

SEVENTY-SIXTH YEAR

SALEM, OREGON, SUNDAY MORNING, APRIL 11, 1926

PRICE FIVE CENTS

WESTERN AUTO IS TO CONTINUE SALE

Motorists Are Given Chance to Buy at Low Prices, Mr. Rydell Says

When the Western Auto Supply Co. has a sale, as it occasionally does, motorists are given an opportunity to buy quality supplies and accessories for their automobiles, at exceptionally low prices.

During the past few years, an annual event with the company has been their Anniversary Sale. This sale marks the 10th year of supply company on the Pacific coast. These yearly sales have proven popular with motorists, report the Western Auto managers, as the articles placed on sale at that time greatly enhance the purchasing power of the car owner's dollar.

"The items placed on sale during our Tenth Anniversary sale, are taken from our regular stocks of merchandise, which is the customer's assurance of receiving first class merchandise of high quality," states Walter Rydell, local manager of the Western Auto Supply Co. "The goods on sale are not confined to any one certain line of goods or any definite

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Beautiful Colors Seen In Motor Car Finishes

Color has attained a new importance in motor car building and this year the "color personality" of the aristocrats of motordom will be as authentic an index to character as design, according to automobile designers and builders. Development of color mediums which combine both a high resistance to the elements with depth of lustre and the appearance of warmth and life make possible the suggestion of speed and power, dignity or formality in color as well as body lines.

The loading dock of a builder of automobiles might seem a far cry from the fine car salons. Yet daily over the loading dock passes a revue probably even more interesting than those seen with the velvet and marble background of the season's motor shows. In these unpretentious surroundings, may be seen a constant parade of the designs and colorings which will be most popular this year.

At the Lincoln Motor Company's Detroit plant, where color tone and individuality in treatment have been encouraged and developed to a degree probably without parallel in the realm of fine cars, this revue is particularly impressive. Even geography is a consideration in the selection of a Lincoln's finish and it is interesting to note how the car destined to be used in eternal sunshine differ from that which must be correct in either summer or winter.

A four-passenger sedan to be shipped into the great Northwest is finished in the rich, yet subdued tones, duplicated from the plumage of the Chinese Jay. The body is in two tones of warm brown with a bright blue stripe for the required touch of brilliance.

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On the Road to Detroit



Ed Knox, Portland representative of the Buick Motor company, and Kenneth Wilson of the Otto J. Wilson company here, Salem Buick distributors, are shown here in a new 1926 standard Buick Coupe. This picture was taken about half way between Niagara and Detroit on the new road. It is about 52 miles east of Salem. There is now a good road to Detroit and the road to Brietenbush Hot Springs, about 12 miles beyond, is being worked on and may probably be completed by summer.

HOW THE ROADS ARE

Oregon State highway commission weekly report on condition of Oregon state highways, April 7, 1926.

Pacific Highway
Portland-Owako-Oregon City-Albany-Harrisburg-Junction City-Eugene-Cottage Grove-Roseburg-Grants Pass-Medford-Ashland-California State Line; Paved.
West Side Pacific Highway
Portland-Newberg-McMinnville-

Corvallis-Junction City-Eugene: Paved.

Old Oregon Trail—East of The Dalles
Ontario - Huntington - Baker-Union - LaGrande-Pendleton-Umatilla-Arlington-The Dalles; Macadamized entire distance and in good condition.

Old Oregon Trail—West of The Dalles—Columbia River Highway
The Dalles-Hood River-Portland-Rainier-Astoria-Seaside; Paved.
Roosevelt Coast Highway

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Remedies Given to Curb Traffic Accident Toll

The problem of solving our national traffic puzzles, particularly with reference to the accidents involved, has three phases. These are (1) engineering revision of our streets; (2) education of the driving and walking public; (3) enforcement of the traffic law.

Vehicles traveling along our highways at high rates of speed imperil the lives of pedestrians who cross these streets. Investigations by city planning experts have demonstrated that high speed of travel does not promote maximum efficiency in the use of city streets. In a chart prepared by Harold M. Lewis and Ernest P. Goodrich it is shown that the maximum number of vehicles can pass a given point in a street at about 15 miles per hour for uninterrupted traffic and that the maximum number will pass at a running velocity of 14 miles per hour where there is traffic control. Between

speeds of ten and twenty miles per hour there is less than five per cent variation in street capacity. In addition, investigations by the Society of Automotive Engineers and others have shown that the most efficient conditions of vehicle operation occur at speeds not exceeding fifteen miles per hour and in many cases, even lower than this.

Expediting traffic is recognized as an urgent problem confronting most of our metropolitan communities. The object is to move the greatest number of vehicles past a given point in a given time, so as to prevent congestion. This is to be accomplished not by excessive speed of individual vehicles but by such means as the following:

1. Using the entire street

width removing traffic and especially—

(a) Prohibiting parking in or near safety zones and intersections.
2. Maintaining a high average speed of all vehicles including (a) Keeping slow moving vehicles off of the thoroughfares.
(b) Prohibiting cutting in.
(c) Keeping pavement in good condition.

3. Minimizing delays at intersections including—

(a) Traffic officers or signals at all principal intersections.
(b) Prohibiting left turns where necessary.
Regardless of the complex vehicular traffic now existing in the larger cities, pedestrians must be

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CTC TIRES ARE NOW EQUIPMENT ON FORD

All Cars Assembled in Portland Branch to Run on Coast Product

Ford cars produced in the Portland Ford Motor company factory are now equipped with CTC tires by terms of a contract just signed between the CTC factory and the Ford Motor company.

For the first time in history an exclusively western built tire has been adopted as standard factory equipment on any automobile, and CTC executives and dealers are properly enthusiastic that their tires have received the recognition due them for quality. The Ford Motor company owes their success in a large measure to the fact that they have always used absolutely the finest materials obtainable, and the first consideration with Ford engineers is quality. CTC tires were only selected after many tires had been shipped to the Detroit Ford plant for exhaustive testing, and had proven themselves to be thoroughly satisfactory from a quality standpoint.

"It should be clearly understood," stated Mr. Hull of the Ford Motor company, "that the de-

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