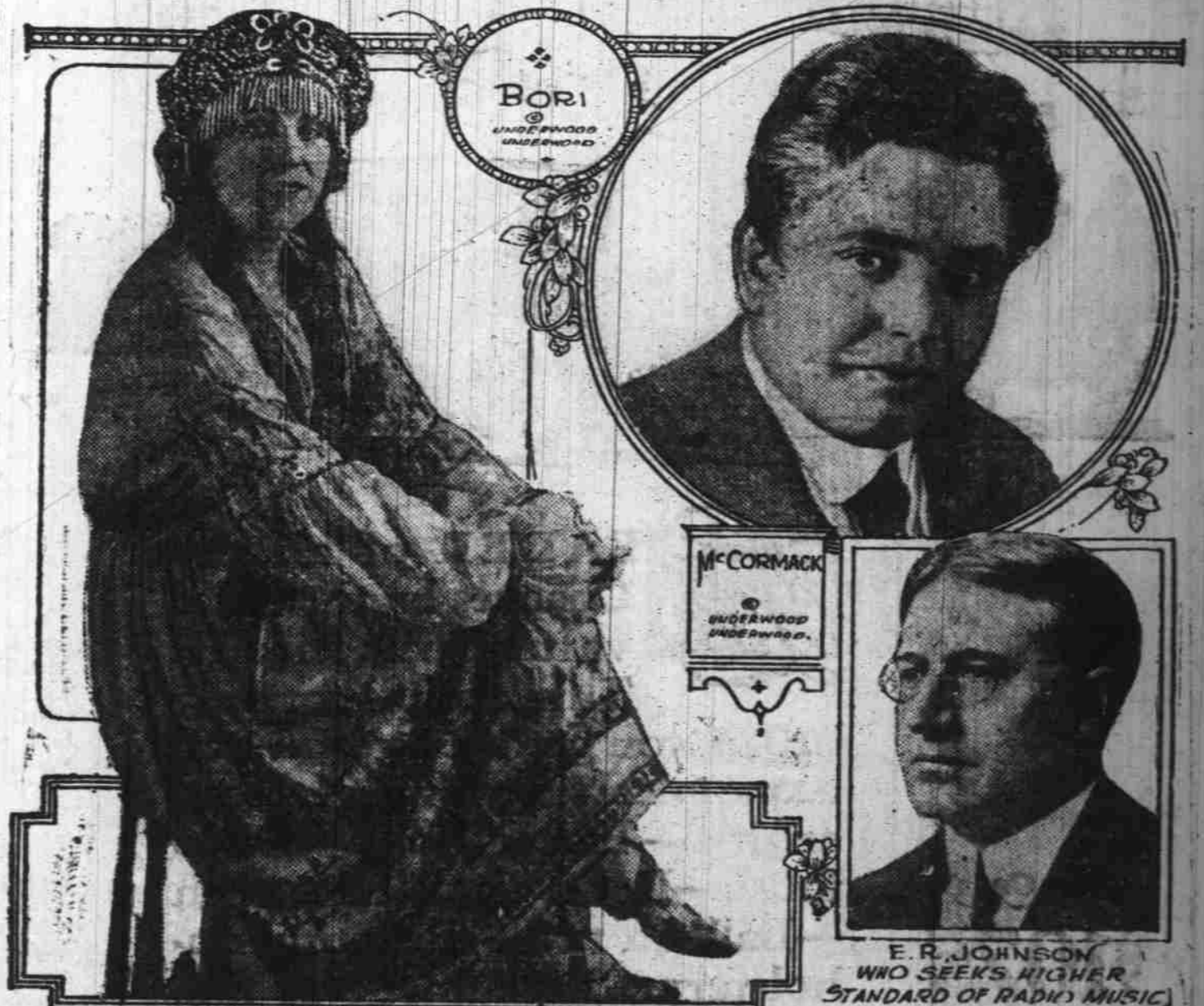
ery can nowhere be compared. The first and highest of these Oregon mountain peaks travelling south from the Columbia river is Mount Hood. In 1792, Lieutenant Broughton, while exploring for new territory in the name of the king of England, sighted the peak that now bears the name he gave it in honor of Rear Admiral Samuel Hood, a distinguished officer of the British navy. The first ascent of the mountain was made on August 4th, 1854, from the south side. Since that time the mountain has been climbed oftener than any other American mountain peaks. In about 1894 or 1895 a party of 290 climbers made the ascent, and there organized the Mazama mountain climber's club. This club has since become famous, and has done more perhaps than any other organization to create an interest in the mountains of the northwest.

There are eight real life-sized glaciers on Mount Hood, and they have cut deep gashes in the sides of the peak. Although the peak dates from the Miocene period, it is still conical in shape. The height of the peak has been fixed by government observation at 11,225 feet. At the base measuring from east to west it has a diameter of seven miles.

The Other Eight

Mt. Jefferson, with a height of 10,552 feet; Mt. Washington, with a height of 7769 feet; the Three Sisters peaks, with heights of 10,067, 10,039, and 10,052 feet respectively; Diamond Peak, with a height of 8782 feet; Mt. Thielsen, with a height of 9178 feet, and Mt. McLoughlin with a height of 9493 feet are all, in the spirit of Scott, "sentinels of an enchanted land."

World Famous Operatic Stars Join In Effort To Improve Radio Programs; Will Sing For Vast Air Audiences



Radio listeners throughout the United States and even in distant lands were thrilled recently by the announcement that voices of some of the world's greatest singers would be heard on the air, as the result of an arrangement between the Victor Talking Machine Company and the American Telephone and Telegraph Company, the former organization providing the artists and the latter broadcasting the voices through the powerful transmitting stations of its circuits.

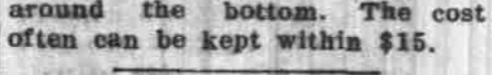
Had the selection of the first famous artists to appear before the microphone been left to a referendum of radio enthusiasts, it is doubtful that it would have been more wisely made. This was manifest by the enthusiasm which greeted the selection by E. R. Johnson, president of the Victor Talking Machine Company, of John McCormack and Lucretia Bori as the pioneers who made the experiment.

Quick Starting SHELL GASOLINE

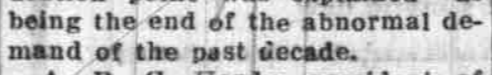
Bori and McCormack Thrill Unseen Millions, Paving Way For New Era In Radio Music



John McCormack and Lucretia Bori sang to their greatest audiences on New Year's night. Millions heard their golden voices over the radio, inaugurating the first step in an extensive plan to give radio fans an opportunity of hearing the musical notables of the world.



The voices of McCormack and Bori came as a 1924 New Year greeting to a vast multitude as the result of the desire of E. R. Johnson, president of the Victor Talking Machine Company, to improve the standard of radio programs and to stimulate a taste for better music via the ether. Their voices were transmitted simultaneously from eight broadcasting stations in the United States.



Shortly before the old year fled Mr. Johnson was able to announce that 1925 would find notable artists of the Victor Talking Machine Company participating in radio

Quick Starting SHELL GASOLINE