Part Three
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The Oregon Statesman

Automobile Section
Bicycle — Motorcycle

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WALKERS ARE ASKED TO AID

Pedestrians to be Educated as to Proper Methods to Promote Safety

A series of studies conducted by the American Automobile association as part of its national safety program shows that the average pedestrian too often follows the dangerous line of least resistance, whether he is walking on crowded streets or on the rural highway.

The pedestrian seldom takes time to avoid the "danger point" or to consider which is the safer side of the street to walk on. There is a safer side and one way to minimize the personal accident hazzard is to keep this in mind.

The accompanying diagram prepared by the AAA shows that the all important precaution is to keep the line of vision clear. The majority of street accidents occur at the danger point where motor vehicles make the right hand turn and come from behind the pedestrian.

To avoid this point it is safer on the side of the street where one faces the aproaching traffic and has clear view of vehicles, particularly those negotiating the right hand turn.

There is also a safer way of crossing to the diagonal corner by a number of ways that are not so safe. Here again the important question is to follow the line that will give the biggest range of vision in regard to traffic.

It is equally important to walk on the safe side of the approaching traffic on rural highways where so many unnecessary accidents occur.

A large number of fatilities on highways are caused by motor vehicles facing in the same direction as the pedestrians and if the latter prefers this side of the road he is heedlessly overlooking a very vital safety precaution. His doing this often compels the driver of a car to swerve sharply into the middle of the road, thus increasing the risk of collision with vehicles coming from the opposite direction.

In its saftey campaign, in which it is cooperating with the Hoover conference on street and highway safety, the AAA is stressing education for the motorist and the pedestrian alike as one of the most important factors in bringing about adjustment of the people at large to the new conditions resulting from the tremendous increase in motor vehicles on the streets and highways of the country.

VALUES OF CARS WIDELY VARYING

Automobile Prices Not All "Meat", Dealer Declares; "Bone" Present

The bone in the beefsteak is of no value, but the buyer pays for it just the same.

There is a "bone in the beefsteak" in many automobile prices, points out Studebaker.

Buyers of cars on which the builders have had to pay many profits to parts makers, or which are assembled under a heavy overhead, are paying for the "bone," though it represents no more intrinsic value than the bone in the beefsteak—not as much, in fact, because the family dog can get a meal out of that.

The automobile builder who hasn't the facilities to make his own bodies, motors and chassis parts must depend on parts makers.

These parts makers must make a profit to stay in business, and they have to add in their own overhead costs, too. After paying all these profits to middle men, and their overhead expenses, then the assembler must add his own profit to those already figured in the costs. This is elemental, but not often considered.

It is not necessary to pay the butcher for the bone in order to get the meat, but it isn't necessary to pay for the "bone" in buying a motor car.

Sum up the following list, a part of the things made by Studebaker for its own cars, and figure how much "bone in the beefsteak" would be represented by profits paid other manufacturers if these several parts had to be bought outside the company's plants:

Entire motors, bodies, axles, transmissions, clutches, gears, springs, steering gear, drop forgings, stampings, upholstering, body finsh.

There isn't very much left in a car, is there?

But, points out the South Bend company, suppose it had to pay a profit to and share in the overhead exense of one company to make its motors; another company to make its bodies, another its axles and so on, down the line; what a tremendous lot of "bone" there would be in the "beefsteak" of the car as it was sold to the buyer.

New F. W. Pettyjohn Co. Salesroom and Garage

STUDEBAKER HAS LARGE FOUNDRY

May Day Sees Huge Output From Studebaker Metal Foundry

SOUTH BEND, Ind., May 1.—May Day was ushered in by employees of the Studebaker Corporation of America by two records yesterday, indicative of the attitude of American labor toward International Labor day and of the continuing prosperity of steadily increasing business.

In one day, the Studebaker corporation shipped from its combined factories 760 completed motor cars, largest single day's shipment in the history of the corporation save one. On May 29, 1923, the shipment was 780.

Studebaker operates the largest grey iron foundry in the world. As a second one-day record to greet May Day, the foundry poured 307 tons of grey iron castings, an achievement never before equalled in any one foundry of its kind in the world.

The 760 cars shipped were practically all in response to the most urgent telegrams from dealers all over the United States demanding immediate shipment on orders already delayed.

Though running at maximum capacity, the plants have been unable to catch up with the demands for shipments of cars already sold. for more than two months. The present production capacity is still 25 per cent below the actual current sales, and the number of cars on hand in the hands of dealers is at the lowest point in years.

MORELAND TRUCKS IN OLD MEXICO

Modern Business Methods Secures Large Order From Mexico

Ted Hobgood, well-known in the automobile row as the Los Angeles branch manager of the Moreland Truck company, was sent to Mexico by his concern to stir things up, and he did. Various rumors having reached the Moreland company, that certain parties of our Latin neighbors were trying to do big things but lacked transportation facilities. As a result Ted Hobgood went to Mexico. He proved the old proverb that business can always be had if people know how to get it. Even though the buyers do not realize it, added profits can be made by them with the proper equipment if this is drawn to their attention. Mr. Hobgood returned with a large order for trucks and established an agency for the product of the well-known local concerns, the Moreland Motor Truck company. He acquired a clear insight into the business condition of Mexico and in what way California can help. He found the business men of Mexico absolutely reliable; the trouble lies with many of our own business men who are suspicious in their dealings with our southern neighbors. He finds Mexicans very hospitable, courteous and greatly influenced by kind words and considerate attention. This is something the Anglo-Saxons do not understand. Kind words and the associating with our Latin friends on terms of absolute equality and adapting ourselves to their ways of doing business instead of trying to convert them to our own, will make the Mexicans our friends and it will contribute more toward closing business deals than most clever sales talks we are in the habit of giving. Mexico is a rich country and if California will co-operate with her in a friendly spirit, much good will unquestionably ensue to both Mexico and ourselves. They are anxious and ready to deal with the Pacific Coast of America if we will meet them half way.

Korean Missionaries Using Overland Cars

Recent interesting visitors at the Willys-Overland factory in Toledo were Rev. Walter C. Erdman and Rev. H. A. Rhodes, missionaries to Korea for the Presbyterian board of Foreign missions. At the Toledo plant each took delivery of an Overland four-cylinder touring car, which will then be shipped to Korea for use in that country, after they have returned to their respective stations.

Rev. Erdman is located at Taiku, Korea, where he has made his headquarters for the past 18 years. Rev. Rhodes is stationed at the Chosen Christian College at Seoul, where he has served 17 years.

In discussing the development of automobile transportation in Korea, Rev. Erdman stated when he first arrived in that country the natives of South Korea transported all goods on the backs of coolies or pack animals. They were practically no roads in Korea.

Since the Japanese occupation of that country, however, good roads have been constructed and there are now several hundred motor cars in the country, including a large number of Overland cars, which have been placed in service through J. H. Morris, energetic pioneer Willys-Overland distributor in Seoul.

Both missionaries report the rapid spread of Christianity throughout the country. Missionary work began forty years ago; today there are 300,000 native Christians in Korea. The progress of the gospel in this land is said to have been more rapid than in any country since the early days of the Apostolic church. Originally the Koreans were Annimists—ture and of their ancestors. worshipers of the spirits of na-

TRADE RECORD TO EXCEED IN 1925

Last Two Years' Figures Will Be Surpassed According to Indication

The fiscal year 1925, which ends sixty days hence, will show the foreign commerce of the United States over 8½ billion dollars against 7¾ billions in 1924 and less than 6½ billions in 1922, all of these figures relating to fiscal years. This increase of

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AUTO ROAD MAPS DISTRIBUTED FREE

Union Oil Company Now Distributing Road Maps From Service Stations

Official automobile road maps of California, Washington and Oregon are now being distributed free from all service stations of the Union Oil Company of California, according to announcement made yesterday by the company.

The booklets include separate maps of Southern, Northern and Central California; Oregon and Washington; and charts showing principal streets leading out of Los Angeles, Long Beach, San Diego, Santa Barbara, Fresno, Sacramento, San Francisco Oakland, Stockton, Seattle and Portland.

The maps are officially checked in all details, and show paved roads, through routes, other thoroughfares, road distances in miles, locations of old Spanish missions and the courses followed by the following national, coast and state highways: Bankhead, Coast, Dixie Overland, El Camino Real, El Camino Sierra, Inland, Lincoln, National Motor Express, National Old Trails, National Park to Park, National Roosevelt Midland Trail, Old Spanish Trail, Pacific, Pikes Peak, Redwood, Sierra Scenic and Victory.

Locations of more than 400 Union service stations on the coast are also listed. The booklet may be secured without charge from any Union service station upon request.

Importance of Highways Stressed

Importance of the role highways have played in the development and prosperity of the United States was stressed by John N. Willys, president of the iWllys-Overland company, who acted as toastmaster at a banquet tendered to General Gerardo Machado, by the National Automobile Chamber of Commerce at the Hotel Commodore, New York City on Tuesday evening, April 28. Mr. Willys is chairman of the foreign trades committee of this organization.

Mr. Willys dwelt upon the expansion and prosperity that invariably accompanies the openin up of new motor highways, pointing particularly to the expansion and development of the United States as a result of the network of improved roads which motor transportation in this country has made necessary. He predicted further proportionate increased prosperity in Cuba would follow the materialization of General Machado's desire to build more and better Cuban highways.

The purpose of General Machado's mission in the United States is to gain first hand knowledge of hikhway construction and improvement in this country, and to utilize this information to aid in the building of the Santiea-Havana Highway, which was the basic plank in the new president's compaign platform.

Included in the group at the dinner were Rafael Sanchez, Abaili, Cuban Ambassador to the United States; Rafael Martinez Ortiz, Cuban Ambassador to France; Major Shuttan, military attache to the American embassy at Havana; Gustavo G. Beauville, Congressman for Havana; Alberto Barrera, Senator for Havana; Albert Herrera, Chief of Staff of the Cuban Army; Carol Manuel de Cespedes, Secretary of Foreign Affairs; and Nestor G. Mendoza, prominent Cuban attorney.