

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, FEBRUARY 12, 1928

PRICE FIVE CENTS

REGULATION MOTOR BUSES CONSIDERED

Problem Up To Congress As Matter of Vital Importance Says Examiner

WASHINGTON, D. C., Feb. 11.—Legislation to provide for the regulation of motor busses engaged in interstate commerce has been placed squarely up to congress as a matter of vital importance if the public interest is to be safeguarded, according to the bus division of the American Automobile association.

The A. A. A. bus division issued this statement today in commenting upon the findings of Attorney Examiner Leo J. Flynn, who in a report to the Interstate Commerce commission, recommends a policy of control by state commission with right of appeal to the I. C. C. "These conclusions," it is stated, "clearly justify the stand of the 2100 bus operators affiliated with the A. A. A. and gives hope for early consideration of this nationally economic problem by congress.

"The findings represent over a year of effort on the part of Examiner Flynn and comprises one of the most comprehensive reports on the bus industry that has yet been prepared."

Senator Watson (R. Ind.) chairman of the senate committee on interstate commerce and Representative Denison (R. Ill.), member of the house committee on interstate and foreign commerce, are sponsoring bills to secure the enactment of a suitable regulatory law, along the lines recommended to the I. C. C.

"Motor-carrier service has reached the stage of dependable all-year operation," says the bus division. "And the findings reported to the I. C. C. show instances where bus service was continued in areas where rail lines were closed to suspend traffic as a result of heavy snow and other weather conditions.

"They strikingly show that the public wants bus transportation developed to the highest degree and these patrons must be protected against 'wildcat' operators by financially irresponsible operators whose reprehensible practices tend to discredit responsible bus lines. Operators of this kind, in many instances, are showing a growing tendency to cross an imaginary line."

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SYSTEM FOR TOLL HIGHWAYS FOUGHT

Automobile Association Sees Objections To Proposed System For Roads

WASHINGTON, D. C., Feb. 11. On behalf of its 958 motor clubs and in the name of the board of directors, national headquarters of the American Automobile association served notice today that it will strenuously oppose any and all schemes for foisting a system of toll highways on the car owners of America.

The A. A. A. protest, which took the form of a statement issued under the signature of Thos. P. Henry, president of the national motoring body, called attention to the resolution introduced in the house of representatives by Congressman Allen J. Furlow, of Minnesota, to authorize a commission to study the need and feasibility of express highways to be built and operated by private capital on a toll basis.

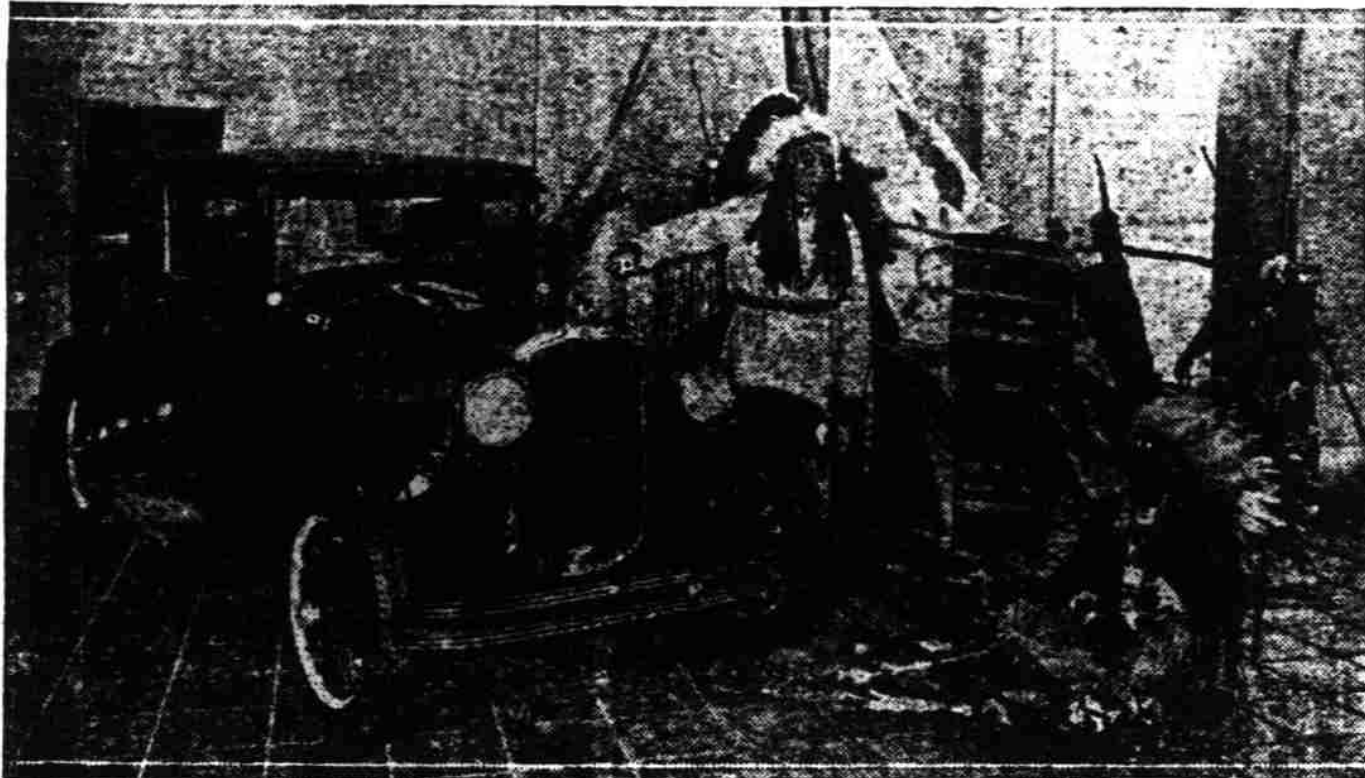
"We are uncompromisingly opposed to the principle underlying the Furlow bill, and, while giving Mr. Furlow credit for sincerity, we seriously question the motives and the wisdom of the forces behind it," the A. A. A. spokesman declared.

Proposals to foist toll highways on a gigantic scale on the motorists of the country, Mr. Henry said, were considered at length at the meeting of the A. A. A. board of directors in New York last week, and unanimous sentiment of the spokesmen of the car owners was that no effort must be spared to prevent the installation of the "lethargic toll principle" on the highways of the United States.

"The proposal for the study of this or that plan for toll highways, express or otherwise, by a federal commission is simply a blind—an entering wedge—that cannot fall to play into the hands of the sponsors of privately-owned and privately-exploited highways.

"If there be need of such an

Namesake of Famed Warrior Honored by Chiefs



Full approval of the new series Pontiac Six is given by Chief Big Tree, standing, and Black Hawk, Mohawk warrior. The two Indians, both of whom have achieved fame in motion pictures, have received all visitors to the showrooms during the past week.

HIGHWAY BUILDING NEED EMPHASIZED

Spokesmen of A. A. A. Western Clubs Join In Urging Continuation

WASHINGTON, D. C., Feb. 11.—Special consideration by congress of the conditions confronting western states in carrying on their road building programs, was stressed by the American Automobile association in presenting recommendations of the national motoring body for the acceleration and expansion of road building throughout the nation.

Representatives of Western A. A. A. motor clubs, headed by C. C. Cottrell, manager of the Highway bureaus of the California State Automobile association, joined with Thos. P. Henry, president of the A. A. A., and Ernest N. Smith, general manager of the A. A. A., in presenting the recommendations to the Roads committee of the House of Representatives.

"The urgent need for more liberal use of Federal Aid funds in public land states and more Federal appropriations for the construction of forest roads and trails," stressed by the A. A. A. spokesmen "as matters of national road policy in which the west and far west are vitally concerned and on which hinge the unification and the connection of interstate and transcontinental highways and even the protection of forest lands and government-owned domain."

The A. A. A. program was grouped under the following three main heads:

First, continuation of Federal aid for the fiscal years 1930 and 1931 on an undiminished scale, that is, at the rate of \$75,000,000 a year as the very minimum necessary to meet national needs.

Second, an increase from \$7,500,000 to \$12,500,000 in the annual appropriation for the construction of forest roads and trails, in order that this construction may keep pace with construction on the Federal Aid system and in the interest of better unification and connection of interests and transcontinental highways.

Third congressional approval of the use of 100 per cent of Federal Aid funds on specially important projects in the interstate systems of eleven public land states in the west and far west, as provided under the terms of the so-called Colton bill.

Mr. Cottrell and other western representatives urged the roads committee to amend the section of the Colton bill dealing with advertising on the shield used as a marker on United States highways. They pointed out that the bill as written would not accomplish its purpose of preventing commercial organizations from imitating and simulating the U. S. shield, but might very well interfere with the sign-posting work of motor clubs.

"The committee was greatly impressed with the extent of this civic work by motor clubs and the indications were that the bill will be amended in order that this work may continue unhampered.

Crowds drawn to view the sensational New Series Pontiac Six following the presentation of the new models recently in Southern California experienced the novelty of being welcomed by two Indian braves—probably two of the most famed in the country—picturesquely arrayed in full regalia.

One, Chief Big Tree, is of the Iroquois tribe. The other, Black Hawk, is a New York Mohawk. Together, wandering in and out of their tents at the announcement display, they extended smiling greeting to all who called, looking the while with admiring eyes at the flashing models which bear the name of brother warriors whose tribal home was in Michigan.

The figure of Chief Big Tree is known all over the United States for it was this stately Iroquois chieftain who posed for Dill's famous statue, "The End of the Trail." Now, in motion pictures Chief Big Tree is gaining further fame. He recently completed a leading characterization in a feature film depicting the life of Buffalo Bill, Black Hawk, too, has achieved fame in the cinema. "Painted Ponies," "Galloping Fury" and "Ramona" testify to his histrionic capabilities.

"Though the descendant of men whose riding was solely confined to the spirited mustang and broncho I am not unfamiliar with the motor car of today," Chief Big Tree explained many times daily to Pontiac visitors. "I am now driving my second Pontiac and it is certain that here in this New Series six a splendid tribute has been paid the noble tribe whose name it carries."

Chief Big Tree exhibited great interest in the score of vital improvements General Motors corporation has placed on the new Pontiac, chief of which are the new cross-flow radiator which prevents expansion, new four-wheel brakes, new GM cylinder head which eliminates all spark knock and roughness, new gasoline pump and long, low, graceful, heavier body lines.

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OAKLAND COMPANY RECORD PRODUCTION

Sets New Oakland-Pontiac Mark In January; Plan For New Pace

PONTIAC, Mich.—(Special)—The highest January production in the history of the Oakland Motor Car company—19,774 Oakland and Pontiac Sixes—is being eclipsed by a record February production schedule of 22,268 cars. It is announced by W. R. Tracy, vice-president in charge of sales.

"The extent to which recent plant expansions at the Oakland and Pontiac Six factories have increased production capacity is revealed by the following comparison with production figures during the corresponding months of previous years:

1926	1927	1928
January . . . 5,785	8,038	19,774
February . . . 8,549	9,634	22,268

"The fact that our totals for both January and February of this year exceed by a wide margin the combined 1926 and 1927 production during those respective months is the best evidence that the Oakland Motor Car company will be an even greater factor in the automobile industry during 1928," said Mr. Tracy.

"Our schedule for the present month is based upon the signed orders sent in by our dealers.

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FRANKLIN LEADING MANY AUTO CHANGES

New Names Describe Old Achievements Used For Many Years

Declaring that many of the modern phrases applied to present day automobiles mislead the motoring public into believing that the manufacturer is giving them something ultra modern, F. B. Walker, general sales manager of the Franklin automobile company, Syracuse, N. Y., suggests that a more serious effort be made to interest the car owner in the mechanics of his car.

"A gasoline engine is after all a heat engine and the only way to get power out of it is to keep it hot. Unless you do all of the gasoline doesn't burn and you don't get the full expansive force of the gas. An air-cooled engine runs at a higher temperature than the ordinary car, hence burns its gas more thoroughly, getting a greater amount of expansive force out of a given amount of gas. But we don't believe and we don't ask any one to believe that we have a 'super' or a 'hyper' or any other kind of a new principle. We're simply doing the same thing that the man who built the first gasoline engine did, only we're doing it a little more efficiently by not wasting any power-producing heat through a radiator.

"In pioneering many of the really great achievements in automobile manufacturing we have endeavored to give each achievement a simple, understandable phrase, that the car owner might know in what manner the improvement benefited him. When we introduced the first four and six cylinder cars, we informed the public why these cars were better than the old one-and-two-lungers.

"When we were the first to offer an over-head valve motor, the first closed car, throttle control, automatic spark control, drive-through springs, electric carburetor, primer, air-cleaner, aluminum pistons, case-hardened crankshaft, and a dozen other things that seem commonplace to the motorist today, we were especially careful to explain just why these innovations benefited the motorist.

"This attitude of frankness toward the motorist has paid, as is shown by the confidence displayed in the large percentage of Franklin owners buying new Franklin cars year after year.

"When car manufacturers, generally, interpret improvements in the language of the layman, the layman will respond with eager interest, we believe," Mr. Walker declared.

Purchasers of new automobiles paid a total of \$4,442,122.99 to the federal government in excise taxes during December, compared with \$5,117,021.98 paid on new cars purchased during December, 1926, according to figures announced at the national headquarters of the American Motorists association.

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Some of Oregon's Good Concrete Highway



Canby-Aurora Section, Clackamas County, near Canby, Oregon. Pacific Highway.

SCHOOL BUS SALES GREATER THIS YEAR

Graham Brothers Officials Expect 1928 To Be Record For Their Group

Figures compiled by the Graham Brothers Motor Coach Division of Dodge Brothers, Inc., show that 1927 school bus sales were 36% greater than in 1926. There is an increasing demand for school busses, according to Graham Brothers officials, and 1928 sales are expected to be much greater than those in any prior twelve months period.

Arrangements are being made to display Graham Brothers school busses at the annual convention of the department of superintendence of the National Education association to be held February 25 to March 1 in Boston. Two types of school busses will be shown, namely, the minimum capacity bus for carrying twenty children, and a large capacity bus, having longitudinal seats on each side and cross seats down the center, with aisle on both sides.

"School authorities wish to still further centralize their school buildings, particularly in rural communities, and bring the children to these schools daily," said a Graham brothers official.

"Rural and suburban authorities have for years maintained that taking the children to consolidated schools is preferable to taking the school to the children by building many scattered small schools.

"The school bus has permitted the centralizing of school attendance so that a larger number of

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STATE PROGRESSING WITH PARK SYSTEMS

Commission Gives Special Consideration To Planning Out Park Sites

During the past three years considerable progress has been made in developing the state highway system in Oregon. This state now possesses over 1,400 acres exclusive of areas within the Blue Mountains and the Willowa Mountain Timber reserve, and is rapidly redeeming its public responsibilities in protecting its highway scenic resources and in providing parks, picnic grounds, and recreational spots for the motorist.

These parks have been acquired by purchase, by gifts and by filing on vacant unreserved public lands of the United States. Certain tracts have been secured which gives the highway department control of the lands on either side of the highways for considerable distances allowing them to conserve the timber and keep wooded sections in their original state.

The State Highway Commission has given special consideration to planning these park sites for the public use and convenience, having in mind the proper planning both in acquiring tracts and in special treatment in developing individual tracts. For the past three years they have been assisted by an advisory committee serving for these purposes, and composed of representatives of the Oregon Agricultural College, the University of Oregon, the federal Forest service and the Oregon State Motor Association.

The late Jesse A. Curry was a valuable member of this committee, which at present consists of Prof. G. R. Hyalop, Prof. A. L. Peck, Prof. A. B. Sweener and Messrs. Ray Conway, C. A. MacArthur and C. J. Buck.

This committee has made numerous suggestions to the highway department many of which have already been carried out by the department. The committee is now interesting itself in recommending and advising the various towns and cities in the state as to individual and characteristic types of markers to be erected at interchanges to cities.

AUTO EXPORTS JUST GAINING MOMENTUM

Opportunity For Selling Abroad Far Beyond Our Dreams Says Leader

"I think there is a big market abroad for American cars? A market greater than any of us really can conceive at present? I certainly do," says Leon German, vice president of the Peerless Motor Car corporation.

"I was amazed at the opportunities revealed during my recent trip throughout Europe. I never imagined that Europeans could manifest such keen interest in cars made in America. Because, when we first started building automobiles here we all looked to Europe for our style trend, and for direction.

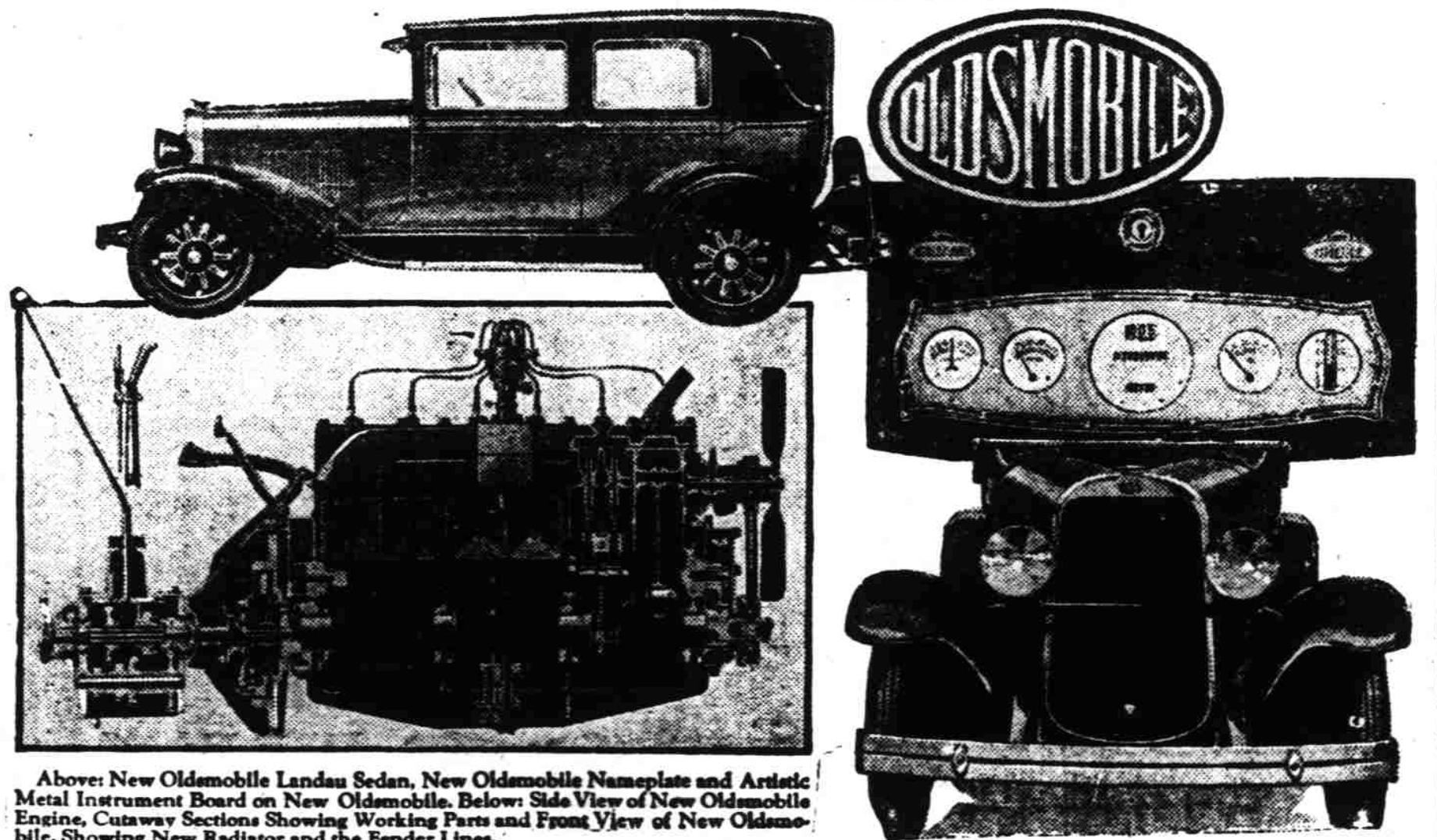
"That day is clearly past, and now America sets the pace, not only in volume, but in sales aggressiveness. Vast organizations are being built up by American manufacturers of automobiles to sell and serve American built cars abroad. All statistics prove how great the opportunity is.

"At the Peerless plant our records show that our export business has increased 200 per cent in the last year. And my feeling is that we are just getting under way. We have gone into many countries new to us, extending our distribution throughout Europe, the Orient, South Africa and most of the Central and South American countries.

"I prophesy that American manufacturers will export at least 25 per cent more cars in 1928 than they did in 1927. Economic conditions in Great Britain are good and getting better. This will compensate for the handicap in France where America must go up against a very high tariff. Germany holds the best economic situation of any continental country and offers a growing market. Moreover, German buyers show a decided preference for American goods over those of British or French manufacture.

"The Australian market is tremendous. We hardly realize, over here, how big it is. And, of course, our Canadian friends across the border will continue to take increasing numbers of American-made cars.

Features of New Oldsmobile Six



Above: New Oldsmobile Landau Sedan, New Oldsmobile Nameplate and Artistic Metal Instrument Board on New Oldsmobile. Below: Side View of New Oldsmobile Engine, Cutaway Sections Showing Working Parts and Front View of New Oldsmobile, Showing New Radiator and the Fender Lines.

Living fully up to the reports of what it would be, the new, larger and more powerful Oldsmobile Six was officially announced today. This entirely new automobile represents two years work by Oldsmobile engineers, more than 1,000,000 miles of testing and it has been proclaimed "the car two years ahead" at the National Automobile show where it was first displayed.

Features heretofore considered alien to the common run of cars in the \$925 to \$1055 price range are found in the new Oldsmobile. Its high compression engine develops 55 horsepower and will accelerate from 5 to 25 miles an hour in 8 1/2 seconds. It has registered 74 miles an hour at the General Motors Proving ground.

From short, sturdy spokes of the wheels to the graceful curves of its Fisher body, the new Oldsmobile is pronounced a symphony of automotive expression.

Full wide doors of flush construction, broad plate glass windows and narrow posts provide what driver and passenger both now demand—wide vision. Deep cushioned, form-fitting seats add one more point in the constant endeavor to greater comfort. The space provided by the longer wheelbase gives more "leg room" and increases comfort. Considerable width has been added to both the rear and front seats.

Full crown fenders, larger parabolic lights and a high, gracefully curved radiator form an ensemble that catches the eye at once. The unusual height of the radiator permits the high hood and cowli to be

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