

SEVENTY-EIGHTH YEAR

SALEM, OREGON, SUNDAY MORNING, APRIL 29, 1928

PRICE FIVE CENTS

GREAT MOTORWAY TRACES OLD PATH

United States Route 40 East and West Highway Passes Scenic Places

Westward, in the path of empire, along routes traversed by the pioneers of America from the Atlantic to the Golden Gate, and including, in the Ohio Valley, the longest stretch of practically straight road in the country...

From Wilmington, Del., to St. Marys, Kans., the highway is paved for the full distance 1,234 miles. From Salt Lake City to San Francisco—890 miles—it is surfaced. Less than 14 per cent of its length is unpaved.

Federal aid has played a large part in the improvement of this road. The United States Government has contributed nearly \$13,000,000 to the improvement.

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MILLER TIRE TEST CARS SHOW ECONOMY

Gravel Highways Found to be Harder on Tires Than Pavement

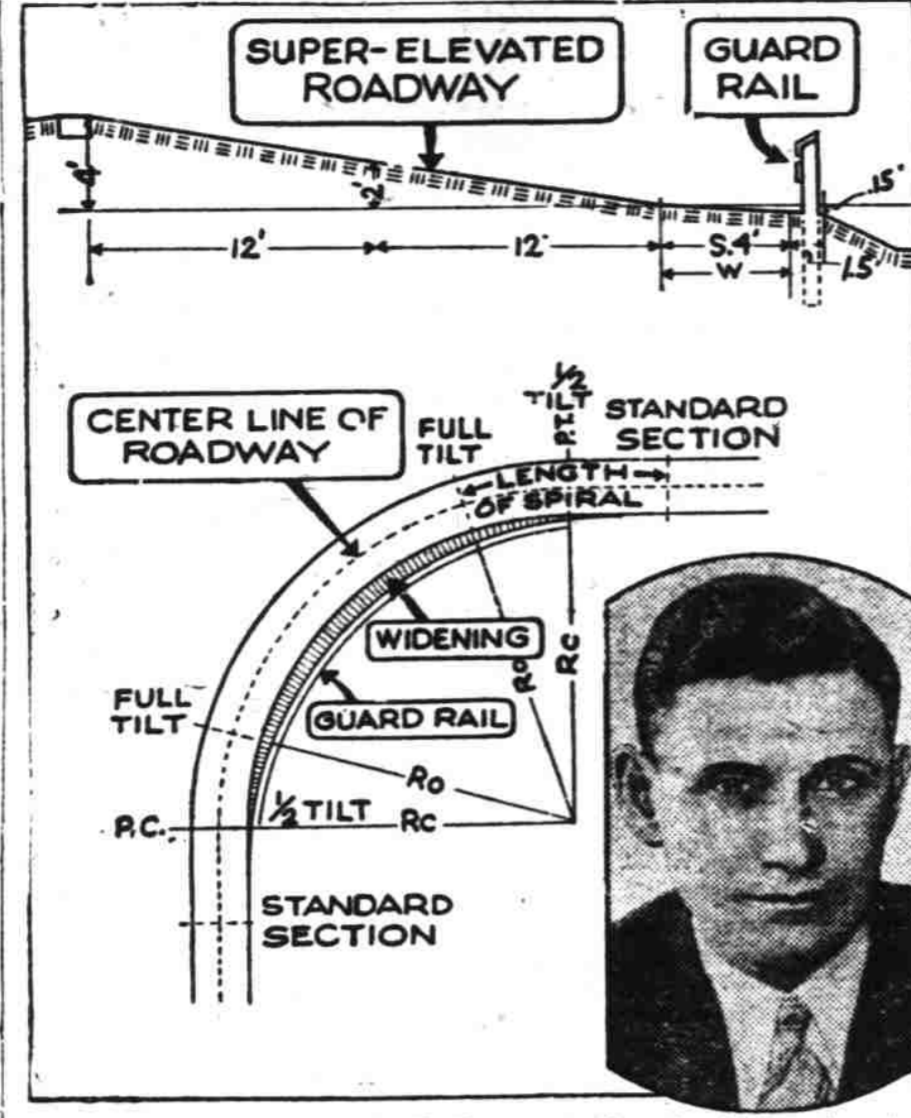
The following interesting story of tire testing was received this week from Akron, Ohio, the home of Miller tires...

"Demonstrations in actual service in which it was proved that tires wear 700 per cent better on paved roads than on gravel roads, show the unequivocal economy of paved highways...

"Miller test fleets operate in the warmer climates during the winter months because tire wear is reduced to the minimum on the cold snow and ice covered streets..."

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HIGHWAY CURVE BUILT ON ANGLE PERMITTING 40 TO 45-MILE SPEED



Under the direction of R. V. Newcomb (inset), civil engineering professor, South Dakota has constructed a model highway curve which permits a speed of 40 to 45 miles an hour.

LZICARS RETURN ENJOY FINE TRIP

Distance of Over 7,000 Miles Travelled and With Very Little Trouble

Mr. and Mrs. Henry Lzicar returned to Salem recently after an absence of 26 days during which time they travelled 7,000 miles, averaging 270 miles per day.

Mr. Lzicar, who is manager of the used car department of Vick Brothers, local Pontiac and Oakland dealers, with Mrs. Lzicar and Mr. and Mrs. Roy Jacobson left Salem on March 25 for Pontiac, Michigan.

After a short visit in the middle west Mr. and Mrs. Lzicar started for Salem while Mr. and Mrs. Jacobson purchased a Pontiac coupe and remained for a longer visit.

During the entire trip Mr. Lzicar reports that he experienced no trouble whatsoever with his All-American Oakland six sedan which he drove. An average of better than 18 miles to the gallon of gasoline was made although much of the distance was over difficult roads.

Mr. Lzicar gave the following interesting account of the trip. "Little need be said about Oregon and California highways as they are the best."

"Crossing the desert in southern California, Arizona and New Mexico many things of interest are to be seen, namely the Grand Canyon of the Colorado, which is five to seven miles wide, two hundred miles long and several thousand feet deep, a wonder spot of the world."

"There are so many paved highways leading into eastern cities that one may choose many desirable routes. The route we drove from Kansas City to Pontiac, Mich., was by way of St. Louis, Indianapolis and Toledo. Pavement all the way."

"Two of the most enjoyable days of our trip were spent at Pontiac, Michigan at the Oakland-Pontiac factory and General Motors proving ground. The present Oakland-Pontiac manufac-

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SERVICE STATION AT END OF BRIDGE

Oestreich Brothers Open Establishment; First Building Visitors See

The new Capitol Super Service station, located on the corner of Front and Center streets, which has been under construction for the past two months, is now open and ready to serve the public.

The new station is located on the lot formerly occupied by the second hand store conducted by H. Steinbock, which was burned down last fall.

The new affair will greatly add to the beautification of the city, as it will be the first building noticed by tourists entering Salem from the west side highway.

The station is equipped with two gasoline pumps, one on each side of the dome like structure. It will handle General gasoline and the different grades of oil.

The battery shop is being operated by Maruna and Harnsberger, dealers in the U. S. L. battery. They were formerly with Vick Brothers battery department, and are well known as battery experts in this city.

It is equipped with two air and water pumps. Each air pump is equipped with a modern tire gauge, the tire pressure being registered on a large clock like mechanism, visible at a distance.

Balanced Weight Very Important in All Cars

Balancing the weight of a car equally on all four wheels and particularly front and rear means much in riding and driving smoothness according to (local dealer). Accurate control by the driver and road-holding ability of the car at all speeds and over all surfaces demand that all four wheels maintain constant and equal traction.

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PACIFIC GOODRICH FACTORY TO OPEN

Radio Program to be Special Feature for Grand Opening Soon

Another great milestone of western industrial development will have been reached next Wednesday, May the second, when the Pacific Goodrich Rubber company's new factory at Los Angeles is officially opened.

An appropriate program has been arranged; a program that is the finishing touch after the construction of this great manufacturing plant and that is the opening of an undertaking which will employ thousands of persons and add materially to the wealth of the already prosperous hinterland of Los Angeles.

Details for the program are now being arranged. The proceedings will be broadcast over the radio by the Pacific Coast Network's six stations between 9 and 10:30 p. m. Pacific Standard time. Music by great artists of both voice and instrument, addresses of welcome from prominent personalities who are vitally interested in the project, and special features to be announced later, will be sent on the air over the network including stations: KPO, San Francisco; KGO, Oakland; KOMO, Seattle; KFI, Los Angeles; KGW, Portland; and KHG, Spokane.

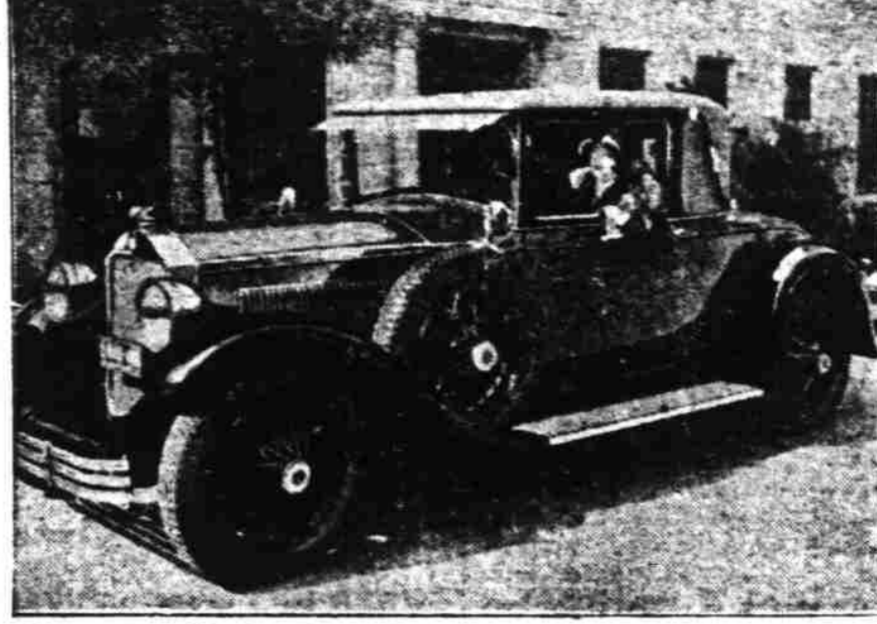
The new factory is a thing of beauty. It is built on the Spanish Mission type of architecture, and is in keeping with the other buildings in Los Angeles and vicinity.

The factory is over a quarter of a mile in length, and is 400 feet wide. It is laid out in the form of a right angle with a Normandy tower at the vertex, and spreads over six acres of the forty-six acre factory site.

The most modern machinery is installed in the plant, and the most up-to-date methods of construction are to be employed. S. B. Robertson, vice-president and general manager, has announced that, in keeping with the Goodrich custom in its factories, visitors will be welcome in the new Pacific Plant from May second on.

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'B' IS FOR BEAUTY — AND BUICK



Nancy Carroll, who plays Rosemary in Paramount's "Abie's Irish Rose," uses her new Buick sport coupe as a dressing room, putting on the last touches of makeup with the aid of the rear vision mirror on the spare wheel.

FLINT, Mich., Apr. 28.—More than a million Buick owners in America will feel a glow of satisfaction at the announcement that England's most expensive motor car, Rolls-Royce, has recently adopted the valve-in-head engine. Besides confirming the judgment of the Buick Motor Company, which pioneered that type of power plant and now offers it at its finest in the Buick models, the announcement is a tribute to the discrimination of every Buick owner.

This British car's similarity to Buick does not end with the engine, but includes also cellular radiator, worm and split-nut steering gear, torque tube drive, floating rear axle, and cantilever springs. Comparison of specifications tend to support the already overwhelming evidence—collected by 2,000,000 Buick owners—in favor of these advanced details of engineering.

A point of more than passing interest, in the opinion of Buick officials, is the fact that this British prototype of Buick sells at a much higher price than Buick. The explanation is twofold. The Rolls-Royce is of course much larger and heavier car, and naturally costs more to manufacture. That accounts for a large part of the difference. In the second place, each of the features listed is more costly than the corresponding part in cars of conventional design.

Rolls Royce builds for limited consumption. Hence, even were the specifications of the two cars identical, Buick's volume production would make Buick's price relatively low. Volume manufacture alone makes it possible to sell such a combination of expensive features at a figure within popular reach.

The British manufacturer's announcement, it is pointed out here, also shows the European trend toward American ideas in automotive engineering. That Buick's signal success abroad played its part in bringing about this latest adoption of the valve-in-head engine is regarded as certain.

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TOURISTS SHOULD TAKE CARE OF CAR

Points for Consideration Outlined; Attention Needed Always

WASHINGTON, D. C., April 28.—Motor touring, the summer pastime of millions, is pleasant directly in proportion to the manner in which the car performs, says a statement issued today by National Headquarters of the American Automobile association, which will serve a vast majority of the 44,000,000 who will take their annual vacations this year on the open road.

"The close relationship between the pleasure of the tour and the condition of the car should suggest to every prospective tourist the wisdom of seeing that the car is performing at its best before the trip begins," says the statement. "The need is one that is ignored by many motorists until it is brought forcibly to their attention by mechanical trouble with its attendant expense and delay."

In preparing the car for the much different conditions it will encounter on a touring trip, the owner need envision no great outlay of money for an exhaustive overhaul, says the statement. Rather, it points out, the process is one of paying a little more heed to the principal details that mark ordinarily good car care.

Battery, generator, distributor, spark plugs, valves, carburetor, fuel feed system, clutch, transmission, differential, crankcase lubricant, oil filter, steering mechanism, brakes, tires, cooling system, and wheel-bearings are the units chiefly recommended by the AAA emergency road service experts for attention on the eve of the tour. Summarizing the probable services that each will need, the statement says:

ROAD CONSTRUCTION WILL BE STRESSED

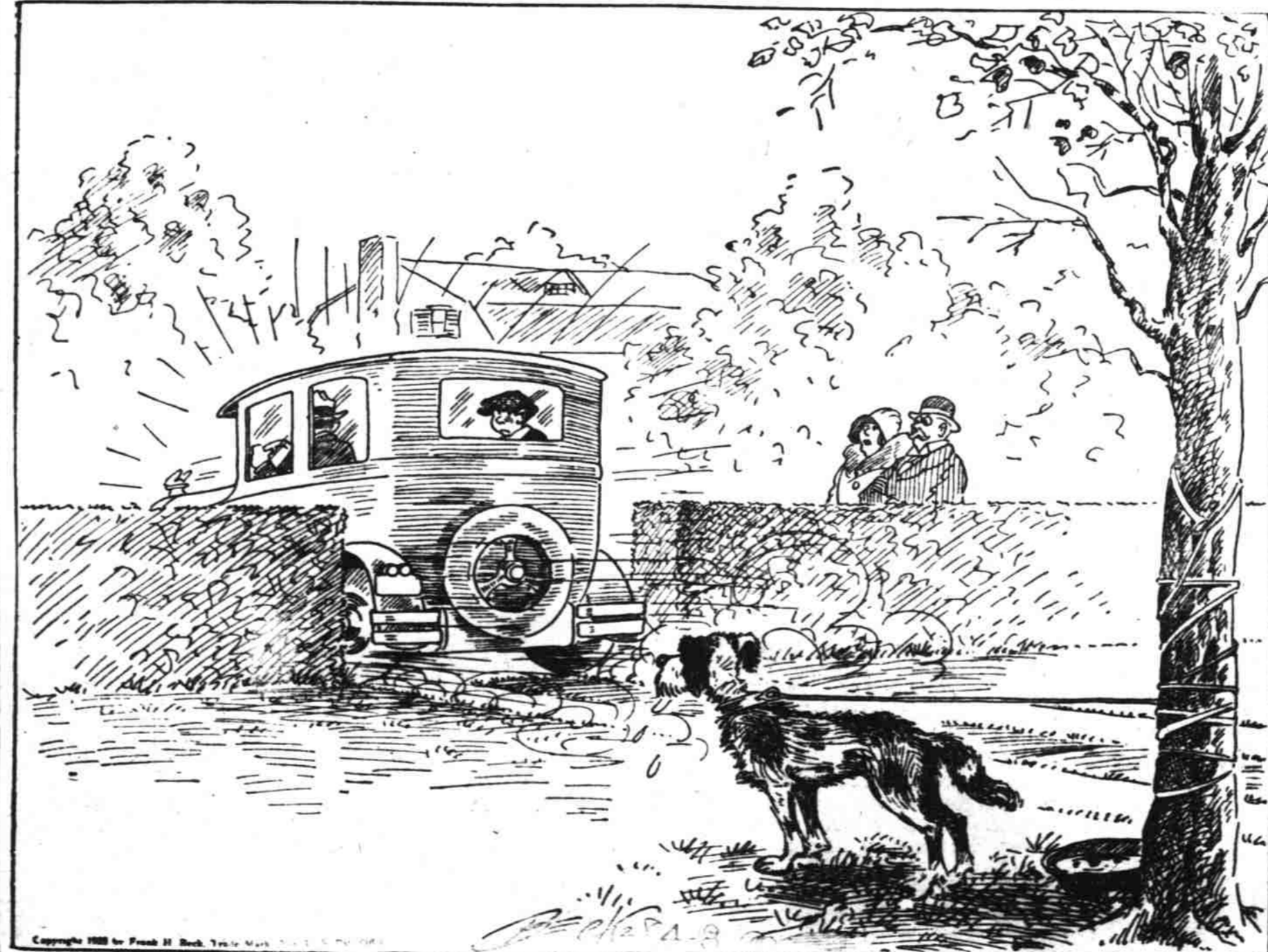
One and One-Half Billion Dollars to be Used on Highways

There will be approximately one and one-half billion dollars spent for roads throughout the country this year and highway construction will at least equal and probably exceed the highest mark recorded in any preceding year, according to Dr. E. B. McDaniel, president of the Oregon State Motor association. This prediction, it was said, is based on information just received from the American Automobile association, with which the club is affiliated.

Dr. McDaniel said that improvement of the state and federal-aid highway systems under the supervision of the highway departments of the various states will go forward during the season now opening with a construction of more than 20,000 miles of surfaced roads and about 8,000 miles graded and drained.

"Oregon's activities will continue unhampered for the year 1928, but the threat of the \$3 license fee has stopped all plans for 1929," said the doctor. "State reports," he continued, "indicate that at least 240,000 miles of the total of 288,000 in the various state highway systems will be maintained this year under the supervision of the state highway departments, a fact which should insure the traveling public a high degree of road service. "Funds estimated as available for expenditure during the year by the state highway departments are about 25 per cent greater in total amount than similar estimates indicated at the beginning of last season. It is practically certain that the funds available to all state highway departments for construction and maintenance of roads and bridges will exceed \$750,000,000, and local revenues, expendable by county and local authorities, will swell the highway total to well over \$1,300,000,000."

DOWN THE ROAD



THE TRAGEDY OF THE NEW CAR

OAKLAND'S TOTAL REACHES 100,000

PONTIAC, Mich., April 28.—With an April schedule calling for 7,500 more Oakland and Pontiac Sixes than during April of 1927, the Oakland Motor Car company is establishing a production record of nearly 100,000 cars for the first four months of the year.

This Oakland-Pontiac production represents an increase of 85 per cent over the 53,657 automobiles which the company built during the corresponding period of last year.

Each of the four months of this year saw the company establish a new Oakland-Pontiac production record. Twice during February it was found necessary to increase the production schedule and the continuing influx of orders from the company's big dealer organization has resulted in equal prosperity during March and April. The schedule increases during February were rendered possible principally through the opening of a third production line in the Pontiac Six factory. High production was maintained in March despite the fact that the Oakland Six factory was closed during the last week of the month to permit equipment to be moved from the old Oakland assembly building to the new \$3,000,000 assembly structure which started producing cars on April 2.

"With both cars now being built in ultra-modern factories whose equipment is the last word in precision machinery, we face the growing Spring demand with entire confidence," said W. R. Tracy, vice president in charge of sales.