

MOTOR TRANSPORT SECOND
Motor transportation ranks as the second important business in Springfield, Illinois, exceeded only by food supplies, according to one of a series of studies by the U. S. Department of commerce. There

were 77 establishments engaged in the sale of automobiles and accessories in the Illinois capital in 1926. These enterprises during the year gave employment to 409 persons, selling goods valued at \$7,293,900.

ASK APPROPRIATION FOR LESSER ROADS

Wider Application of Vast Income From Gas Tax and Licenses Urged

WASHINGTON, D. C.—With more than a million dollars a day pouring into the various state highway treasuries from motor vehicle license fees and gas tax, political pressure is increasing for a wider application of this income and the inclusion of the lateral or secondary road in improvement programs to a larger degree than has been the rule in the past.

Justification for this demand, according to a bulletin from the American Highway Educational Bureau, appears to be grounded in the fact that automotive income is derived, not from the main road wholly, but from all roads, and that while there has been and still is an economic need for concentrating construction and maintenance on main routes, the time has arrived when the secondary road should be given a larger share of attention. Otherwise there will be a pyramiding of necessity for still heavier types of construction on main routes to the further neglect of the lateral roads. For it is now well demonstrated that traffic becomes more dense and loads jump in weight as fast as thickness and width are increased.

The question arises, therefore, whether it were not better to get more roads into daily service by applying a larger share of present and highway income to the simple and inexpensive principle of better drainage on lateral roadways, and thus spread traffic rather than increase its density by packing it still farther into so-called main routes.

A study of progress charts is beginning to show that there is a trace of economic error in the prevailing belief that a road is not a road until it is paved, whereas it really becomes a road in a modern sense when it has been well drained and thereby brought in to daily use.

Idle roadways due to poor drainage are getting to be an expensive bit of public property, the bulletin concludes, and it is not economic heresy to insist that roads in this condition should be given a larger share in automotive and gas tax receipts. On this point it is believed that legislative action in the future in state assemblies will intensify toward the principle of a wider and more inclusive distribution of monies received from the automobile for road improvement.

Enough Motor Vehicles To Transport Everybody

WASHINGTON — There are enough passenger cars and trucks

in the United States to move everybody—and his brother, the United States bureau of public roads revealed today in announcing that a total of 20,991,333 motor vehicles were registered in this country in the first six months of this year.

This represents an increase of 1,274,578, or 7 per cent, over the registration during the same period of last year.

States showing the largest percentage increases are Tennessee, South Carolina, North Carolina, Illinois, West Virginia, New Jersey and Massachusetts. It is worth noting

Chrysler Service School Reopened

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day. "From the very beginning of the company that bears his name Walter P. Chrysler has laid special emphasis on the imperative necessity for providing continuously improving service to owners," said J. L. Kenyon, director of Chrysler Service, in explaining the purpose and plans of the Service school.

"He misses no opportunity to impress on his associates in this organization the part that service plays in determining customer satisfaction with car ownership and the vital needs for constant endeavor to assure satisfaction. In the company's plans he has always made improved service a personal matter. He has encouraged the creation of new tools and machinery to make high grade service standard throughout the country's Chrysler organization."

"The development of the Service school was a logical extension of this unbroken policy. It trains Chrysler service managers and their important key men everywhere to use with the utmost efficiency the equipment evolved for

them by the company and helps fulfill Mr. Chrysler's desire that every Chrysler owner have at his immediate command the assured ability to maintain his car at the highest point of satisfactory performance."

Increased Exports Shown In Dodge Brothers Report

DETROIT—Following the announcement of active deliveries of cars and trucks to customers by dealers, Dodge Brothers officials point to increases in export shipments, those for July being 1,411, for August 2,707 and for September in excess of 3,500.

As of August 31, 1927, current assets were reported to be in excess of \$47,000,000, of which over \$6,500,000 marketable securities with current liabilities of about \$18,000,000. The truck division is doing the greatest business in its history, with shipments for July amounting to 2,567 vehicles, for August 4,134 and for September in excess of 5,000, and with orders on hand in excess of 2,300.

Seligman Studies Installment Plan

(Continued from Page One)

in this country and particularly in the merchandising of automobiles.

As an aid in the work of Mr. Raaskob placed at Professor Seligman's disposal the entire facilities and experience of General Motors corporation and its credit merchandising unit, General Motors Acceptance Corporation.

The exhaustive research work occupied over 15 months of effort by Professor Seligman and a large staff and embraced not only the automobile industry but all lines

of business in which consumer credit plays an important part. The results of this study will be published shortly by Professor Seligman.

In issuing the invitations Mr. Raaskob says:

"Quite apart from its direct relation to our own industry, we feel that this is one of the most vital subjects underlying our social, economic and industrial life; that it is extremely important that everyone, particularly those of us who are responsible in a large way for our country's financial and industrial developments as well as those of us who are engaged in studies of and writings on economic thought, should have a clear understanding of this important development which has grown so rapidly during the past ten years.

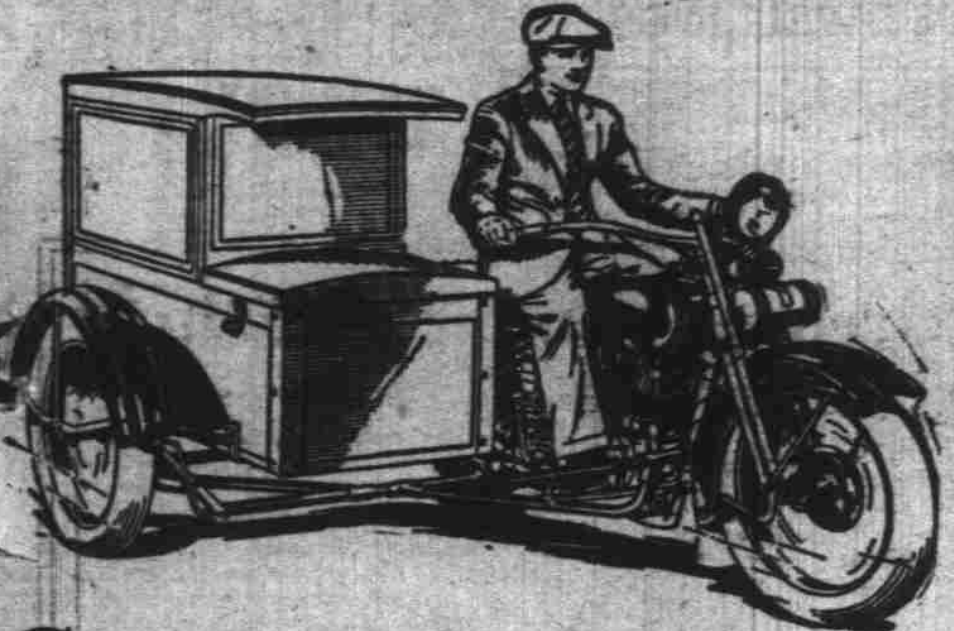
"Professor Seligman ranks as one of our foremost economists

and in undertaking this work at considerable personal sacrifice, I feel he has rendered an important contribution to the science of business.

"I believe all executives and

close students of industrial and social development in this country will be intensely interested in the results of Professor Seligman's work, which he has kindly consented to review at this dinner."

Quicker Delivery



Cuts costs, builds trade!

48 Lines of Business Now Using It!

- ACCIDENT DEALERS
- AUTOMOBILE DEALERS
- BAKERS
- BATTERIES
- CARRIAGE & DELIVERY
- CLOTHING STORES
- COLLECTORS
- CONTRACTORS
- CONTRACTORS
- DAILIES
- DAY STORES
- DAY CARRIAGES
- DAY GOOD STORES
- DEPARTMENT STORES
- ENGRAVERS
- FARMERS
- FARM COMPANIES
- FLORISTS
- FURNITURE STORES
- GROCERY STORES
- HARDWARE STORES
- HOUSEHOLD APPLIANCES
- INSURANCE COMPANIES
- LANDSCAPERS
- LEARN COMPANIES
- MEAT SERVICE
- MEAT MARKETS
- MECHANICALS
- NEWSPAPERS
- NEWSDEALERS
- OFFICE SUPPLIES
- PAINTERS
- PHOTOGRAPHERS
- PLUMBERS
- PRINTERS
- PUBLIC UTILITIES
- RADIO SERVICE
- REARTY COMPANIES
- SALADERS
- SHOE REPAIR STORES
- SHOE STORES
- STORES OF FURNACE REPAIRS
- SURGICAL & OPTICAL CO.
- TAILORS
- TRUCK DEALERS
- WINDOW CLEANERS

HARLEY-DAVIDSON Package Trucks meet the demand for quicker, more efficient, lower-cost package delivery.

It is already cutting costs and building trade in 48 different lines of business. In many cases it has replaced cars and bicycles, or supplemented trucks — making far more trips per day, at less cost per package.

"First through traffic" — safe — easily handled. Can always be parked right at the delivery point. Attracts favorable attention everywhere — a wonderful advertisement.

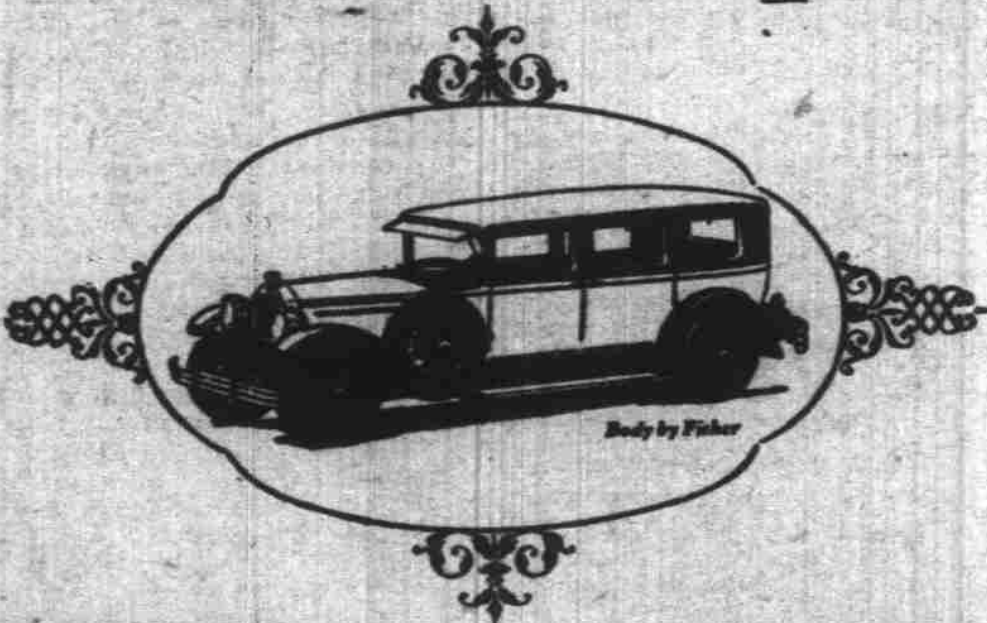
Use the Package Trucks to extend your trade radius, increase phone orders, build good will, and cut delivery expense. Let your Harley-Davidson dealer show you what this delivery has done in your line of trade and will do for you.

Harry W. Scott
"The Cycle Man"
147 S. Commercial Tel. 68

HARLEY-DAVIDSON
1/2 Ton Capacity | Package Truck

PER 3 MILE

Announcing The Buick Autumn Display



WE cordially invite you to attend a special showing of motor car fashions for 1928—

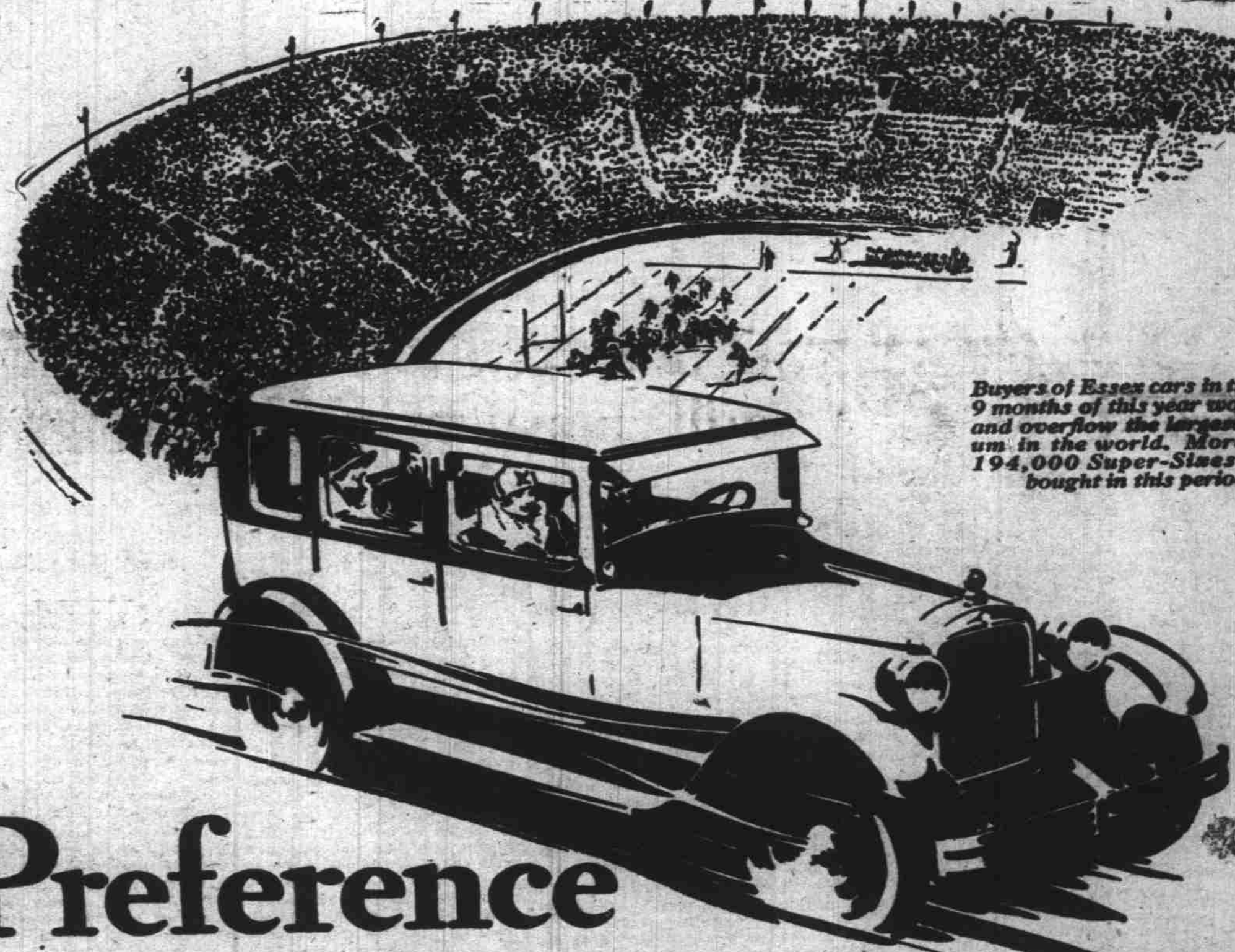
—introducing lustrous colors of lasting Duco...rich upholsteries of the finest quality... smart new appointments.

The Buick Autumn Display opens Saturday and will continue through the week. Don't miss this interesting exhibit.

NOVEMBER 12 to 19
OTTO J. WILSON

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Preference for ESSEX almost 2 to 1



Buyers of Essex cars in the first 9 months of this year would fill and overflow the largest stadium in the world. More than 194,000 Super-Sixes were bought in this period.

In outselling any other "Six" at or near the price, almost two to one, the signal thing is not merely the overwhelming preference for the Essex Super-Six, but the source from which it comes.

A great proportion of buyers are owners, former and present, of big and costly cars. They turn to Essex because they find:

- The smoothness and performance of their costlier cars.
- Comfort and riding ease not excelled in any car.
- The roominess and relaxation of their larger cars.
- Traffic nimbleness and handling ease unmatched in larger cars.
- Economy of operation and maintenance exclusive to Essex.

Engineered to long life, lasting reliability and lowest operation and maintenance costs, it represents the greatest value in all Essex achievement.

ESSEX Super-Six

ESSEX SUPER-SIX

2-pass. Speedabout	\$700
4-pass. Speedster	835
Coach	735
Coupe	735
Sedan	835

All prices f. o. b. Detroit, plus war excise tax

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