

HIGHWAY OFFICIALS PLAN BIG MEETING

Achievements of Highway Research Board to Be Feature of Assembly

WASHINGTON, D. C.—(Special)—Plans for what is expected to be the largest and most important meeting of highway officials ever held in Washington have been definitely put under way by the highway research board of the National Research Council. The final plans for the sixth annual session of the research board were completed at a meeting of its executive committee at the National Academy of Sciences, October 28th.

Charles M. Upham, director of the highway research board has invited all road officials, contractors, material and equipment manufacturers and representatives of other industries interested in highway research to be present at the meeting to be held in the National Academy on December 2nd and 3rd.

"This meeting will not only bring out the important achievements of the highway research board during the past year," Mr. Upham said, "but will conclusively prove the value of additional research activities in the future. The growth of the highway research board of the National Research Council has been in direct relation with the importance of the work it has carried to completion, its work in co-operation with the United States bureau of public roads and many other public or public spirited organizations has and will continue to be of great importance to economical road construction."

The executive committee which will convene the week previous to the general meeting, is composed of Dean A. N. Johnson, chairman, W. H. Conuell, engineering executive of Pennsylvania department of highways; Thos. H. McDonald, chief of the United States bureau of public roads; T. R. Age, Iowa State College; A. J. Bronsean, Mack Trucks, Inc.; H. O. Dickinson, U. S. bureau of standards; and W. Spraragen, National Research Council.

COURTESY WOULD REDUCE ACCIDENTS

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all arteries.
4. Removal of shrubbery and hedges tending to obscure a crossing.
5. Abolishment of grade crossings.
6. A drastic enforcement of traffic laws.

7. Prohibiting of parking with in 50 feet of street intersections.
8. Many playgrounds for children.
9. Safeguarded crossings and safety zones to the greatest extent possible.
10. Express routes around towns and villages, relieving congestion.
11. Through routes, well marked through cities, avoiding heavy traffic, for touring motorists—not desirous of stopping.
12. Removal of all billboards or roadside signs where they obstruct in any way the view of the motorist.
13. Non-use of wood block paving materials as being very slippery and dangerous in wet weather.
14. Rapid sanding of streets in icy and slippery weather.
15. Better lighting of streets by municipalities.
16. Splendid lighting at street intersections.
17. Overhead or one-side traffic signals as opposed to center street installation.
18. Newspaper assistance, hammering continuously along safety lines.
19. Continual survey of traffic conditions.
20. The aid of all merchants operating a fleet of commercial cars.

HIGHWAY BODIES SPEND LARGE SUM

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steady tendency in this direction since 1921. In that year the combined income from motor vehicle licenses and gasoline taxes amounted to 25.9 per cent, the gas tax revenue amounting to less than one per cent. In 1925 the income produced from these sources was 43.5 per cent of the year's total and the gas taxes alone amounted to 13.5 per cent. In the same period taxes on property specifically for road purposes have dropped from 11.2 per cent to 3.3 per cent of the year's total income. Including the income from appropriations and miscellaneous sources, most of which is raised indirectly by property taxation, the 1925 percentage was 20.7 and the 1925 percentage was 10.5. Funds raised by the sale of bonds were also a smaller percentage of the total in 1925 than in 1921, being 21.3 per cent in 1925 as compared with 27.8 in 1921.

PRESENT PRODUCTS IN DIFFERENT WAY

General Petroleum in West Works Entirely Through Independent Dealers

The General Petroleum corporation, which is the only oil company operating in California, Oregon, Washington and British Columbia that distributes its product solely through independent dealers is now on the even of starting its fourth year in the retail distributing field and, according to Lionel Barneson, president, its retail marketing policies have proved most satisfactory.

Discussing the marketing policy of the corporation, Barneson said, "When we decided to enter the retail field we determined upon a very definite policy of presenting our products to the public through independent dealers only. We have adhered strictly to this policy and it has proved satisfactory. We have the distinction of not owning a single service station or interest in any establishment retailing our products. We do not finance dealers in any manner even to the point of installing pumps or other necessary equipment."

"Of course this method of distribution has its disadvantages. When we entered into the field of retail distribution, hundreds of difficult problems had to be met and policies in relation to them settled or established for all times. It was a new situation. We found that we had to bear the brunt of the shortcomings of the independent dealers, and they were many. The public was inclined to shy away from them. It had heard many rumors as to the way these independents did business. Consistent propaganda on our part, however, in favor of the dealers, soon created a friendly spirit on the part of the public toward them. Then again the old problem of service cropped up. In many cases the independent dealer cannot give the service which can be obtained from company-owned stations because of the expense and added staff required. Many times the independent dealer has a poor location, the company-owned station having the choice corner.

"All of these things were taken into consideration, and we started a definite campaign to aid the dealers. Of course we had to have their corporation and they were only too willing to give it. We started in by having them clean up their stations, giving particular attention to their rest rooms and the interior of their establishments. We kept after them on the point of rendering some little personal service to each customer. Many of the dealers were lacking in good business knowledge. We

considered it our duty to help them with their merchandising plans and problems, and it was not long before this type of complaint grew less frequent.

"The independent dealer today is in a good position. He is offered an unequalled line of products to distribute, by a company that is behind him to the fullest extent at all times; a company whose products he handles that is not in competition with him in any manner; support of an organization strong enough to meet any condition of the market; and the backing of advertising that has constantly sold the public to the merits of the independent dealer and the numerous advantages of trading with him."

\$2.95 for any ladies' hat in our store. Making room for Christmas goods. Don't fail to see these values. Salem Variety Store, 152 N. Com'l. (*)

Halk & Eoff Electric Shop, 337 Court St. Everything electric, from motors and fixtures and supplies to wiring. Get prices and look at complete stock. (*)

Capital City Cooperative Creamery, Milk, cream, buttermilk. The Buttercup butter has no equal. Gold standard of perfection. 137 S Com'l. Phone 299. (*)

KEEPS IN CLOSE TOUCH WITH WORK

Radio Enables Man to Maintain Contact Although in Australia

PORTLAND, Ore., Nov. 6.—Although separated from his business by some thousands of miles while on a trip to New Zealand recently, Mr. A. J. Baldwin of this city was kept in constant touch with his firm's affairs through the cooperation of amateur radio stations in New Zealand with the station of A. C. Dixon, Jr., radio 7TT, of this city, the son of Mr. Baldwin's business partner. When the New Zealand trip was

The Commercial Book Store has everything you need in books and stationery and supplies for the school, office or home at the lowest possible prices. (*)

Hartman Bros. Jewelry Store. Watches, clocks, rings, pins, diamonds, charms, cut glass, silverware. Standard goods. State at Liberty St. (*)

originally planned it was not thought possible to maintain any regular communication with the United States owing to the overcrowded condition of the cables. However, soon after establishing headquarters at Wellington, Mr. Baldwin received word from an amateur at Auckland that he had just received several messages from Dixon's station in the United States relating to business affairs. This relay work was so encouraging

that it was decided to find out if any amateur at Wellington could maintain a schedule with the United States amateur. A few nights later Mr. E. A. Shrimpton, operating 5XA at Wellington, got in touch with Dixon at Portland, and thereafter the two maintained regular nightly schedules. On two occasions Mr. Baldwin went to the home of the Wellington amateur and carried on two-way conversation direct with his partner in the

States. In addition to these exchanges, several 500 and 800 word messages were transmitted.

The service proved to be so entirely satisfactory and speedy that Mr. Baldwin contemplates using amateur radio for similar work on all his trips.

F. E. Shafer's Harness and Leather Goods Store, 174 S. Com'l. Suit cases, valises, portfolios, brief cases, gloves and mittens. Large stock. The pioneer store. (*)



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THAT'S what one of our customers said when we told him we could put balloon tires on his car that wouldn't wear "spotty."

But we showed him how the Miller flat-shaped Balloon tire had put an end to the cause of "spotty" wear in low-pressure tires.

Then he began to weaken.

And when we showed him how the Uniflex principle of laying the cord web gives longer life by distributing road shocks uniformly, "It looks to me," he said, "as if Miller has done most of the work to make low-pressure tires practical!"

And that's the way it looks to us. That's why we know you'll come back for more if you ever ride on Millers.

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New pistons and pins, valves ground, bearings taken up, the best Duco paint. This work is a credit to the paint shops of Salem. This car is like new. \$950

Olds 6 Deluxe Sedan

New paint, new pistons, rings, pins, valves ground, bearings taken up. A good steel trunk on rear, with double bar bumper tips, with double bar bumpers in front. Disc wheels, spare tire. \$650

Studebaker Special 6

1920—Touring. A real good buy for the money. \$385

Studebaker Light 6

1923—Coupe. Just overhauled, bumpers, swipe, rear view glass, very good tires, with tire cover. \$675

Hupmobile 1925 Model Touring

Duco paint, balloon tires, with a good spare, five disc wheels. \$890

Maxwell Sedan

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"You see, with this set you don't have to do any hunting for stations. You just select what you want. If a station is within range, you just can't help getting it—in

fact, all stations within range come marching in, one after the other.

"Talk about Radio made easy! There couldn't be anything easier to operate than this Atwater Kent set, with the ONE Dial."

Buying it is easy, too. Ask any Atwater Kent dealer.

Next Wednesday evening from 9:00 to 10:00 p. m., the Atwater-Kent Radio Hour from KGW, KFOA and KHQ.

MARIA KURENKO, Soprano

High Street at Trade VICK BROS. Telephone 1841