

ROADSIDE MARKETS DO HUGE BUSINESS

Resentment of Farmer Against City Tourist Dis- appearing As Result

WASHINGTON, D. C. Sept. 17.—Roadside markets have done a roaring business during this touring season and a conservative estimate places at \$100,000,000 the produce that motorists will buy direct from the farmers in 1927.

This estimate is based on reports from road cars of the A. A. A. and from many of the individual clubs of the national motor federation. Reports disclose that while roadside marketing has received more intensive development in some states than in others, the growth of the movement is essentially on a national scale.

"This is an aspect of the national business created by motoring that is assuming major importance," Thos. P. Henry, President of the American Automobile Association, declared. "At the present rate of growth it should become a half-billion dollar business within a few years."

Mr. Henry called attention to the fact that in order for the farmer and his cash customers, the motorists from the city, to reap the full benefit from the facilities afforded by the roadside market, certain abuses had to be eliminated. He said:

"The farmers, as far as our reports indicate, deal honestly with their clients and it is not their fault if dishonest traders from the city rent corners at country crossroads and sell to unsuspecting motorists produce purchased in city markets, and at much higher prices than that produce could demand in the city."

"This is still going on but it can easily be eliminated if all the states follow the example of states such as New Jersey, Massachusetts, Rhode Island, and others, in which roadside marketing associations have been set up. These organizations will not only increase business but they will be able to eliminate the dishonest trader."

The A. A. A. executive believes that roadside trading has done much in the past few years to modify the lingering antagonism of the farmers toward the city motorists. There is still, however, he says, room for improvement in their relations.

"No class of property owners," he said, "is more jealous of the rights of property and the sanctity inherent in such rights than the American farmer. Bearing this in mind, it is not at all surprising that the occasional depredations of the rural community provoked the fierce resentment of the farmers."

"This has been rather unfortunate from the standpoint of the

(Continued on page 2.)
**AKRON WOULD USURP
AVIATION LIMELIGHT**

Solution of Trans-Oceanic Traffic Lighter-than-air, says Seiberling

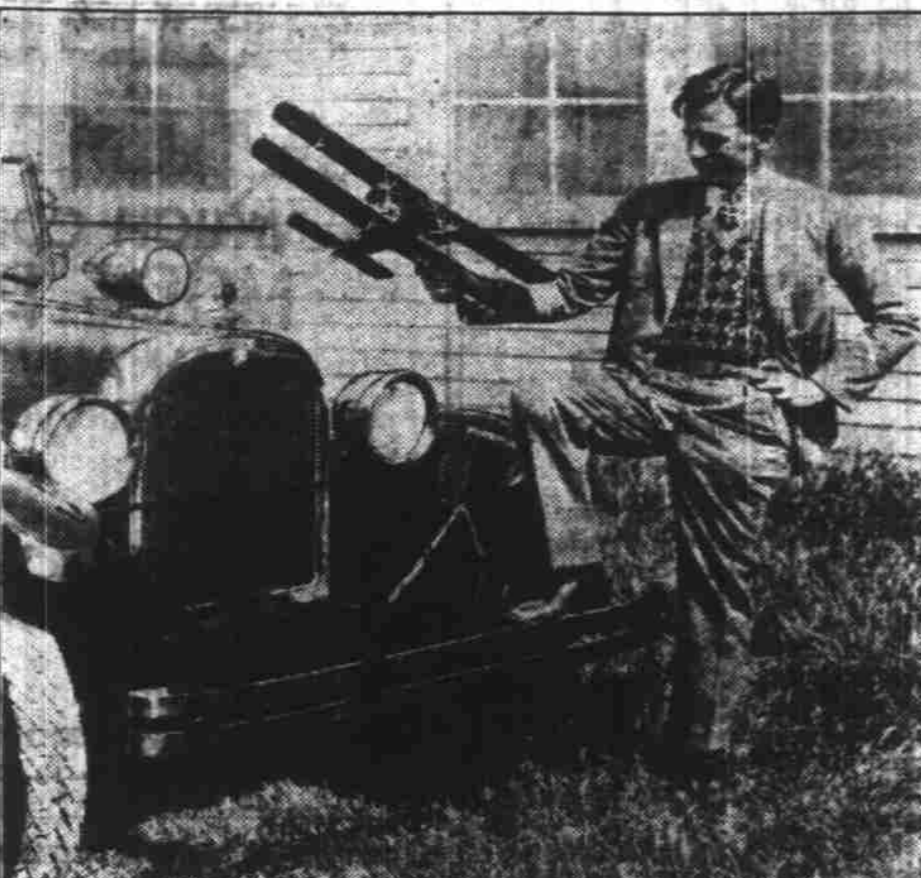
AKRON, Ohio—With airships jumping to foreign ports while Colonel Lindbergh campaigns for more domestic airports, Charles W. Seiberling, recently elected president of the Akron chapter of the National Aeronautic association, believes that the city of Akron should be the center of the lighter-than-air craft industry.

While public interest at present is centered largely in the airplane, the president of the Akron air club, who is vice-president of the Seiberling Rubber Company, declared today that "trans-continental and trans-oceanic dirigible routes are not just a probability but a certainty that will be realized within another ten years. The dirigible of the future will be 1,000 feet long, be more luxuriously equipped than the most modern Pullman cars and steamers and will cut traveling time between distant points in two."

"Akron, which is the home of the dirigible, should be the center of the industry in the United States. This city is already the headquarters for the large captive balloons made for the Army and Navy."

"A good landing field is essential to the industry and all those who work for a municipal airport are striving to make Akron one of the most prominent air cities in the United States."

"Mechanical Dependability Most Vital Asset to Safe Flight," Says Donald Douglas, Builder of Round-the-World Airplanes



Mechanical dependability is the one vital asset to safety in flight, according to Donald Douglas, builder of the planes which flew around the world in 1925. Mr. Douglas, president of the Douglas Aircraft Corporation, of Santa Monica, Cal., is shown beside a Dodge Brothers roadster, also widely known for its dependability, holding a model of one of the huge three-motored planes he is now building for the Government.

PRIZES FOR SAFETY IDEAS TOTAL \$1000

American Road Builders' Association Seeking Means of Saving Lives

Prizes totaling \$1,000 were offered by the American Road Builders' association for the best ideas for reducing the number of highway accidents occurring each year. The contest, which is being held in connection with a national safety campaign, is open to everyone. It will close midnight November 15.

More than 114,000 persons have been killed and nearly three and a half million injured during the past five years as a result of highway accidents, the association stated in explaining the need of such a campaign. Last year the accident toll was 25,302 killed and 759,060 injured, and the economic loss resulting from accidents was \$638,875,500. The figures have been mounting steadily for five years.

The American Road Builders' association, which is the world's largest organization representative of the highway industry, has inaugurated its safety drive in an effort to start the accident figures on a downward path. The contest, designed to bring out new ideas for safety, is an important part of the campaign.

First prize in the contest is \$500. There will be nine other prizes, totaling \$500. The awards are offered for "the best workable plan that will decrease street and highway accidents. The plan" the association explains, "may be a complete comprehensive thesis covering the entire subject or a mere description of a single idea that would contribute to highway safety. The plan must be practical and capable of being put into operation at reasonable expense."

Winners will be announced in the press and by radio January 11, 1928, during the annual convention and road show of the association in Cleveland January 9 to 13. A report compiled from the ideas submitted for the contest will be presented to the convention.

250,000 Service Stations Now Operating in Nation

The Oregon motor association points out that the huge increase in the number of gasoline filling stations has caused a flood of inquiries regarding the number of these stations that are now in existence.

One of the larger oil companies made a recent survey of gasoline filling stations and their survey shows that there are now more than 250,000 such stations operating in the United States. This company is also authority for the statement that five years ago only 12,000 stations were in existence.

In 1925 motor vehicles consumed 9,788,935,560 gallons of gasoline. This business, distributed equally among 250,000 filling stations, would give each an average sale of 39,160 gallons. Every station would have an average patronage of 88 motorists, each of whom would purchase about 450 gallons of gasoline annually.

OLDSMOBILE BREAKS ALL SALES RECORDS

Beats All August Marks, Second Heaviest Month in Sales History

Oldsmobile broke all previous August records last month, according to data from officials of Olds Motor Works. Total factory shipments of Oldsmobiles not only exceeded any previous August record but was also the second largest month in the entire history of the company.

Shipments so far this month and the schedules for the remainder of September presage another record will be broken. The schedules equal the total of the record breaking August just passed and are considerably higher than those of last September, which was the record month of 1926.

During all of August the Oldsmobile plants were working at factory capacity and the receipts of materials. In spite of this record production the company found it impossible to fill all orders, more than 3,500 car orders remaining unfilled at the end of the month. "The same record production is being maintained this month."

Retail sales conditions practically in every section of the country are excellent, according to D. S. Eddins, vice president and general sales manager of Olds Motor Works. Both the Atlantic and Pacific coast sections are increasing their orders for cars. The same condition applies through the lake region, with Chicago and other centers reporting increased business. The middle west, including the grain area also is showing marked improvement, taking the increase in Oldsmobile sales as a criterion.

Ground has been broken and construction work is now under way on the \$3,000,000 expansion program which will substantially increase Oldsmobile production facilities.

With Oldsmobile factories working at capacity without keeping pace with orders, these additional manufacturing facilities and buildings are greatly needed to permit the factory to cope with the increasing business.

Overseas Sales Largest General Motors Reports

In the first six months of this year the sales of General Motors cars to overseas dealers were the largest in any half year in history, according to an announcement by Alfred P. Sloan, Jr., president of General Motors. The total in the six months ending in June was 92,452 cars and trucks compared with 63,797 in the first half of 1926, an increase of approximately 44.9%. Sales in the first half of this year exceeded those of the last half of 1926 by 37,458 cars, or more than 63.1%.

Vancouver to Olympia Longest Concrete Road

The longest strip of concrete road in America lies between Olympia and Vancouver, Washington, says the Oregon state motor association in a recent news item. This distance is 135 miles. There are five other continuous stretches of concrete more than one hundred miles long.

In Missouri the road between Kansas City and a point west of Columbia is 125 miles in length, and the road between Neosho and Springfield, 102 miles long. In Minnesota the road running from Rock Creek to Knife River is 112 miles long and the road from Ancker to Brainerd, 110 miles long. In Wisconsin the road from the State line south of Truesdell, around Milwaukee to Waupun, is 118 miles.

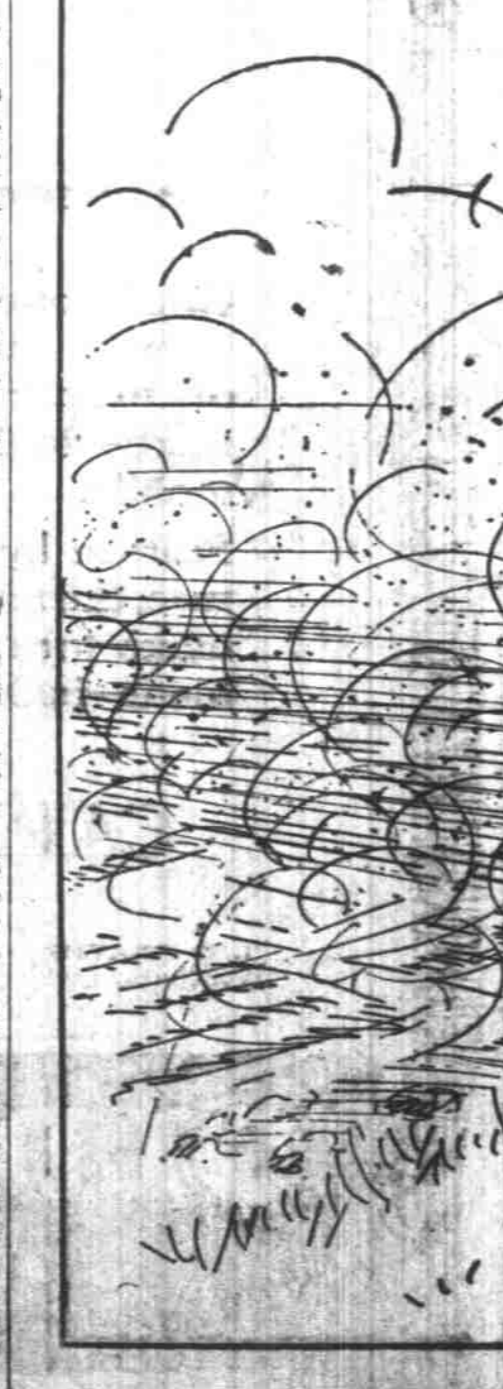
The State of Washington has long been an exponent of concrete roads and rapidly other states are following its example.

Have you ever played bridge on rubber?

For bridge players who like to smoke while they play, and for others who desire refreshments, or "what-have-you," the Seiberling Rubber Company has produced a new card table cover called Kemi-suede, which is not only a fine table top for card "sharks" but which is waterproof, ink proof and proof against all "what-not" stains.

This is one of the newest editions to the 30,000 rubber products made in Akron.

DOWN THE ROAD



By FRANK BECK

Seeing Is Believing

MAY ENTER STATE FAIR RACES



Ray Lamplin, 1925 dirt track champion of the world, he may start in the auto races at the Oregon State Fair Monday, Sept. 26, his entry depending on whether or not he gains possession of the Wisconsin Special, with which he wants to hang up some new western records.

DRIVER DETERMINES SERVICE TIRE GIVES

Heat and Speed Also Greater Factors Than Material, Says Dealer

Amazing revelations from road tests on auto tire treads demonstrate emphatically that, regardless of tread quality, the life of a tread is dependent far more on three other factors of wear than on the quality of the tread, according to Russ Smith, local Miller tire dealer. Heat, speed and the driver determine the life of a tire tread in a variation of about 600 per cent, tests have proved.

Miller tire engineers have demonstrated that standard tires, under various conditions of heat and cold, vary in tread wear to the startling total of 600 per cent. The same standard tires, driven at reasonable speed, in cool wet weather, by careful drivers and interchanged at frequent intervals, vary only five per cent in tread wear. Thus, the net result shows that speed, climatic and driver conditions account for a variation up to 600 per cent, while proper conditions show a variation of only five per cent.

Treads made from rubber stock, which is far inferior to rubber used in any standard tire tread, were tested in cool weather at reasonable speed and were interchanged on the wheels, making records of 12,000 miles. The same quality treads tested at high speed, in hot weather and without being interchanged on the wheels, were worn out at 2,000 miles.

All these tests were made on treads over the highest grade of carcass construction. Manufacturers claim that the life and stamina of a tire in the carcass and offer as proof statistics showing that only five per cent of all tires are discarded with the tread worn out.

Manufacturers claim that these tests demonstrate, unequivocally, that speed, driver and weather conditions are much greater causes of premature tread wear and tire destruction than the quality of the tread.

VETERAN OF DIRT TRACKS ENTERED

Fast Drivers Billed for Events on State Fair Auto Race Program

Irving "Puddy" Hoffman of Racine, Wisconsin, who since the retirement of Louis Disbrow, lays claim to being the greatest of old time veteran dirt track drivers, is the first to make entry for the Oregon State Fair auto race program on Monday, September 26.

Hoffman's entry came in as the early bird aspirant for honors to Secretary Ella S. Wilson of the Oregon State Fair, and from the date listed on the blank, the Wisconsin racing star will be seen in the press headlines when he crashed through the fence at Helena, Montana, during a hot battle with Eddie Hearne and Louis Disbrow, and then was picked out of the ambulance to go back as a relief driver the next day, and cop honors during the inaugural of auto racing in Montana.

Hoffman was again in the benzine fracas in 1915 at Helena, Billings, and Salt Lake, and in 1920 he came west again, and this time crossed the "great divide" to put his skill against western drivers at Vancouver, Yakima, Salem, Boise, and Salt Lake City.

Like Tennyson's immortal brook, Hoffman goes on and on and each year finds him back with his experience against the newer generation of drivers who have come to the fore with the baby-motored cars in the past few years. While bearing the distinction of being one of the oldest of race drivers, Hoffman is laying claim to being one of the youngest of grand athletes, having married when but a youth and now proudly pointing to his daughter, to whom recently the star's visit brought an embryo racer in the shape of a bouncing baby boy.

Hoffman will enter the "large car" class events, and the open races at the Oregon State Fair. Secretary Ella S. Wilson of the Oregon State Fair is going out for big game for the auto races which will feature the annual event on Monday, September 26, and is attempting to secure for the speed events the entry of the famous Wisconsin Special, which holds practically all the world's records for beach, mile, and half-mile tracks.

Secretary Wilson has been burned (Continued on page 6.)

CHRYSLER RED-HEAD MEETS BIG DEMAND

New High Compression Engine Strong Factor In Heavy Sales

Popularity of the newly developed Chrysler high compression engine has been so great since its announcement late in July, according to advices received from company officials by Fitzgerald-Sherwin Auto company that in spite of exceptional activity in factory production they are unable to keep pace with the orders pouring in on them.

All three of the new Chrysler models introduced in August, the "52", "62" and "72", are meeting with an overwhelming public demand, the officials say, and the tenor of urgent requests coming from every part of the country for increased dealer allotments of cars equipped with the "Red-Head" proves to them that the remarkable performance of the high compression engine has made a profound impression on the motoring public.

A large portion of the orders being received ask for 100 per cent "Red-Head" equipment on cars wanted, the officials state. The new high compression engine is standard on all Chrysler roadsters, including the Imperial '80" and the three new models just put on the market, and is optional on all other cars of Chrysler production. All owners of six-cylinder Chryslers produced since July, 1925, are also given the opportunity of installing the new "Red-Head" equipment on their present engines.

"Automobile engineers have long wanted to build engines of higher compression but have been held back partly because of inadequate national distribution of high compression gasoline and partly because to use a high compression motor meant to build a car able to stand additional strain," said J. W. Frazer, Chrysler sales manager, in discussing his company's new engine development.

"Now that high compression everywhere we are going to see the adoption of high compression engines generally throughout the industry. Naturally, the Chrysler corporation is pleased that it was the first to announce production of a motor of the new type. "Chrysler engineers, however, anticipated the coming of the automobile era now opening. Looking forward to the day when compression gasoline would have a nationwide distribution, they set about building a car strong enough to meet the demands of a high compression engine. For example, the Chrysler car is built with an unusually powerful bridge-like crankcase webbing, with a staunch, firmly supported crankcase—seven-bearing in all sizes—and with special alloy steel valves suitable for use with high compression fuels.

The new 1928 Chandlers have custom design bodies which are constructed and finished complete in the Chandler factories. Special attention has been paid to secure a long, graceful, low effect without decreasing the headroom inside.

Two New Jersey policemen are accused of having stolen two roasting chickens from a delicatessen window. It never pays to get too familiar with chickens.

HUGE TIRE DEMAND HANDLED AT AKRON

140,000 Units Produced Daily, Reports Local Seiberling Salesman

Current output of automobile tires in Akron is over 140,000 units a day, according to a representative of Zosel's Tire Shop, local Seiberling dealer. At the present rate of production Akron plants alone will produce and sell 45,000,000 castings and 75,000,000 tubes this year.

This remarkable output of the rubber companies is due, according to the local dealer, to the increased use of automobiles in business as well as for pleasure. The use of automobiles by business men in making calls in different cities has shown a great increase this year and has done more than any one thing to increase the prevalence of two cars to each family.

The growth of the Seiberling business this year among the car owners who have been replacing tires on their present car has followed quite logically the satisfactory results which business men have obtained on their cars.

Seiberling commercial business, which is probably the most exacting of all tire accounts because of the hard daily usage, has always been larger than that of any other company, as far as the percentage of the total volume is concerned. Tires made by the new Seiberling water cure process this year, together with an increase of 24 per cent in the amount of rubber and of 25 per cent in cotton in each tire, have shown remarkable wearing qualities.