

OUR ROAD BUILDERS NOW ARE CROWDED

Forty Vehicles In United States To Every Mile Improved Road

WASHINGTON, D. C., Jan. 21.—There were 40 motor vehicles registered in the United States in 1927 to every mile of improved highway of every type.

The comparative figure for 1926 was 34 motor vehicles to every mile of improved highway of every type.

The comparative figure for 1918 was 17 motor vehicles to every mile of improved highway, showing in the ten-year period an increase of 130 per cent in the number of motor units to every mile of improved highway.

With the maximum load on the improved highways in 1927, each car would have had a space of only 44 yards in which to operate as compared with 52 yards in 1926 and 103 yards in 1918.

In making public these figures today, the American Automobile association, acting on behalf of its 958 motor clubs throughout the country, called attention to the serious extent to which the American car builders and the car owners are crowding the road builders of the nation.

The A. A. A. figures disclosing the gradual contraction of the available space for car operation on the improved highways of the country is based on the 1927 registration of 23,125,000 motor vehicles and a total of 575,000 miles of improved roads.

"The tremendous increase in the ratio of automobiles to the mileage of improved highways," said Thos. P. Henry, president of the A. A. A., "constitutes a situation on which national attention must be kept constantly focused if we want to keep car saturation at arm's length and if highway traffic is to move with a reasonable degree of dispatch and safety."

The A. A. A. executive declared that the time has come to bring more of the nation's secondary highways forward for the application of improvement programs to them as a means of increasing floor space and to relieve congestion on main highways. He said in part:

"In spite of the expanding road programs of the states and of the great impulse that the Federal Aid policy has given road building, this comparison of improved mileage and cars shows that the available surface is contracting in ratio to the units using it."

"If our improved mileage had been used at any point of time in the last 12 months by all motor vehicles registered each mile would have been called on to carry 40 gasoline-propelled vehicles. Assuming the same rate of speed, each vehicle would have a space 44 yards in which to move or crawl. In 1926 each car would have had an operating space of 52 yards, in 1918 each car had 103 yards. Thus we find that each year the ratio of improved mileage has constantly contracted in proportion to the number of cars."

"To imagine all our motor vehicles traveling over all our improved highways at the same time of the same hour of the same day is, of course, a trifle fantastic. But this does not affect the inherent ratio nor yet the significance of what the figures disclose."

"As a matter of fact, the improved highways constituting 575,000 out of a total of more than 3,000,000 miles of road, are carrying the load today and it is largely in relation to the improved surface that we must regard saturation and safety, as well as expeditions and economical highway transport."

"Our car producers and car buyers are crowding our road builders; the ratio of car increase from year to year is much higher than the ratio of improved roads, all of which spell increased congestion and the inevitable diminution of the open driving space on our roadways."

"The answer of course is more highways and more super-highways; the bringing of more secondary roads and connecting roads into improvement schemes. All this is going to mean heavier expenditures, in view of which we must have at the earliest possible moment, a clear-cut definition of how much of the bill the car owners shall in fairness bear. There is no doubt whatever that at the present the motorist is paying a disproportionate share of the burden. They are willing to pay more money for more miles than they want to call a halt in the ascending ratio of the cost of every mile that the trend of recent years has imposed on them."

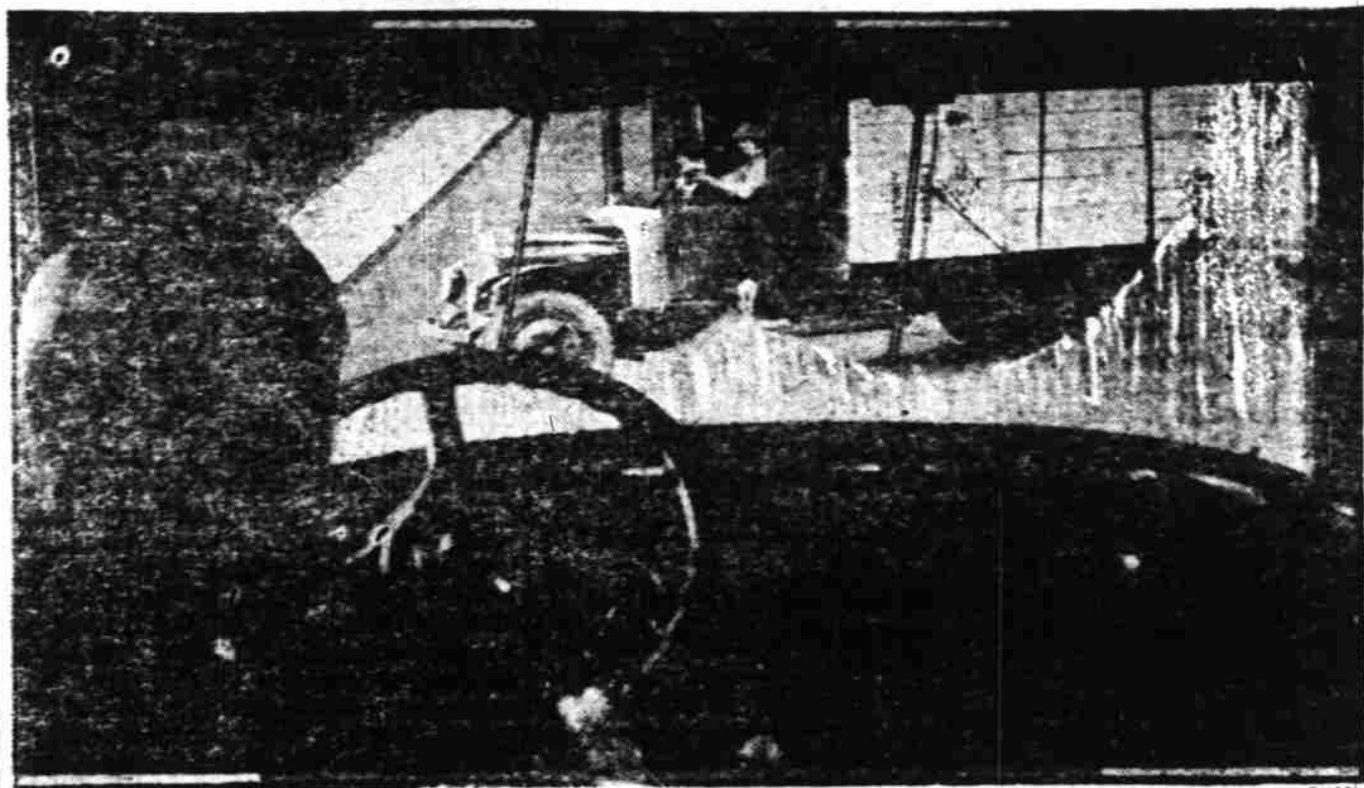
ROLLER BEARING COUNTER-SHAFT

The countershaft gears in the transmissions of Dodge Brothers passenger cars turn on roller bearings instead of plain bushings to increase the ability of the car to pull in the lower speeds and reverse.

Striking beauty is the keynote of the new Peerless Six-90 which is being shown for the first time at the Automobile shows.

The demand for cars of colorful appearance and zestful performance on the part of the younger set is responsible for much of the popularity of sport models, according to Chas. A. Tucker, Peerless sales manager.

KEEPING WINDSHIELD CLEAN



The problem of keeping both halves of the windshield free from rain has been successfully solved through the use of a double electric cleaner. Above photo from the Western Auto Supply Company shows efficiency of this safety accessory.

CABRIOLET COUPE MEETS WITH FAVOR

Willis-Knight Special Six Convertible Car Has Smart New Lines

To complete the line of body styles offered for 1928 on the Willis-Knight Special Six chassis, a cabriolet coupe of exceedingly smart appearance and commodious seating room for a model of this type is now being offered.

The cabriolet coupe combines both the advantages of the conventional type coupe and a roadster. It is equipped with a collapsible top which can easily be raised or lowered by one person in a moment's time. When driven with the top down the conventional regulation glass windows drop in to the doors. The windshield visor is permanently attached and is always in position whether the top is in a raised or lowered position.

The extremely smart lines of this car have made it a keen favorite with the younger set for town or country driving. A rumble seat is built into the rear section and is ample to accommodate two passengers. The design and construction of the seat and back permit the passengers to ride in real comfort. Access to the storage compartment is through a generous sized opening directly to the rear of the door on the right hand side.

The color scheme of the cabriolet coupe also is most attractive. The color below the belt is Rangoon blue while the color above the belt is Aleutian green. The striping is black and Kimball cream adding a touch that is most attractive to the eye. The upholstery of blue-gray leather is a perfect blend with the rich exterior color combination.

The instrument panel includes the speedometer, gasoline and oil pressure gauge and ammeter and are attractively grouped. Regular equipment also includes automatic windshield wiper, rear view mirror and other conventional refinements. Four-wheel brakes, of

course, are standard equipment as on all products of the Willis-Knight company.

The Special Six chassis on which the cabriolet coupe is mounted is equipped with Beiflex shackles. These shackles are made of a high-

ly resilient rubber impregnated fabric, absorbing road shocks that ordinarily would be transmitted to the body and reduces to a minimum the wear on all parts of the car.

The Willis-Knight Special Six

CARS SHOW GAIN IN REGISTRATION

(Continued from Page One)

tires and accessories for the motor

STATE	RANK	1926	1927	Per Cent Increase
Alabama	31	225,651	243,539	7.9
Arizona	44	74,400	78,120	4.9
Arkansas	33	209,419	207,348	-1.0
California	2	1,614,479	1,708,685	5.5
Colorado	27	252,787	269,353	6.5
Connecticut	20	280,000	300,000	7.2
Delaware	48	45,100	47,355	5.0
Dist. of Columbia	38	110,000*	129,245	17.5
Florida	19	446,930	400,294	-10.4
Georgia	22	277,910	301,401	8.5
Idaho	41	95,500	100,227	4.9
Illinois	5	1,370,351	1,444,835	5.4
Indiana	9	774,425	817,749	5.6
Iowa	11	699,800	705,922	.9
Kansas	16	491,223	503,076	2.4
Kentucky	26	277,111	282,359	1.9
Louisiana	28	229,500	255,510	6.7
Maine	36	172,020	182,073	5.8
Maryland	25	264,018	287,429	8.8
Massachusetts	8	826,224	923,312	11.7
Michigan	5	1,122,828	1,140,455	1.6
Minnesota	14	627,256	663,439	4.2
Mississippi	32	210,500	239,749	13.9
Missouri	12	640,141	680,591	6.3
Montana	40	104,984	112,330	6.9
Nebraska	20	263,024	268,729	1.6
Nevada	49	23,999	25,873	7.8
New Hampshire	42	88,976	97,387	9.5
New Jersey	10	652,459	718,413	10.1
New Mexico	46	54,610	58,960	8.0
New York	1	1,798,091	1,974,722	9.8
North Carolina	17	391,000	428,181	9.5
North Dakota	37	158,000	160,928	1.9
Ohio	4	1,510,000	1,592,722	5.5
Oklahoma	15	490,000	510,000	4.1
Oregon	30	234,119	247,592	5.8
Pennsylvania	3	1,482,837	1,598,030	7.8
Rhode Island	39	110,734	120,012	8.3
South Carolina	34	181,105	199,399	10.1
South Dakota	35	168,120	169,766	.9
Tennessee	24	276,097	289,902	4.9
Texas	7	1,046,415	1,113,528	6.4
Utah	43	91,380	94,469	3.4
Vermont	45	74,071	73,285	-1.1
Virginia	21	321,879	336,384	4.5
Washington	18	362,279	403,000	10.9
West Virginia	29	227,678	250,421	10.0
Wisconsin	12	663,335	705,297	6.3
Wyoming	47	49,878	52,606	5.5
		22,273,643	23,579,002	5.9

*Estimated for year.

cabriolet coupe is powered by the Willis-Knight six cylinder sleeve valve engine, the power plant that has gained such a notable reputation for power, speed, smoothness, longer life, economy and general efficiency.

New Auto Supply Catalog Ready For Distribution

More than 5,000 individual automobile accessories, supplies and camping necessities are listed in the new 1928 catalog now being distributed by the Western Auto Supply Company stores.

"The Western Auto catalog has been a guide to economy for automobile owners since 1909," said Willis Clark, local manager of the company. "Experience has taught automobile owners of the west that they can depend on their Western Auto store for service, fair dealings and greater savings. Year after year, thousands of new customers come to us for their tires, auto accessories and camp goods."

"Hundreds of new, low priced articles are shown in the new catalog. Scores of nationally advertised products, names with which every car owner is familiar, are illustrated and fully described in this 128 page book."

"These books are now ready for local distribution and may be had at the local Western Auto store for the asking," says Mr. Clark.

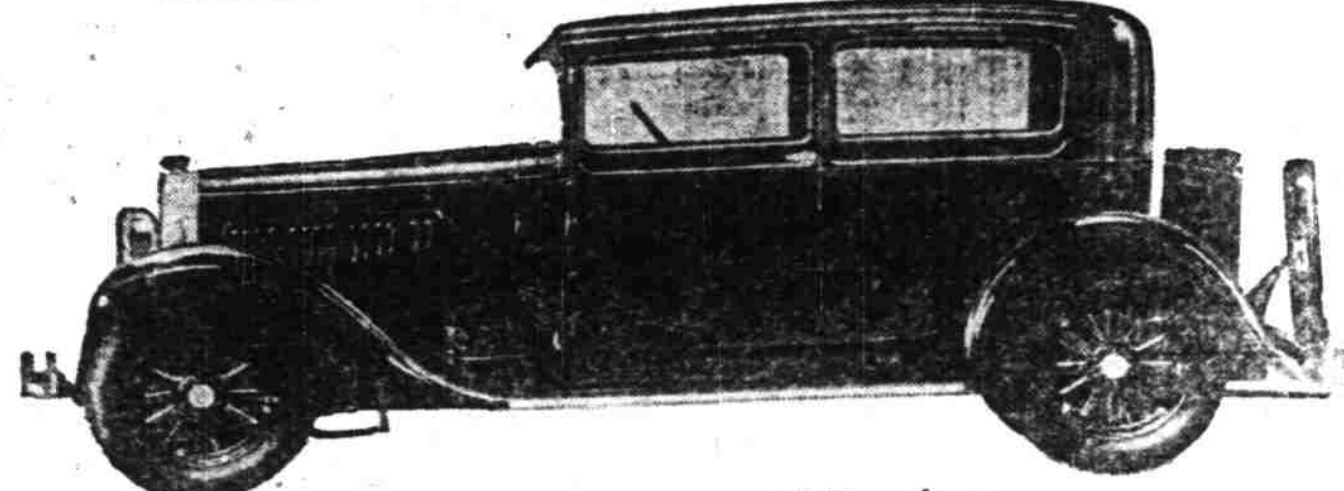
EDUCATIONAL WORK OBTAINS RESULTS

(Continued from page 1)

this pledge is not merely signed and forgotten. Letters, such as this one received by the association indicate the sentiment of school children—"I would like to become a member of the highway safety club. My sister Betty belongs and we both try to be careful."

"Newspapers give splendid position to the safety education articles. Many displayed the safety pledge on the news page every day. Magazines were equally cooperative; some gave full page editorials. Hundreds used the material with illustrations. Radio stations gave excellent help even to sacrificing music for the im-

BROUGHAM SURELY WINS ADMIRATION



Dodge Brothers Victory Six Brougham

portant message of highway safety. The highway safety campaign had the benefit of all these agencies in broadcasting its message and this has been done with very desirable results."

Western Giant and Wear Well Prices Announced

A new, low price schedule on Western Giant and Wear-well tires is now in effect at all Western Auto Supply company stores, according to Willis Clark, local manager of the company.

Mr. Clark stated that the present prices are the lowest in the history of the company and offer the greatest value, dollar for dollar, of any tire ever sold by the Western Auto stores.

"During 1927 more than \$6,000,000 worth of Western Giant and Wear-well tires were sold by the Western Auto Supply company stores," says Mr. Clark. "These same popular names of tires are now offered at the lowest prices in Western Auto history."

"These low prices can be made still lower by using old, worn tires as part payment on new,

fully guaranteed Western Giant and Wear-well tires. Even if the old tires do seem good for a few more miles, the car owner will be more than repaid for turning them in at this time, not only from the saving in money alone, but from the satisfaction he receives in knowing that the tire equipment on his car will save him worry and freedom from trouble," concluded Mr. Clark.

Intense interest has been manifested in the 1928 Peerless Six-90 by the new low prices recently made public.

POWER

Power is the mover of goods—the very source of transportation, the essential permanent servant of commerce.

In the new line of Graham Brothers Trucks and Commercial Cars power is the perfect servant—sure, smooth, irresistible, elastic in its capabilities, instantly responsive to your bidding.

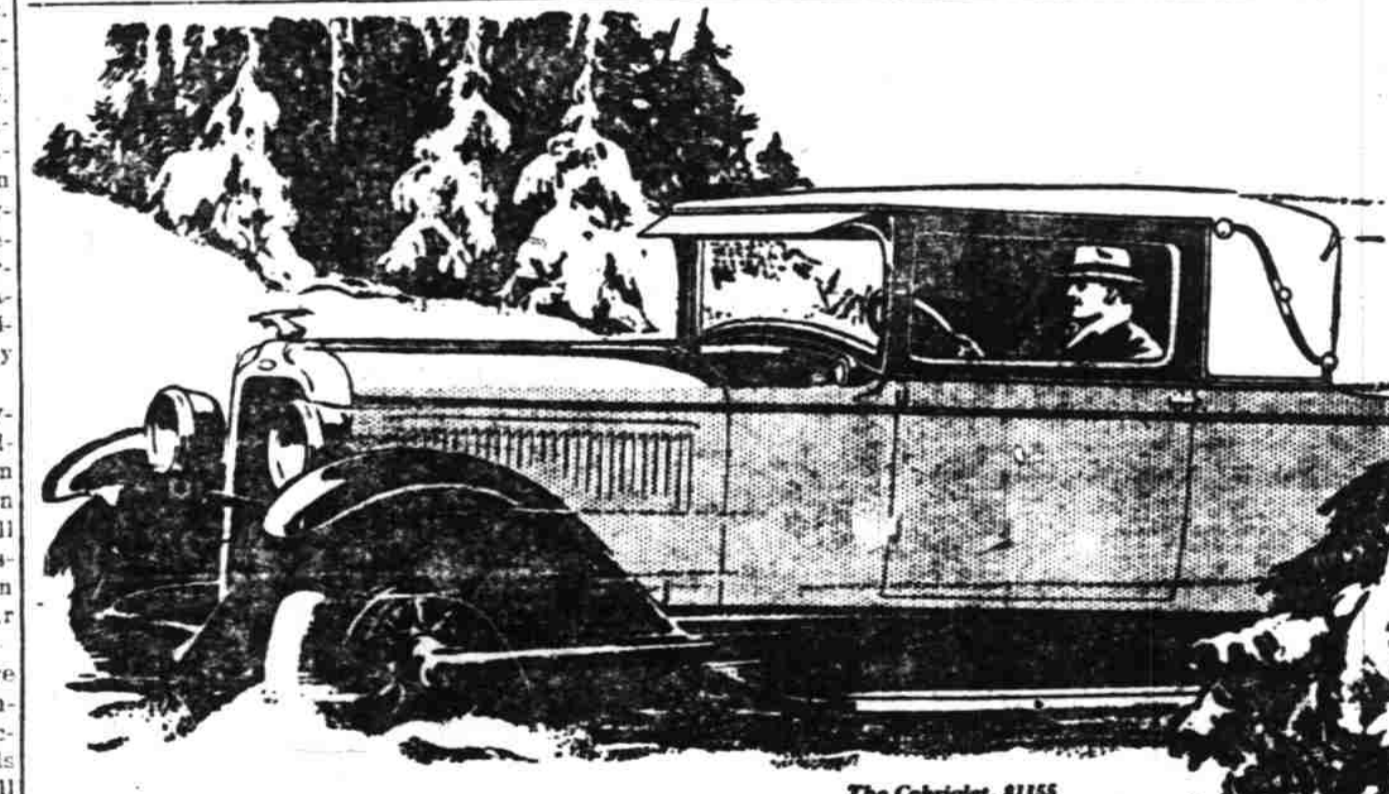
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Here is a wealth of power . . . of smoothness, snap and speed . . . of vivid style and luxury reflecting the famous body craftsmanship of Fisher. Here are

such features of advanced engineering as the G-M-R cylinder head . . . gasoline pump . . . crankcase ventilator . . . harmonic balancer, air cleaner and oil filter. Here is exactly the car you've wanted . . . at a price you'll gladly pay. Prove this yourself by driving the All-American Six!

PRICES

2-Door Sedan \$1045	4-Door Sedan \$1145
London Coupe \$1045	Cabriolet \$1155
Sport Roadster \$1075	London Sedan \$1265

New Series Pontiac Six, 3-Door Sedan, \$745. All prices at factory. Dealer's prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.

VICK BROTHERS, Salem, Oregon

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