

SEVENTY-SEVENTH YEAR

SALEM, OREGON, SUNDAY MORNING, MARCH 11, 1928

PRICE FIVE CENTS

PROPER CAR CARE PAYS DIVIDENDS

Modern Autos Better Built
and Also Better Serviced
Says Executive

"The seven or eight years of service obtained from present day motor cars is only partly the result of better material and workmanship at the factories," declares R. A. Armstrong, director of service, Oakland Motor Car company. "There is this other important factor in the life expectancy of a car—the general public finally is learning to take better care of its automobiles, thus giving the cars a chance to produce the full mileage which they represent as they come from the manufacturer's assembly line."

"In the early days of the motor industry the average driver knew no more about the works of his car than he did about the works of his watch. He seldom realized that engine and chassis lubrication is the cheapest and best form of automobile insurance. Tire inflation, battery and radiator inspection and many other essentials were neglected.

"The cars of today are infinitely better than those of even a few years ago. But it is also true that they are more intelligently cared for. Naturally they are maintained in better condition.

"It required time and education—a constant reiteration of the need of regular attention—together with personal experience, before the public came to a realization that it actually paid to care for its cars. But the motorist today no longer is young. Today it is not only motor-wise in its knowledge of car values but also in the sense that it knows how to care better for the automobile.

"One reason for the better care being taken of present day cars is the smaller percentage of persons who are now operating their first car. The mistakes of upkeep in a majority of cases are made by the 'first car' drivers. The veteran motorist does not permit his radiator to freeze. He lubricates his engine oil. He lubricates the chassis frequently. He regularly watches his tire pressure. His battery receives water at proper intervals. He takes pride in keeping his car clean and attractive through frequent washing and occasional polishing.

"He does these things because experience—and in many cases bitter and costly experience—has taught him that no matter how good his car may be built these attentions are essential to long mileage and continued driving satisfaction."

HOW TO HANDLE 35,000,000 CARS

Grade Separations and Express Highways To Play An Important Part

By Walter P. Chrysler
President of the Chrysler Corporation

By 1935 the United States will have on its streets and highways from 30,000,000 to 35,000,000 registered motor vehicles. How can we accommodate that great army of passenger cars, trucks and buses?

In the centers of our larger cities most of the rail traffic will be underground. In some cities the surface car will give-way to the bus. In others the street car will be taken off the streets and put in underground tunnels. Elevation for overhead trolleys will be torn down. Subways will be substituted. Streets will be widened where it can be done without inconvenience by making sidewalks narrower. More boulevard systems will be laid out. Arterial highways will be constructed.

Separation of grades is another step. Note how motor cars from Park avenue get around the Grand Central Station in New York City. An overhead motorway extends from Park avenue and 40th street to Park avenue and 45th. Imagine the congestion at Fearing Square without such grade separation.

Detroit has a similar grade separation at East Grand Boulevard and East Jefferson avenue. San Francisco has an over-pass at the foot of Market street and the Embarcadero. Cincinnati has overpasses where one street is carried by a bridge, or viaduct, over another.

For years we rightfully stressed more careful driving. Today

Chevrolet Coach First to Valsetz



A 1928 Chevrolet coach driven by E. L. Brown accompanied by J. K. McWilliams was the first car to conquer the road into Valsetz this year. The above picture shows the car standing in front of the Community house in Valsetz. From left to right the men are Mr. Grout, manager of the Cobbs-Mitchell store in Valsetz, F. L. Brown, driver of the car, and Mr. Hayden, postmaster at Valsetz. The trip in was made Saturday, March 3 with the return Sunday.

TRAFFIC TIE-UPS COST CONSIDERABLE

Cities of United States Pay Ten Million Daily For Congestion

A daily loss of ten million dollars is the toll of traffic congestion in American cities, according to Secretary Herbert Hoover's traffic investigation committee. This is a yearly loss of \$3,650,000,000.

For a time cities were held helpless in the tentacles of traffic congestion, but now that the status of the automobile is deftly-minute highway facilities with the knowledge that money spent on improvements is money saved, highway authorities state.

Widen Streets. Streets are being widened, elevated streets and road intersections which enable cross-traffic to pass without interruption are being built, one double decked street has been placed in service with others planned, and pedestrian tunnels are becoming popular.

The city of Buffalo and Erie county, New York, constitute a community that is making decisive headway in the siege on traffic ills. A Greater Motorways System has been devised which when completed will not only provide comfortable access and egress but will cut down the motorists' travel expense.

Eliminate Traffic Tangles. Exasperating and costly waits and traffic tangles resulting from narrow roadways will soon be a thing of the past, for the system already in process of construction, the Sheridan drive, consisting of two parallel strips of concrete each 30 feet wide, which narrow down to one strip 50 feet and then 40 feet wide, is now speeding traffic over several miles on the north side of the Inner Loop, the right-of-way which skirts Buffalo two miles out.

Wayne county, Michigan, in which the first mile of concrete road was constructed in 1909, was the first community in the country to take up the provision of wider highways seriously. There are now approximately 496 miles of concrete road in thickly populated Wayne county and additional mileages are being created each year. The definite systematic continuing plan for improvement calls for considerable mileages of wider pavements, in fact a minimum width of 40 feet has been established for all county roads.

These wide highways have still wider brothers, with rights-of-way of 100 to 204 feet in width. One of these super-highways, the Detroit-Potomac road with a 204-foot right-of-way, is now carrying traffic over its 17-mile length. This thoroughfare provides two 44-foot concrete lanes with a 40-foot area for rapid transit tracks between.

Widen Rural Highways. New York is now devoting much of her energies to the construction of wider rural highways also. During 1927, 35 miles of highways 40 feet or more in width were built. The New York State Automobile association, at its recent annual meeting, recommended that all main trunk lines in New York be built to a minimum width of 40 feet.

California is also building wider highways. Cahuenga Pass Road, for instance, provides easy access from Los Angeles to the San Fernando Valley. This pavement is 72 feet wide.

Build Elevated Streets. Congestion within the city can, of course, only be satisfactorily destroyed by the construction and reconstruction of street facilities. Cities all over the country, both

BUICK FREIGHT TRAFFIC HEAVY

Six Thousand Car Loads of Autos Shipped Out of Factory Each Month

Figures for the calendar year 1927 have just been compiled by the Buick Motor company and show what an important part that company plays in the freight traffic of the railroads serving Flint. For the year 1927 the Buick received 35,540 carloads of freight and also 63,000,000 pounds of less carload business. They forwarded in the same year 77,605 carloads and more than 32,000,000 pounds of less carload traffic. This makes a total of carloads in and out of 112,606, one of the heaviest years ever had by Buick.

250 Carloads a Day. At the present time Buick is scheduled to make 18,000 automobiles a month equal to 6,000 carloads outbound or about 250 carloads of automobiles a day. In addition to this there are about 40 carloads of parts, scrap, motors, etc., so that nearly 300 carloads of freight leave the Buick every working day.

In times past a train load of Buicks created considerable attention and comment but now five regular trains leave here every night with full loads of Buicks and the performance is so regular that but little is known about it or is the volume realized. Through freights, trains carrying nothing but Buick cars, leave Flint every night for Chicago, Milwaukee, Buffalo, Toledo and Detroit.

With the present high production maintained into the spring there is every indication of this heavy freight traffic being continued.—Flint Daily Journal.

UPKEEP REAL GUIDE TO WORTH OF ROADS

States Study Costs to Find Highway Economy; Various Types Observed

Upkeep of roads, according to highway authorities, is one of the most important considerations in a building program. Roads of the earth type, in many cases, are nothing more than sponges that soak up road fluids. After each heavy rain the roads must be nursed back to a passable condition, but traffic soon ruts them, another rain comes and the process must be repeated.

In considering road-building programs extensive studies and surveys have been made by individual states to determine the most economical road. In New York the average annual maintenance of principal types of highways for the years 1916 to 1925, inclusive, are: First-class concrete \$227 per mile, brick pavement \$309, asphalt on concrete base \$343, bituminous macadam penetration method \$656, asphalt on macadam base \$827, water-bound macadam \$864, gravel \$914. These figures, compiled by David Noonan, deputy commissioner of highways, include cost of upkeep of roadsides as well as a pavement surface.

Iowa Keeps Records. Iowa highway statistics for 1922, 1923 and 1924 give an average cost of \$450 upkeep per mile per year for gravel roads, \$309 for earth roads and \$132 for concrete. Maintenance of the heavily traveled Lincoln highway in Story and Boone counties, one of the few remaining sections not yet paved, amounts to more than \$1,000 per mile, the report shows.

Upkeep Important Item. Figures compiled by the Minnesota highway commission show the yearly cost of maintaining State Trunk Highway No. 1, a gravel road, is twice that of State Trunk Highway No. 3, a concrete highway. Depreciation, interest on investment and upkeep of the concrete highway No. 3 amounts to \$1,678 per mile per year, while on the gravel road No. 1, the cost per mile is \$1,101.

Waukesha county, Wisconsin, by constructing 129 miles of concrete in four years, reduced its maintenance costs by 64 per cent. Before the concrete was laid upkeep cost was \$72,033 a year. After concreting the annual maintenance expense was cut to \$24,156.

Who Motors To Wonderful Yellowstone Park Now? "Tillers of the soil," ranchers, herders and fruit growers lead in the "walks of life" represented in the annual pilgrimage to Yellowstone National Park, according to the American Automobile association.

The figures obtained are based upon a check-up of motoring parties visiting Yellowstone last year. They are as follows:

AUTO GENERATORS WORKING OVERTIME

Numerous Ills May Be Traced To Neglect On Part of Car Owner

Longer and warmer days, resulting in less of a drain on the automobile battery by reducing the amount of headlight usage and requiring less current for starting, are finding a number of motor car generators working overtime, says Geo. O. Brandenburg, secretary of the Oregon State Motor association, who points out that the season is at hand when this Winter adjustment gradually can be dispensed with.

"Numerous ills of the car's electrical system can be traced to the car owner's neglect to have the generator readjusted to a normal changing rate when the worst of winter is over," says Mr. Brandenburg. "This has been the experience of a majority of the 953 local clubs comprising the National chain of the American Automobile association."

"This observation on the part of the club executives indicates that motorists are not paying the attention necessary to this form of car-care. It should be remembered that the less severe temperatures which presage the coming of spring also should forecast a change in car adjustments. The generator is the unit which should be among the first to be considered in this connection."

"The generator set for a higher charging rate is working under a great deal of pressure, and while it is built to withstand heavy strains it still requires the consideration of the car owner if it is to continue to function perfectly. The danger of over-charging the battery is not great, but that of over-working the generator is."

"The individual car owner would do well to keep the antifreeze solution until cold weather is definitely past, but he can, with safety, stand for a reduction in the charge output in the generator. It is an item of car-care which really is important at this particular season."

United States Has Gas Pump Every Mile of Road

The United States has a gasoline pump for every mile of improved highway and a gas station to every one and eight-tenths miles, according to the American Automobile association.

The A. A. A. figures are based on a survey of stations and pumps reported to the national motoring body, showing a total of 317,000 retail gas stations and 604,000 pumps. The comparison is based on a total of 675,000 miles of improved roads.

A total of \$838,000,000 is invested in gas stations, pumps and tanks, the A. A. A. survey shows, representing seven and six-tenths per cent of the total of eleven billion dollars invested in the petroleum industry.

Concrete Apple Growers



West Market Road, Hood River, Oregon

AUTOMOBILE SHOW TO ATTRACT MANY

Will Be First General Display Since Introduction of New Models

It's been a long time since Salem has had a general automobile show downtown, and that fact augurs even more interest than would otherwise be the case, in the show which is to be given Tuesday evening in connection with the Spring Opening. It will be the first general auto show since the new models for 1928 were all released.

Court street from Commercial to High has been designated as "automobile row" for the evening, and the new model cars will be lined up there with attendants on hand to answer questions about them. Special lighting effects to

(Continued on page 17)

Cubans Hear Macaulay Tell of Traffic Gain

Sounding an optimistic note for motor traffic here and abroad, due to recent progress in highway engineering methods, Alvan Macaulay, chairman of the street traffic committee of the National Automobile chamber of commerce, spoke before the Cuban highway congress held in Havana recently.

"More progress has been made in the understanding of city traffic during the past five years than in all the preceding history of the motor age," Mr. Macaulay said. "We have come to realize that this is a real engineering job which cannot be handled by guess work. Cities are now building overpasses, pedestrian subways, and other modern accommodations.

"The interchange of information between various countries is most helpful to all concerned. At the Cuban Highway Congress the delegates from the United States are having an opportunity to see a splendid engineering job carried out effectively, and with vision of what highways will mean to Cuba in the future. Many United States cities might profit by the example of the Island Republic in preparing for future motor traffic by building the right sort of facilities."

By Frank Beck

AUTOMOBILE SAID VIVID EXPRESSION

Shows of Today Colorful As Tropical Flower Garden and Attract

The automobile of today is a vivid expression of this brilliant, breathless, brightly colored age, according to H. J. C. Henderson, sales manager of the Fisher Body corporation.

"It is also another indication," says Mr. Henderson, "that what is spoken of in a deprecatory sense as the 'jazz age' is nothing more than a striving for greater variety, greater beauty. Our thoughts, our clothes, our automobiles, have been far too sombre and monotonous for years. Today, all of us—whether we fully admit it or not—undoubtedly enjoy the faster and quick changing tempo of the times.

"An automobile show today—and particularly a salon showing of custom body creations—is as colorful as a tropical flower garden. Cars in various shades of blue, green, red, yellow, brown—all the hues of the rainbow—with not a few in dainty tones such as orchid and lavender, seem to hold all the attraction for visitors that flowers hold for butterflies. Some of the cars are delicately striped; in others the striping is pronounced; in others still the tone is in an entirely different color from the hood and cowl.

"If the reader will go back in memory a very few years, and recall the monotony of color which prevailed in automobile bodies then, he will realize and appreciate the great change which has come about. A red, bright blue, or yellow car then was always a 'special paint job' and by contrast it stood out from the crowd as conspicuously as an albino in a flock of blackbirds.

"Today, the black car is the exception. In fact, black is now so rare that it is adopted by those who wish to achieve unusual distinction. The pendulum has swung so far toward color variety that it is the black car which now arouses comment; brilliantly arrayed vehicles are regarded as a matter of course in the smart style trend.

"This colorfulness of the automobile has affected not only its exterior, but to an equal extent its interior. Upholstery cloths and leathers reveals a diversity of color and of pattern fully comparable to the color variety of the motor car exteriors. Here again, for the utmost development of this movement toward a seemingly endless variety of color combinations, one must consult the creations of the custom body builders.

"How carefully body builders

(Continued on page 16)

RACE TRACK DRIVER TRIES EXPERIMENTS

Cooper Retains Keen Interest In Racing In Spite of Retirement

Turning from the fascinating atmosphere of the race track to the more practical occupation of experimental engineer, Earl Cooper, a leading figure in automobile racing for nearly a quarter of a century, is now a member of the experimental engineering staff at the factory of the Marmon Motor Car Company. Like many of his fellow drivers of years gone by, Cooper is utilizing the experience and knowledge gained on the race courses of two continents in the development of passenger automobiles.

Cooper's new association with Marmon recalls his remarkable record as an automobile race driver and also brings back to memory the series of outstanding victories that were won by Marmon automobiles in 1909, 1910 and 1911 and which were culminated in the triumph of the Marmon Wasp driven by Ray Harroun in the first 500-mile race on the Indianapolis speedway, May 30, 1911.

Although he retired from active racing competition a year or so ago Cooper retains a keen interest in the trend of modern racing car design and construction and himself has pioneered many of the improvements that have brought the modern racing car to its present high state of efficiency.

Cooper's ability as an engineer was demonstrated at the annual Indianapolis race last Memorial Day when he entered three front wheel drive and one conventional drive automobiles of his own design in the contest. These cars were piloted by such famous drivers

DOWN THE ROAD



Mr. Schultz Discovers Why Deliveries Are Delayed

Fourteen Territories Use "Drive To Left" Rule

Despite the growth of international motor touring in recent years and the demand for uniform rules of the road, the "drive to the left" is still in order in fourteen foreign territories, headed by Great Britain, according to a recent survey by the Foreign Department of the American Automobile association.

As against the fourteen regions where the left drive is in order, there are twenty-eight countries or principalities in which the American rule of driving to the right is legally enforced.

Following are the left-hand territories: Alderney, Argentina, Austria (except Vorarlberg), Czechoslovakia, Gibraltar, Great Britain and Northern Ireland, Guernsey, Hungary, India, Irish Free State, Jersey, Malta, Portugal and Sweden.

The countries in which the right-hand rule is enforced are as follows: Algeria, Belgium, Bulgaria, Canada, Danzig (Free City), Denmark, Egypt, Finland, France, Germany Greece Holland India (French), Italy, Liechtenstein, Lithuania, Luxembourg (Grand Duchy), Monaco (Principality), Morocco (French Zone), Norway, Poland, Roumania, Russia, Sarre Basin, Spain, Tunisia, Vorarlberg (Province of Austria).

(Continued on page 16)