

BRAKES ON NEW SIX CALL FORTH PRAISE

Dodge Brothers Senior Has Excellent Equipment, Ex- pert Reports

High speed, congested traffic, sudden stops, sharp turns at a fast clip and other conditions and demands in present-day driving make braking equipment one of the first considerations in appraising a motor car. Requirements today are far beyond anything even contemplated a few years back.

Consequently motorists driving and demonstrating Dodge Brothers Six are showing special interest in this feature of the new car's equipment and their reactions are extremely gratifying to the designers and builders of the Senior, as the new product is designated.

This subject was given careful attention by Niran Bates Pope when the distinguished technical editor and automobile authority made his thorough study of Dodge Brothers first contribution to six cylinder motoring. Writing Automobile Topics Mr. Pope says:

GOVERNMENT WILL CONTINUE ROAD AID

\$75,000,000 Allotted This Year for Construction of New Highways

(By DuBois Young, president Hupp Motor Car Corporation.) Federal aid to the states in the building of good roads will be continued this year. The allotment of money will probably be about \$75,000,000, the same as in the last fiscal year. The money allotted in any one year is carried over into the next in the event it has not all been spent during that year.

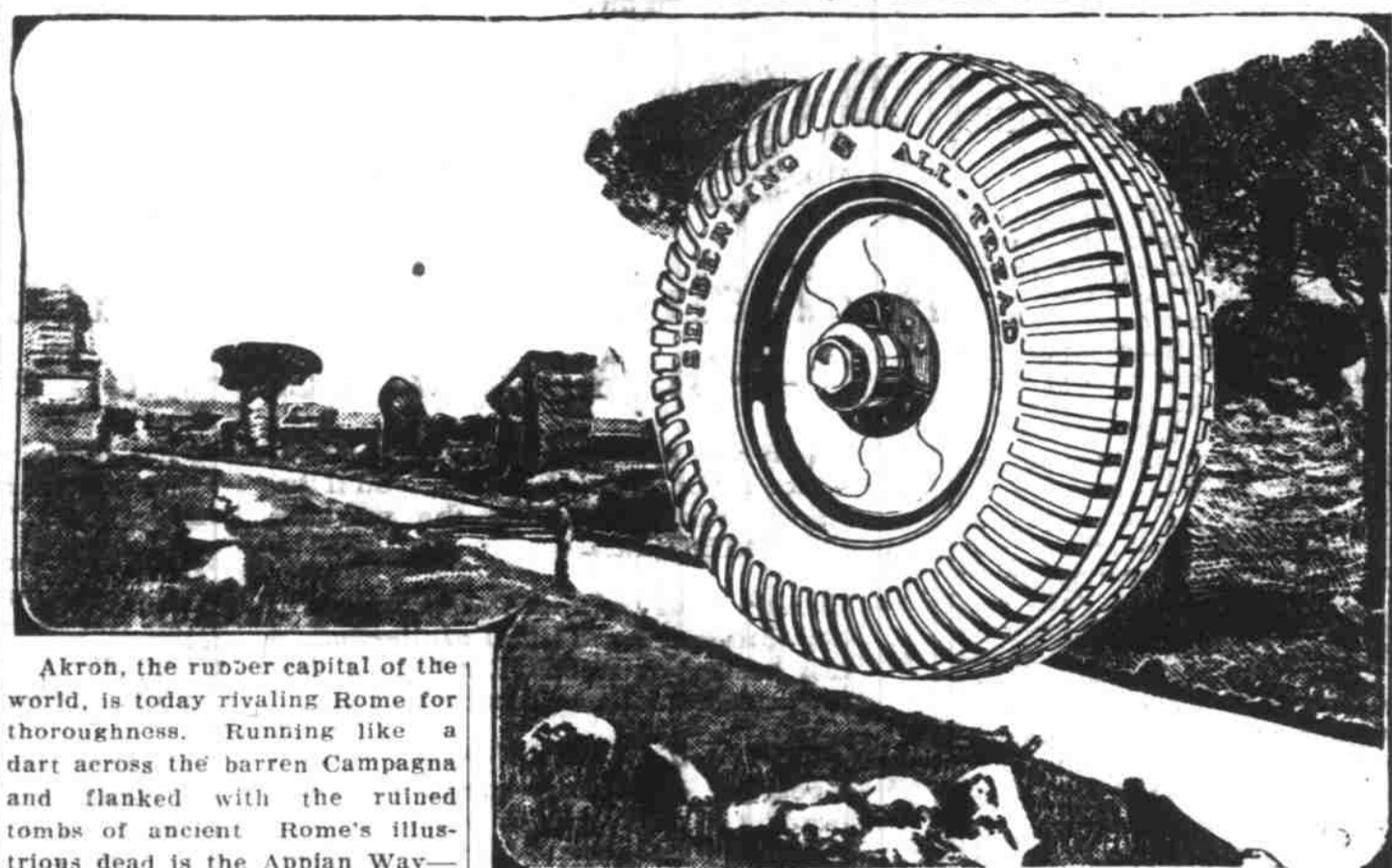
During the last fiscal year the federal road projects completed contributed a net addition of 9,417.3 miles to the mileage of improved roads in the federal aid highway system.

The United States Bureau of Public Roads has completed a map of the United States on which is shown the final location of the United States system of highways, consisting of approximately 80,000 miles of the most important roads in the country.

This system embraces 10 main trans-continental routes designated by numbers, each of which is a multiple of 10. The important north and south routes are numbered 1, 11, 21, 31, etc.

The plan contemplates that those important through routes shall have many variants and cross-overs to other routes which will reach practically every large city and serve every section of country.

Romans As Road Builders Now Find Rival In Akron's Rubber Pioneer



Akron, the rubber capital of the world, is today rivaling Rome for thoroughness. Running like a dart across the barren Campagna and flanked with the ruined tombs of ancient Rome's illustrious dead is the Apian Way—built more than 22 centuries ago. Constructed to withstand the tramp of Caesar's countless legions and the grind of chariot wheels, this great military highway has lived to feel the strain of tanks, caissons, and marching Fascisti of the modern Italy.

Through Gaul and Britain the modern traveler rides upon roads many of whose bases were laid under the direction of Roman centurians. The majesty of the empire has passed but their highways remain to prove the glory that was theirs.

The Romans did not learn to build roads in a day. Neither have the rubber companies perfected their improvements overnight. For 30 years Frank A. Seiberling has been building tires. He developed the first tire building machine and the cord tire. Today under his direction, a new process of vulcanization has been perfected, whereby the water-bath cure is substituted for the dry heat of steam. Tires are cured more uniformly, the natural oils of rubber and cotton are preserved and the new product is ready for service upon the modern Apian ways which stretch for thousands of miles across the United States.

Following the captain's desires the Franklin company is preparing a Franklin Sport sedan, the outstanding color scheme being La Force Gray which is very subdued and rich. The body, hood, fenders and shields will be of this color, striped with two heavy lines of Blue Bell blue. Wire wheels are provided, two spares being placed in the front fenders. The top, wheels, axles and superstructure will be black with a heavy line of Silver leaf striping the window reveals.

A special aviator's trunk will be placed on the rear. Lettering on the body and special laprobe will be C. A. L. The upholstery from the belt down will be of the finest Colonial Grain Blue-Gray leather while from the belt up the best broadcloth obtainable will be used.

Vanity cases and smoking trays will be in harmony with the side walls, a set of each being above the arm rest in the rear compartment.

The chassis will be the regular Franklin 25th Anniversary model, powered with the Franklin air-cooled motor.

Captain Lindbergh chose for his car an automobile powered with an air-cooled motor, the same principle as employed on the Wright Whirlwind that he has praised so often since landing in Paris. The choice was made at the American Embassy in Paris to E. G. Williams, European representative of the Franklin Automobile company of Syracuse, N. Y.

When informed by cablegram and personal call that H. H. Franklin, pioneer of air-cooling had offered him the choice of any Franklin car in appreciation of his wonderful demonstration of air-cooling, he said "regarding air-cooling—none better." He expressed a wish to possess a Franklin sport sedan but specified that "it must be of an inconspicuous color."

The captain said that he would like to call on Mr. Franklin and talk over the many advantages of air-cooling that his experience had taught.

State Motorists Reopen Seaside Touring Bureau

The Oregon State Motor association has reopened its touring bureau at Seaside for the summer season. This touring bureau will again be under the direction of Mrs. Martha Payne who has conducted this bureau for the past several years.

OLDSMOBILE WILL EQUIP CARS BETTER

Buyers Ask More Accessories to Meet Changed Traf- fic Conditions

The trend of automobile buyers to desire a fully equipped car is becoming more and more pronounced. What were only a few years ago regarded as luxurious accessories are today recognized by engineers as vital necessities and rightly so due to changed traffic and road conditions.

This recognition has been demonstrated by Oldsmobile when, in a recent announcement of lower prices, it also announced that hereafter all Oldsmobiles would be equipped with front and rear bumpers, rear vision mirrors and automatic windshield cleaners. These are considered by Oldsmobile engineers to be vital necessities under present driving conditions.

When the first Oldsmobiles were built nearly 30 years ago the old timers, was a whip socket on the dash, and that was there because the maker of the dashboards had always included a whip socket on his buggy dashes and "danged if he would make them any different."

During the intervening years improvement after improvement has been made, and usually these came out first as accessories and later were adopted as standard equipment. With the introduction of this equipment as standard on Oldsmobile it is now possible to purchase at a price under \$900 a six cylinder closed car with needed accessories included in the purchase price.

The Oldsmobile price reductions, announced at the same time as was the fully equipped car, average approximately \$100 on all body types.

310 Million Barrels of Gasoline Consumed

NEW YORK—Domestic consumption and exports of gasoline in the twelve months ended April 30, 1927, totaled 310,105,000 barrels, an average of 849,600 barrels daily, according to government figures. This compared with 288,221,000 barrels, an average of 734,850 daily, in the year ended April 30, 1926, an increase of 15.6 per cent.

This is a much larger growth in consumption than is indicated by the Bureau of Mines figures for the first four months of 1927. In the latter period gasoline consumption totaled 95,997,000 barrels, 799,100 barrels daily, an increase of 11,381,000 barrels, or 13.4 per cent over the corresponding period last year. The moving daily average for twelve months period, however, takes account of seasonal variation in consumption and provides a more accurate gauge.

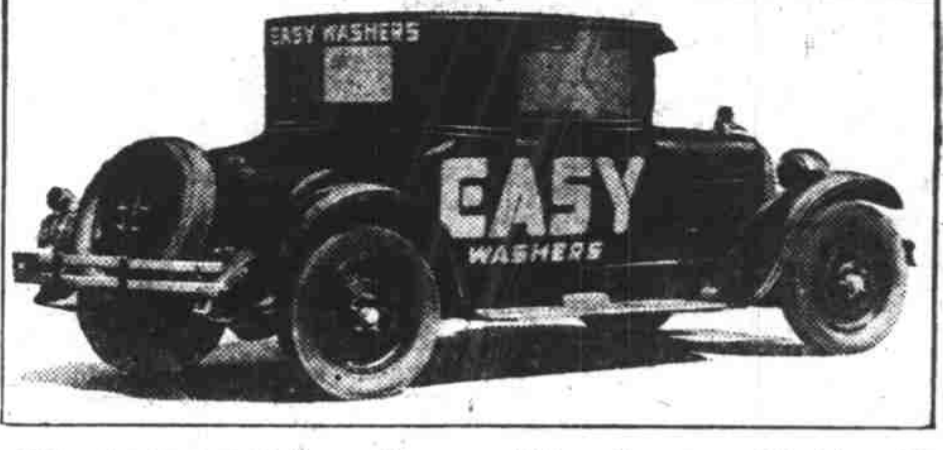
DOWN THE ROAD—

THE CONSCIENTIOUS COP WHO REFUSED TO BE OGGLED INTO SUCH A STATE OF PARALYSIS THAT HE COULDN'T TAG THE CUTIE CORNER-CREEPER.



Popular Policemen

AUTOMOBILE LOWERS SELLING EXPENSE



Like the United States mail service, the telephone, telegraph and fast continental trains, the automobile has proved its worth to business. Today it stands in the front rank of those agencies upon which business is absolutely dependent, in the opinion of L. R. Boulware, general sales manager of the Syracuse Washing Machine company. Mr. Boulware believes that the automobile has attained its present commanding position because its adaptation to a thousand and one business needs has been fundamentally sound. More than ever before the business man of today realizes that the motor car makes money for its owner, he says.

Glaring Headlight and Spotlight Very Dangerous

"The most dangerous situation facing the motorist today is the glaring headlight and spotlight," said A. E. Shearer of the Oregon State Motor association. "Visitors from all coast states comment upon the dangerous condition attending night driving in Oregon."

"The last two sessions of the legislature have attempted to correct this evil and the second effort became a law only a few days ago.

"There was a decided difference of opinion as to the advisability and efficiency of the law passed by the 1925 session and as a consequence it was not enforced and motorists disregarded it. The law as passed by the last legislature is one on which all authorities agreed and it is highly desirable that this law be enforced by all law enforcement agencies.

Precedent Set in New York for Oil Dealers

The Oregon State Motor Association calls attention to the precedent recently established in New York State regarding oil bootlegging or the substitution of lubricating oils.

The New York courts recently sentenced a dealer in oils to ninety days in the city jail for substitution of lubricating oil.

Imprisonment instead of fines has a far greater moral effect, the Motor Association points out, and the sentence has had a very beneficial effect on the New York situation.

Association Secures Beakey in Engineering Department

John Beakey for seven years with the Oregon state highway department has recently been added to the engineering department of the Oregon State Motor association.

Mr. Beakey's last position with the state highway department was engineer at Grants Pass and his position with the Oregon State Motor association will be that of posting signs in line with the established program of the association.

Autos Take 529 Lives in Month Report Shows

The Department of Commerce announces that during the four weeks ending May 21, 1927, automobile accidents were responsible for 529 deaths in 77 large cities of the United States. This number (529) compares with 493 deaths during the four weeks ending May 22, 1926. Most of these deaths were the result of accidents which occurred within the corporate limits of the city, although some accidents occurred outside of the city limits.

JUNE 30 LAST DAY TO ASK TAX REFUND

Commercial Organizations Must File for Return of "Peddlers' Tax"

The Oregon State Motor association desires to call the attention of all commercial organizations to the necessity of filing an application for refund and the refund of the iniquitous "peddlers' tax" before June 30, 1927.

It will be remembered that when the smoke had cleared and the curtain rang up on the 34th regular session of the legislative assembly, one of the first bills introduced was directed at the remedying of the condition created by the nefarious "peddlers' tax." This tax compelled those who used their motor vehicles for commercial purposes and who travelled more than five miles beyond the corporate limits of the city in which their place of business was maintained to pay an additional 50 per cent fee.

Throughout the session the battle to eliminate this provision from the motor vehicle code was long and hard. Senator Joseph E. Dunne, president of the Oregon State Motor association, fought valiantly for the repeal of this section and the senate was all for it. In the house, however, certain members who fought valiantly against it—finally, as a compromise, a measure was passed which was intended to eliminate from the scope of this additional burden all cars used for commercial purposes excepting those actually used in the delivery of merchandise.

The change, when finally adopted, bore an emergency clause, and became effective immediately. However, prior to the adoption of this new law, many owners of motor vehicles affected by this law, had already paid the additional tax. The legislature recognizing that it would not be fair to penalize the man who paid for something he would not have had to pay for had he waited, passed a law providing for a refund of the additional 50 per cent.

KLINGLER NAMED AS SALES MANAGER

Well Known to Chevrolet Dealers Throughout North west Territory

R. H. Grant, vice president of the Chevrolet Motor Company, in charge of sales, announced this week the appointment of H. J. Klingler as general sales manager, and it is well known to Chevrolet dealers of the Northwest, having already included this territory on two itineraries and taken a leading part in the series of dealer sales meetings held by the official party headed by Mr. Grant which visited the Northwest in last March.

In his new position Mr. Klingler assumes a much greater responsibility in the direction of Chevrolet sales. The new arrangement will permit Mr. Grant to devote more time to personal contacts with the Chevrolet retail organization throughout the country and more thoroughly to comprehend field conditions and dealer problems.

The new general sales manager has been associated with Mr. Grant in sales work for many years. He joined the Chevrolet organization in June, 1924, as sales manager of the St. Louis zone. One year later he was called to Detroit as an assistant general sales manager, the capacity in which he has served for the last two years.

"We are informed that owing to the tremendous volume of business transacted by the company since its \$10,000,000 expansion plan was carried into effect," said G. H. Newton, "field problems have made it imperative for Mr. Grant to be relieved in part of his manifold duties, and naturally he selected one of his ablest lieutenants. Each succeeding month Chevrolet establishes a new production and sales record, that for April being 111,937 units."

PEDESTRIAN RIGHTS EXPLAINED IN LAW

Second Installment of Motor Provisions for Oregon Pub- lished Today

What are the rights of the pedestrian and the motorist, respectively, on the streets and highways of Oregon?

This is a question on which much has been written and said, due to the fact that many traffic accidents involve an automobile and a pedestrian, and this class of accidents is more frequently serious than those in which two automobiles are concerned.

The answer, of course, is to be found in the traffic laws of the state; but since comparatively few people have access to those laws, and since the lack of proper information is evidenced by the prevailing disregard of their provisions, The Statesman, in cooperation with a number of local automobile dealers, is publishing from week to week in the automobile news section, passages from these laws.

King's Traffic Signal Adopted by Civilians

LONDON.—(AP)—Phebeian automobile owners have discovered that the two bright blue flambeaux with which King George's automobiles are fitted enable His Majesty to get through the thickest traffic jams as easily as a fire truck.

As a result the metropolitan police are kept jumping by the appearance of a multitude of cars similarly fitted. It is being whispered that one police constable, angry at being fooled into standing at attention so often while the "king" passed, decided to stop the next car so fitted and give the owner a good "bawling out." But he picked the wrong car. It was the King's.

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