

# TRAFFIC ILLS ARE ANALYZED

National Safety Campaign Outlined; Attention to Signals Needed

WASHINGTON, D. C., May 2.—Motorists in many cities are suffering from a neuropathic ailment known as the "traffic complex." Traffic is being regulated and legislated to a point where the average driver becomes confused, at the expense of safety, because of the multiplicity of rules, signs, directions, signals sounds inaugurated as part of the national campaign for greater safety on streets and highways.

This is the opinion of American Automobile Association officials, according to a statement issued today pointing out that unless there is less experimenting with traffic and more attention paid to simplifying it, there will be no genuine progress in the work of minimizing the excessive number of traffic accidents.

Commenting on the tendency in many cities to attempt to legislate accidents off the streets, Thomas P. Henry, president of the association, said: "Too many cities are exaggerating their traffic problem to a point where they feel obliged to complicate the situation unnecessarily. When given a choice between a successful plan and an experiment in traffic direction too many are prone to adopt the latter."

"While favoring a progressive uniformity of traffic rules and regulations, the A. A. A. does not approve of a similarity in regulations that would be only up to the level of the poorest of drivers. On the other hand, the A. A. A. does not favor the present plan of virtually requiring the average driver to be a traffic expert.

"Not a few drivers are paying so much attention to signs, lights, bells and other traffic signaling devices that they actually forget about safety. The average driver cannot think of traffic puzzles and safety at the same time. You cannot overload the motorist with too many rules and expect him to drive at his best. Something will be neglected in the process, and everything seems to prove that it is safety."

Attention is called in the statement, not only to the endless variety of methods of confusing drivers in different cities, but particularly to the lack of consistency in the traffic direction methods within cities themselves. One A. A. A. official tells of having found three different methods of traffic direction within a single town of 50,000 inhabitants.

Mr. Henry also commented upon the findings of the motor vehicle commissioner of Connecticut, revealing that 122 accidents in that state in 1924 were the result of confusion. The state cited as a cause of this confusion "crossed mental wires."

"For fear of making some error in negotiating a left turn," continued Mr. Henry, "many drivers go completely around the block, proceeding in the desired direction by means of this primitive expedient. Then they try to make up for lost time by driving

hastily, and thus jeopardizing pedestrians and taking unwarranted chances. "Right turns are permitted in most cities, but when there are dozens of drivers all making right turns, pedestrians do not have half a chance for their safety and the drivers themselves are further confused by reason of the congestion.

"Left turns have been treated by too many traffic officials as a menace. This is an unjustified indictment. The so-called problem of the left turn is an admission of inadequate traffic control. Left turns put a stop to the 'round-the-block' business.

"The average driver is made to feel that traffic is a sort of contest in which a false move will mean an arrest. The driver comes to fear the officer with the results that he arrives at the crossing in a highly nervous state, suffering from a traffic complex.

These A. A. A. officials are urging city officials to adopt only such systems as will make it easier for the average driver to get about. If traffic is to be regulated effectively, they maintain, the traffic system must be devised with a view to simplifying matters for the average intelligence, otherwise traffic accidents will be on the increase and safety will suffer as a consequence of fear and timidity.

## MAC DONALD TAKES ON CLEVELAND CAR

Local Marmon Dealer Is Now Cleveland Dealer for Salem

R. N. MacDonald, the Marmon dealer, has now taken on the agency for the well known Cleveland line which consists of two types of six cylinder cars, one being known as the "31" and the other as the "43" model.

During the ensuing week, Mr. MacDonald is going to have a stripped chassis to demonstrate the new "Milage" motor which has been breaking all records on hill climbing and speed endurance and also which will demonstrate the famous "one shot" oiling system for the chassis which all Clevelands are equipped with. This car has been thoroughly tried out by Mr. MacDonald in Portland on the Halle street hill, as a test of climbing, and has out demonstrated any car of its class, in his opinion. This feature of the car will be willingly demonstrated at any time to those who are interested in a car of medium price with the graceful lines of the well known Fisher bodies.

A LONG JOB  
"Traffic is too big a problem to be solved in any one month, or in any one year. It is a long time proposition, and everyone must work for results on that basis. No city can afford to assume that it has even partially solved its problem when it has reduced the number of fatalities over a given period, for if its work is assumed to be partly finished there will be a slump in precaution and vigilance. The progress it makes may be more than offset by subsequent losses.

## OLDSMOBILE DEMONSTRATION CHASSIS TO BE HERE



"We can do anything any automobile can do, and we show you how we do it," is the slogan for the fleet of Oldsmobile demonstration chassis that are being operated throughout the country. The demonstrators are working out of the larger cities, being routed so that virtually all sections of the country will be visited.

The chassis are fitted with two comfortable seats so that anyone can accompany the drivers and closely watch the performance. The absence of bodies and floor boards permits a good view of the

## BUSINESS RECORD IN SOUTH BETTER

Conditions South of Equator Declared to Show Marked Improvement

A marked improvement in general business conditions with a resultant increase in the motor car industry in lands below the equator is the optimistic report brought back by R. L. Archer, vice-president and manager of the John N. Willys Export corporation, of Toledo and New York, upon the completion of an eight-month tour of the world, with detailed surveys of New Zealand, Australia and South Africa. A year ago Mr. Archer spent considerable time in South America, thus giving him a comprehensive knowledge of conditions prevalent in southern lands all over the globe.

In New Zealand, ranked as the wealthiest country per capita on the face of the earth, Archer found wool, mutton and dairying in the best shape in the history of this elongated pair of islands. Roads, although largely of gravel, are in fair conditions and the automobile is rapidly taking its

power transmission units while in action.

At the rear of each chassis, over the axle, is a box containing a complete assortment of parts, including crank shaft, cam shaft, clutch faces, etc. These permit close-up views of the vital parts of the car and assist in the drivers' explanation of the functioning of each and every part of the Oldsmobile.

These parts boards enables even a novice in things automotive to quickly grasp the function of each part of the engine. This same applies to the clutch and other power transmission units. In fact

place here as the leading method of transportation.

Australia is still handicapped by high taxation as an aftermath of the war. Labor difficulties, too, have upset commerce, but these will be righted. Wool and wheat crops brought high prices during the past year, with the result that the Antipodean continent as a whole is experiencing its greatest prosperity since the armistice.

Australia Prefers American Cars  
"When one takes into consideration the fact that Australia is somewhat larger than the United States, with quite a portion of it in the northwest still almost entirely unexplored, one begins to realize what a vast market this continent will prove to be for the motor car industry," reports Archer, in part, on his visit to this land.

"One instance of the tremendous distances of Australia of which we here in the United States have faint conception," he continues, "is the fact that one of our distributors, located at Perth, has a dealer who is 2,000 miles away from him. Imagine, if you can, a dealer in our country located at Los Angeles, working under a distributor located at Chicago.

"Today, our dealer organization throughout Australia is comparable with that which functions in the United States. We have hundreds of efficient merchants selling our product under seven very

large distributors located in the principal cities of this continent. "Like the American, who he resembles in many of his characteristics, the Australian is a keen motorist, with speed, acceleration, stamina and high power as his principal requirements in a motor car. That is why he largely prefers American automobiles and that is why more and more of the American export trade is being concentrated in this country."

pedestrians are protected by addition to building

A new feature has been added to the building used by the Lehman Grocery and the Zosel Tire Shop. A shelter roof has been added which will give protection to patrons and pedestrians on sunny and rainy days. It extends from the front of the grocery on Commercial street and around the building on Ferry street, thus making that part of the street well protected.

## BACK NEW COMMERCIAL HIGHWAY

Decision of the Pennsylvania state legislature to build an industrial highway between the cities of Chester and Philadelphia is interpreted by The Highway Magazine as the first step toward a nationwide system of industrial highways which will solve for business the short inter-city haul and definitely establish the improved highway as a necessary adjunct of industry and commerce.

# ROAD REPORT IS GIVEN OUT

Conditions of Oregon State Highways Tabulated in Report to Statesman

**Pacific Highway**  
Portland-Oregon City-Salem-Albany-Harrisburg-Junction City-Eugene-Cottage Grove-Roseburg-Groton - Pass-Medford-California State Line: Paved entire distance except between Harrisburg and Junction City which is fair macadam. Free county ferry across Willamette River at Harrisburg. Best route Albany to Junction City is via Corvallis and Monroe; all paved.

**West Side Pacific Highway**  
Portland-Newberg-McMinnville-Monmouth-Corvallis-Junction City-Eugene: Paved.

**Roosevelt Coast Highway-Clatsop And Tillamook Counties**  
Astoria-Seaside: Paved. Seaside-Cannon Beach Junction: macadam.

**Cannon Beach Junction-Miami: Graveled road.**  
Miami-Tillamook-Hebo - Neskonwin-Devils Lake: part paved; balance macadam.

## TO HEAD CADILLAC

Selection of Lawrence P. Fisher by the General Motors Corporation as president and general manager of the Cadillac Motor Car company is generally regarded in Detroit business circles as one of the most significant announcements made by the automotive industry in months, owing to the Cadillac's outstanding importance in that field.

Though a young man, Mr. Fisher has already demonstrated remarkable executive ability, both in the Fisher Body Corporation and in General Motors itself. Only 36 years old, he has for several years past shared with his brothers, Charles T. and Fred J. Fisher a commanding position in the largest body building corporation in the world. More recently he has been vice-president and a member of the executive board of General Motors.

In addition to his Cadillac responsibilities, Mrs. Fisher will continue in his previous General Motors capacities.

## Earl of Balfour, in Palestine for the Opening of Hebrew University, Speaks with Zionist Leaders



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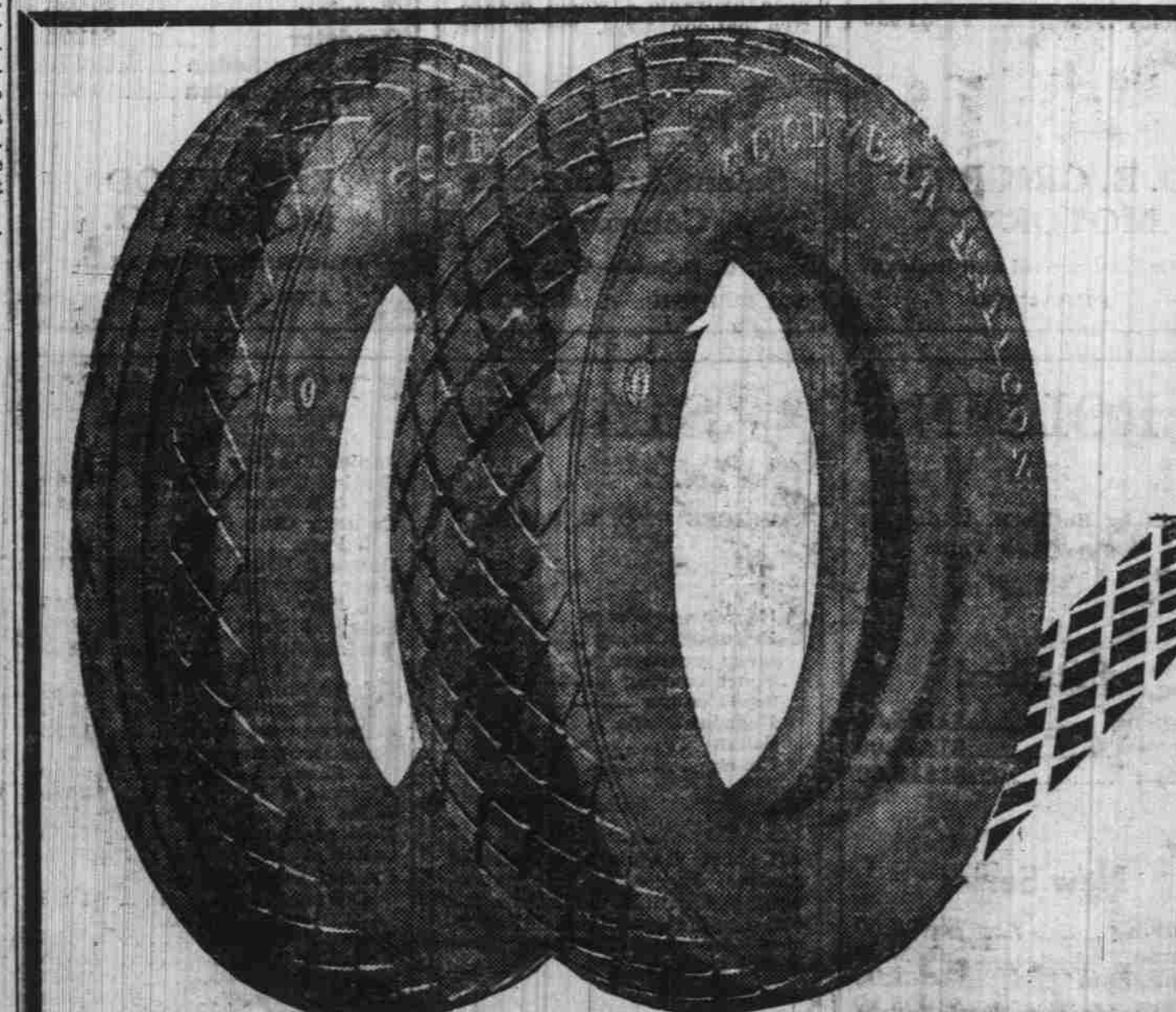


**Question:** Why are more women driving Buicks than any other make of six-cylinder cars?

**ANSWER:** One reason is the striking appearance of this famous motor car. Then comes Buick dependability. A woman knows when she starts out with her Buick that she will "get there and back." Other reasons are—the comfort in driving a Buick—the velvet clutch action, easy steering; then the power and quietness of Buick's Valve-in-Head engine and the safety of Buick mechanical four-wheel brakes.

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