

SAFETY PROBLEMS FOR CARS DEBATED

Motor Association Discusses Traffic Regulations and Congestion

WASHINGTON, D. C., March 14.—Enforcement of existing laws and regulations relating to the motor vehicle and provision of adequate man-power to handle traffic congestion, rather than a quantity of new laws, was urged by the American Automobile association today as the first and most important step in a practical safety program.

This appeal from the National headquarters of the A.A.A. was based on an investigation recently concluded by the legislative board of the association of which Roy F. Britton, President of the Automobile club of Missouri, is chairman.

The investigation, according to the board, confirmed the position taken by A.A.A. throughout, namely, that the principal trouble today is the lack of vigorous enforcement of existing laws and the deplorable extent to which civic authorities throughout the country have failed to provide sufficient traffic forces to handle the motor vehicle congestion and the many problems to which the automobile has given rise.

"The investigation," said Mr. Britton, "leaves no room for doubt that our principal trouble today is the lack of vigorous, constant and intelligent enforcement of the laws we have. This cannot be done unless the traffic force at the disposal of police officials is adequate to handle the motor vehicle problem and a large variety of crimes growing out of the automobile which create new difficulties for the police."

"What is true of city conditions is equally true of the country roads, except that in the latter instance an additional difficulty presents itself in the very general disposition to regard the automobile as a fee grabbing opportunity."

"In some large cities there has been no increase in the traffic force in the last five years, these years coinciding with the period of most rapid development in the history of the motor vehicle. In some of the largest cities of the country the increase in the last ten years is negligible while there are cases where there has been no increase in the last twenty years."

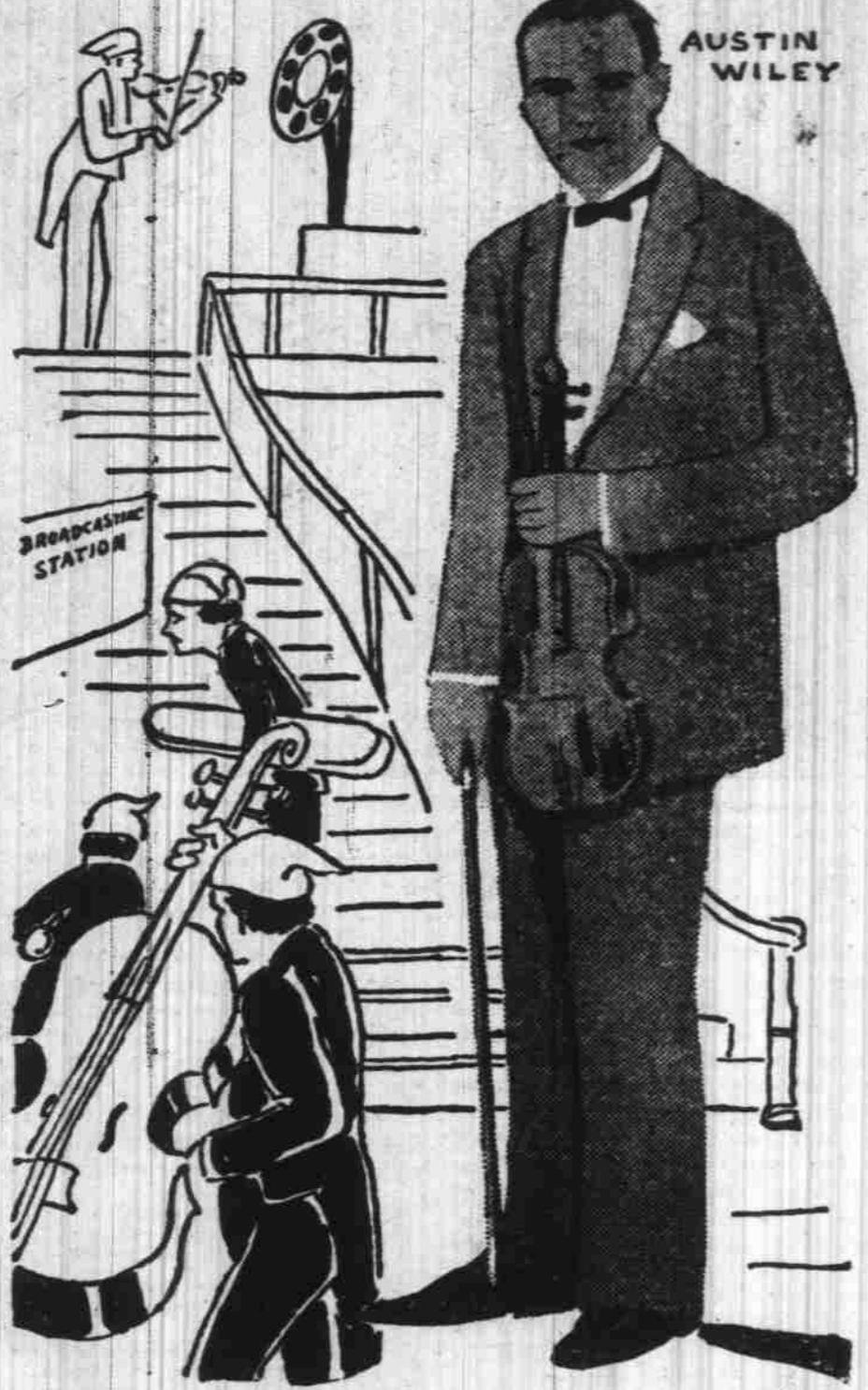
"Take the city of St. Louis as an example of this last class. Twenty years ago St. Louis had 200 automobiles. At that time there were 1500 policemen on a double platoon basis, which gave 600 men on duty, at any given time, after making allowance for furloughs and sickness. Today St. Louis has 120,000 cars and 1750 officers on a three platoon basis which actually gives fewer officers on duty than there were twenty years ago."

"In the last ten years the area covered by Chicago has trebled. It is the center of a highly congested region. But today the number of traffic officers on duty in the second largest city of the country is only 100 men more than there were on duty ten years ago."

"New York 30,000 street intersections and a force of 1,586 men actually assigned to traffic duty, that is, one officer to every fifteen intersections."

"Los Angeles has increased its traffic force 200 men in the last ten years, bringing it now up to 284. In the meantime, however, the automobile registration has climbed from 27,608, in 1915 to

Idol of DX Fans Finds Romance In The Air



Austin Wiley, Leader of "Nightcaps," Prefers The Ether After Midnight

Austin Wiley is the man who plays for the whole world after his regular job for the day is done.

Millions "listen in" to him every night or, in some cases, every day, for when he goes on the air at station WEAK, Cleveland, Ohio, at midnight, his farmer auditors on the West coast are just getting up to begin the day, and other scattered listeners in Africa, the Orient and Europe tune in to hear their favorite concert.

Along Broadway, the night-hawks tune in, too, on the "Night caps," as the Wiley orchestra is called.

341,123 at the present, an increase of 1200 per cent.

"At present several large cities are demanding as many as 300 more men. The fact that this number should be needed at any one time indicates that there is no policy of maintaining a ratio between motor vehicle increase and the traffic force. Our investigation shows that wherever the lack of men is acute, there is a greater proportion of fatalities."

"In urging vigorous enforcement of the laws, and an adequate traffic personnel, the A.A.A. is not putting forward the suggestion as a cure-all. There is no such thing—least of all in a multitude of new fangled laws. Safety is fundamentally interwoven with education and the adjustment of the population to new conditions on the streets and highways. The problem today is to provide every facility for the enforcement of the laws we have."

British Female Offenders Repeat Offender Than Men

LONDON, March 14.—The most habitual offenders against the laws of Great Britain are women, according to the report of the commissioners of prisons and the directors of convict prisons for the past year. No fewer than 7,258

February Was Biggest Month in History of Nash Motors Company

February, the shortest month of the year, was the biggest month Nash motors has had since the company was established eight years ago last August.

The sweeping demand for the Nash Special Six and Advanced Six series is the more significant because shipments of the industry as a whole, during the same month, were below normal. The 'Nash record, established last October was shattered when February, even though shorter by three days, outstripped the best previous month in Nash history by ten per cent. With stocks of cars in dealers' hands on February 28, twenty five per cent below the figure that prevailed on the same day a year ago, Nash shipments eclipsed shipments for February 1924 by the wide margin of 51 per cent. A big majority of these cars went almost immediately into the hands of retail purchasers, demand in practically all sections of the country, being in excess of the dealer's allotment; in fact "immediate delivery" has been the order of the day, regardless of season, ever since the introduction of the new line of Nash special and Advanced Six models on August 1.

"The unprecedented demand for Nash cars in the six months that have elapsed since the introduction of the new line leaves no doubt as to the manner in which they have been accepted by the public." Says E. H. McCarty, general sales manager of the Nash Motors company, "In September for instance Nash motors showed an increase of 7 per cent over the same month of the previous year while the industry as a whole showed a decrease of 13 per cent. "Similar figures for the succeeding months are interesting. The Nash gain in October over the previous year was 54 per cent.

the industry's decrease being 23 per cent; in November, the Nash increase was 124.6 per cent while the industry's decrease of 24 per cent; then came December, always a "low month" but again Nash made an increase, the figure this time being 22 per cent while the general industry recorded a decrease of 27 per cent; in January the Nash increase was 32 per cent as against the industry's decrease of 29 per cent, and, as related above, the February increase of 51 per cent made the month just ended the biggest month in the history of the Nash Motors company, regardless of the season and also notwithstanding that it was three days shorter than the best previous month in Nash history, October 1924.

"And the significance of this record is a gain emphasized in the fact that the industry as a whole showed a decrease in February, as against the same month a year ago, although the specific percentage figures are not available at this time."

Demand for the Nash line of Special and Advanced Six series of cars has kept the plants in Kenosha and Milwaukee busy literally night and day, practically ever since the introduction of the new line and has made necessary factory extensions and additional plant equipment which will increase the production capacity of Nash Motors by 40 per cent by the opening of the spring season, over the greatest production ever previously attained.

The expansion include an additional 254,236 square feet of floor space and the installation of \$1,500,000 worth of new plant equipment. Active work on the building programme has been under way for several weeks past, the extensions affecting both the Kenosha and Milwaukee plants.

MORE THAN 200,000 COACHES ARE BUILT

Local Dealer Claims That Motoring Public Demand Coaches

"Hudson-Essex has built more than 200,000 coaches—and is rapidly on its way to the quarter millionth, declares Fred M. Powell, Hudson-Essex distributor. "And today at a time when the motor trade is only fairly active, the big Hudson-Essex plant is running night and day to keep pace with the volume of public demand for these enclosed cars."

"This tidal wave of public demand for coaches answers completely the question, 'Who originated the coach.' The answer is: the motoring public."

"The motoring public had been waiting for years for this type of car when Hudson-Essex engineers designed and built it. In the industry of course, Hudson-Essex was the first company to perceive this demand and to fill it. As a result Hudson-Essex has built nearly 200,000 more coaches than anyone else and has made its name almost synonymous with the coach. But after all the real originator of the coach was the motorist who long had wanted a closed car, not too heavy or elaborate or expensive."

"How remarkable it is to realize that closed cars in volume are only three years old—that it is now three years since Hudson-Essex introduced the idea of the

coach, an enclosed car to sell at a new low standard of price.

"It is remarkable to think that up to the time of the coach the automobile industry had made magnificent strides in all phases of volume and standardized production, except in the manufacture of enclosed bodies. Closed bodies were still made by slow and costly methods a century or more old. The coach changed that—it was the first enclosed car which could be made under the same system of progressive manufacture which had brought wonderful economies elsewhere in the industry and made universal motoring possible."

Public Demand Is Running Toward Closed Models Now

It is very gratifying to notice the number of tourists and foreign cars that are already coming through Salem indicating that we are going to enjoy an early tourist trade, said Fred M. Powell the other day.

"Our service department has been extremely busy the past week with tourists desiring minor adjustments, washing, and greasing and I am beginning to wonder now we are going to handle this volume of trade when the season is at its height."

It is surprising to note the large number of new Packards coming through and also the Hudson and Essex coaches which indicates that the public demand is running to closed cars as we have not noticed a new open car in these makes among the cars going through.

Our used car department has been very active the past week and a number of sales have been made.

Ford

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It soon will be a temptation to get out on the road in your own car. Many a time you will wish you had a Ford—a wish almost anyone can make come true through the Ford Weekly Purchase Plan.

simplest and easiest basis. Now no family need be handicapped for lack of a car; it may be paid for out of weekly earnings.

BALLOON
Tire Equipment
Full Size (29x4.40)

Now Optional On All Ford Cars.
\$25 extra on all closed body types.
\$25 on open types including demountable rims \$45

By enrolling now, you can have your car for summer use. Have a Ford Dealer explain the Weekly Purchase Plan in detail or write us direct.

This plan was evolved to put car-buying on the

Runabout \$260 Coupe \$520 Tudor Sedan \$580 Fordor Sedan \$660
On open cars demountable rims and spares are \$95 extra
All prices f. o. b. Detroit

Ford Motor Company
Detroit

TOURING CAR

\$290

F. O. B. Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER



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DODGE BROTHERS TYPE-B SEDAN

Popular with women because the seats and springs are restful, and because the lines of the car have genuine distinction.

Popular with men because the body is all-steel, the finish Dodge Brothers enduring black enamel, the upholstery genuine leather—factors which make for long life at lower first and after cost.

The price is \$1095 f. o. b. Detroit—\$1315 delivered

BONESTEEL MOTOR CO.

474 South Commercial



PRICES

GREATLY REDUCED

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Newton Chevrolet Co.

Opposite City Hall

Quick Starting
SHELL
GASOLINE



\$2.50

DOWN

Starts you on the way to owning this fine rebuilt

Harley-Davidson
Motorcycle

You can then enjoy the great outdoors, ride to and from work, and get the most out of life—Come in and look over our complete line—We give terms you can afford to pay.

Harry W. Scott

"The Cycle Man"

If you can't come in write for our free list and catalogue