

## CLEVELAND SIX IS SETTING NEW MARK

Albuquerque to Los Angeles  
Record Is Made by New  
Series Machine

The Cleveland Six is at it again. Last spring it was out breaking records and now it is duplicating this performance.

Continuing to lower cross-country records, previously established by open cars, the Cleveland Six series 31 sedan was a strictly stock model.

It might be of interest to many that this sedan was the same model which set up a new record between Salt Lake City, Utah, and Los Angeles, California.

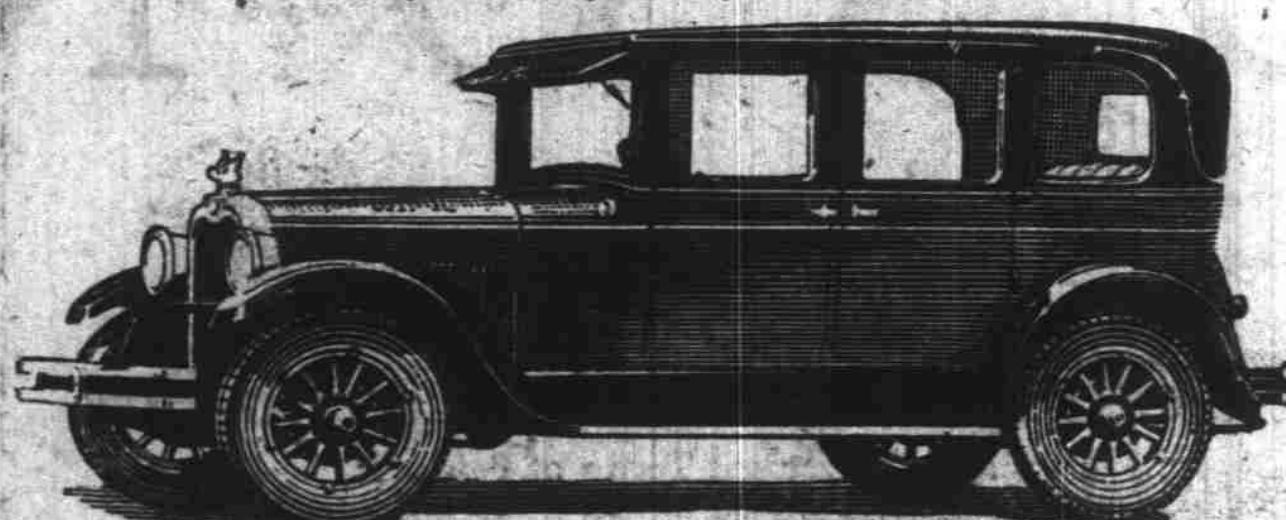
The elapsed running time for this run was 24 hours, 26 minutes.

*What is the secret of this*

# Country-Wide Good Will?

You hear people everywhere praise this new Oakland Six in almost extravagant terms. You hear them speak of it as the outstanding motor car in its field. What is the secret of this favor? What is the reason for a demand that has placed Oakland in the very forefront of the industry? Simply the fact that this beautiful new Oakland Six, with Body by Fisher, offers a combination

Oakland Six \$1125. Pontiac Six, Companion to Oakland Six, \$1225. Coach or Coupe. All prices at factory. General Motors Time Payment Rates, heretofore the lowest, have been made still lower.



The London Sedan \$1225

VICK-BROTHERS

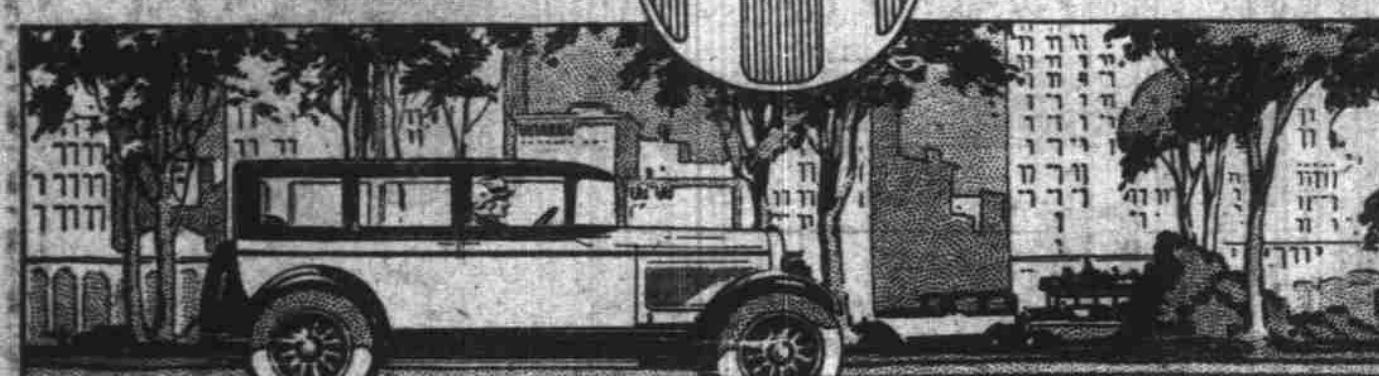
High Street at Trade Telephone 184  
WINNING AND HOLDING GOOD WILL

## OAKLAND SIX

PRODUCT OF GENERAL MOTORS

Hupmobile Six  
Sedan, five-passenger, four-door, \$1395.  
Touring, five-passenger, \$1325. Equipment  
includes 30 by 5.25 inch tires, four  
spoke wheels, leather upholstery. All  
prices f.o.b. Detroit, plus revenue tax.

Hupmobile Eight  
Sedan, five-passenger, \$2145. Sedan, Ber-  
line, \$2445. Coupe, two-passenger, with  
removable top, \$2145. Five-passenger  
Touring, seven-passenger, \$2045.  
All prices f.o.b. Detroit, plus revenue tax.



\$1385

So far superior in fine six-cylinder performance—so beautiful inside and out—so sound and good in its recognized Hupmobile quality—that it seems downright extravagance to pay more for any six

HUPMOBILE SIX

KIRKWOOD MOTOR CO.

311 North Commercial—Telephone 311

### TRAFFIC CONTROL CONSIDERED PROBLEM

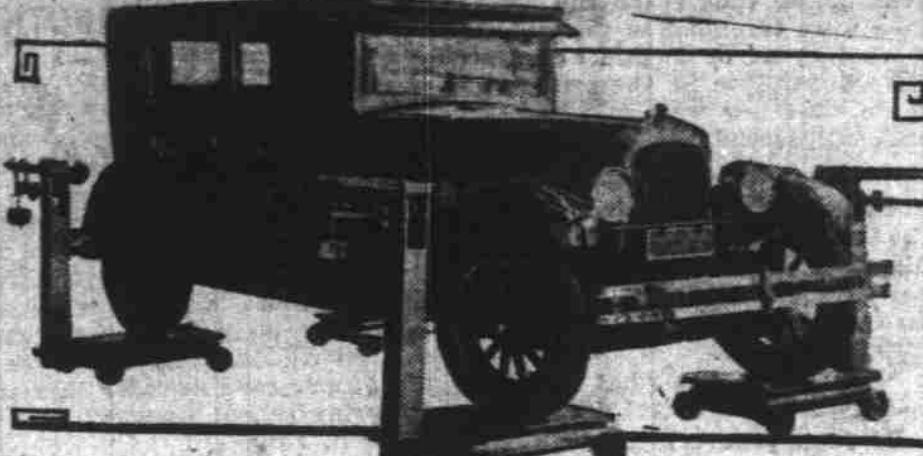
(Continued from page 1)

locations for traffic control arise. As accident records and studies of vehicular and pedestrian traffic indicate the need for new control stations they may be established.

Traffic control alternates the direction of flow of both vehicular and pedestrian traffic at street intersections. This results in the movement of vehicular traffic along the streets in groups with intervals between them. Except on the most congested streets these intervals will be maintained, ordinarily, for several blocks in each direction from the control station. Thus the influence of an individual unit of traffic control usually extends a considerable distance from the station.

Of course, in extremely congested traffic there is a tendency to quickly close the intervals between groups of vehicles and the influ-

### EQUALIZED WEIGHT



By use of standard scales, Overland and Willys-Knight dealers are demonstrating the absolute equalized distribution of weight in the Overland Six Sedan. By placing a scale under each wheel it is found that the reading on all four scales is the same, namely 665 pounds. This is the answer to the exceptional roadability and tire mileage found in this popular automobile.

ence of any individual traffic control is much more limited than on streets where traffic can move freely at a normal rate of speed and will maintain a fairly consistent grouping of vehicles over a considerable distance. Consequently, in areas of extremely congested traffic, such as the loop district of Chicago, an extensive system of co-ordinated traffic control is necessary to meet the demand of safe and expeditious moving of traffic.

On streets carrying considerable traffic, where conditions are favorable to rapid movement, such as a thoroughfare leading from the congested district to the outskirts of the city and there connecting with a through route to an important city, traffic control becomes necessary at certain points to assure the movement of vehicular traffic in groups as explained above. To cause the traffic to flow in such groups, traffic control is not ordinarily necessary at every street intersection except on the very heavily traveled streets. In fact, the stations may be located at some distance apart, in many cases.

This kind of traffic movement is particularly important for the safety of pedestrians in crossing streets. Even in the absence of traffic rules regulating pedestrians automatic control has a beneficial effect upon pedestrian safety. People on foot are usually willing to wait a fraction of a minute until the "go" signal is flashed rather than to rush into moving vehicular traffic in an attempt to cross at the risk of serious injury or death. But without traffic control upon such streets the pedestrian soon despairs of an opportunity to cross the street in safety within a reasonable length of time and takes a chance on crossing through the dense traffic.

In cases of extremely dense traffic along individual thoroughfares controls stations at widely separated intersections may be quite inadequate for proper protection of pedestrians and of vehicles entering the thoroughfare from side streets. On such streets traffic control may become necessary at practically every intersection, in which event it is desirable to co-ordinate the signals at the various stations in either a synchronized or a progressive system. In the former type of control systems, illustrated by the Michigan Avenue installation in Chicago, the lights along the entire length of the installation flash green, amber, and red in unison. This requires vehicles to move at the same time throughout the entire length of the system and, likewise, to stop at the same time. In the latter system as illustrated by a recent installation on 16th street and Massachusetts avenue, Washington, D. C., vehicles traveling at a predetermined rate of speed may pass the entire length of the system without stopping. This is due to the fact that signals do not flash the same color simultaneously throughout the system but are, rather, co-ordinated so that a green light at one intersection will

be followed by a green light at the next at the proper time for a vehicle traveling at the normal rate to arrive at the latter point. In either of these two systems the vehicles flow along the street in groups with intervals between them for the safe movement of pedestrian traffic.

Accident statistics and traffic

flow studies are the only safe guides for the proper location of traffic control devices. Without such studies, visualizing at once the volume and hazard of the traffic flow, control stations must be established largely by guess work. If pedestrials are found to be struck frequently by automobiles while crossing heavily traveled streets and studies of the traffic flow indicate that it practically continuous without sufficient opportunity for pedestrians to cross in safety, it is evident that some traffic control is needed at certain points along the streets, particularly at those points where important streets intersect.

If accident studies indicate that there is considerable contesting for the right of way at a given intersection there is evidence that regulation of the traffic must be provided at those points to determine arbitrarily the interval of time that shall be allotted to the movement of traffic in each of the different directions. However, in cases of the latter type investigations should be made to determine if some other measures of traffic regulation, such as establishing "stop" requirement for vehicles coming from one or more directions, will not suffice. Sometimes, such measures will postpone the need for actual traffic control, with very little expenditure of funds.

Perhaps one of the best illustrations of the application of the

neighborhood petitions for the

installation of traffic control de-

vices cannot be considered as any

more than possible indications that

a material traffic safety problem

exists at a given point. Often,

the popular conception of a hazardous

location is not substantiated by

statistical facts. Spot maps of

serious traffic accidents have, for

example, shown that the most se-

rious accident hazards are not in

the most congested districts but

are, rather, where the traffic

breaks away from the restraint

of congestion and flows rapidly

through densely populated dis-

tricts. Consequently, from an ac-

cident prevention standpoint auto-

matic signals are most likely to

be necessary along heavily tra-

veled streets radiating from the

congested business district. At

the same time, from a congestion

standpoint they are most likely

to be necessary in the congested

business district. To most suc-

cessfully meet the two-fold pur-

poses of traffic control it is evi-

dent, therefore, that the most

economical and efficient use of

automatic signals in any city is

not to be realized in their con-

centration in districts in either

of the two classes described above

but, rather, in comparatively wide

distribution over both classes of

districts and at those points

where either extreme congestion

or extreme hazards prevail.

Portland — Fleischmann Yeast

company buys site, and will build

\$35,000 plant here.

## OVERLAND SIX IS LARGEST IN FIELD

Full Size Dimensional Re-  
quirements Meeting Gen-  
eral Public Approval

and comfortable to carry baggage  
inside the car when going on long  
trips rather than to expose it to  
the dust and dirt, which are certain  
if it is carried on the outside.

The usable horsepower is the  
result of the low-slung motor  
which gives the closest approxima-  
tion to a straight-line drive yet  
achieved in any light six.

### HIGHWAY PATROL IS URGED AS SOLUTION

(Continued from page 1)

Chrysler received from all parts  
of the United States reveal a wide  
range of opinions about the most  
effective means of reducing acci-  
dents. He commends to everyone  
interested in this whole subject of  
street and highway safety the re-  
ports of the National Conference  
on Street and Highway Safety

which was held in Washington in  
co-operation with the department  
of commerce. It is intended that  
this national conference shall be  
followed by state and regional  
meetings and that those who at-  
tended the Washington conference  
shall constitute committees on orga-  
nization for local meetings.

Mr. Chrysler is of the opinion  
that not enough attention has been  
given to the actual progress made  
in reducing accidents. The ex-  
perience of several cities and states  
shows that there are available  
means of reducing accidents and it  
is felt that communities are obli-  
gated to make use of those means  
of conserving human life.

Eugene—Fruit canning season  
opens.

### This Label Protects You

GUARANTEED

Ford  
used  
cars

This Label  
is your  
Guarantee  
of Value  
from Your Nearest  
Authorized Ford Dealer

Ford

Highest in Quality  
Lowest in Price

Ford cars are built throughout of the finest materials that can be produced. The very best steels available are used in Ford manufacture. The plate glass for windshields and windows is as perfect as can be made. Upholstery material contains a larger percentage of wool than is ordinarily specified—even for much higher priced cars. The basic features of Ford design have never been improved upon by any manufacturer.

No other car offers greater dependability. The Ford car has won the favor of millions of users, under every conceivable motoring condition. Its convenience is known and appreciated the world over; its performance is taken for granted.

Such quality is possible at Ford prices because every operation, from mining

### Features That Maintain Ford Leadership

All-Steel Bodies  
Planetary Transmission  
Torque Tube Drive  
Dual Ignition System

FORD MOTOR COMPANY, DETROIT, MICHIGAN

### NEW PRICES

RUNABOUT	TOURING	COUPE	TUDOR SEDAN	FORDOR SEDAN
\$290	\$310	\$500	\$520	\$565

Closed car prices include starter and demountable rims. All Prices F. O. B. Detroit

TWENTY-TWO YEARS OF LEADERSHIP

HARRY W. SCOTT  
The Cycle Man  
147 S. Commercial St.