SECTION TWO

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The Oregon Statesman

WAY BETTER THAN LAST YEAR

AUTOMOTIVE BETTER HOMES

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. United States route 40 crosses 14 States, and offers to the transcontinental motor tourist a panorama of the mid-section of the country that epitomizes the westward expansion of the Nation from colonial days to the present.

From its eastern terminus at Atlantic City this highway follows for 3,205 miles the same course or one closely parallel to that of the earliest settlers of the Ohio. Mississippi, and Missouri Valleys. It touches on the two great gold fields of California and Colorado which accelerated so greatly the settlement of the western half of the continent. It traverses also the Mormon settlement in Utah the great ploneer agricultural experiment sponsored by Brigham

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 it's length is unimproved. This road, designated United States 40 by State and Federal highway officials, runs a central course through the country. East of the Rockies the road is passable the year round. In the passes of the Rockies and in the Sierkeep the road open in the winter and the route is not to be depended on from October 15 to April or

Federal aid has played a large part in the improvement of this road. The United States Government has contributed nearly \$18 .-000,000 to the improvement. Fedclude 700 miles of pavement, 725 averaging 270 miles per day. miles of surfaced road. 132 miles of graded road, and more than 4 condition except when blocked by snows in the mountains.

A summary of the various types of the highway, according to in-

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•MILLER TIRE TEST

Gravel Highways Found to be Harder on Tires Than Pavement

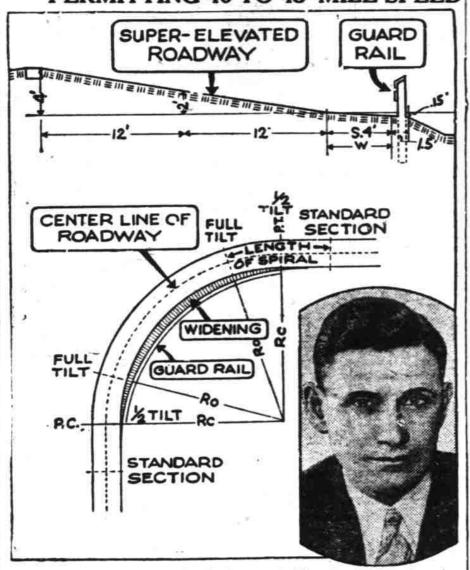
of tire testing was received this week from Akron, Ohio, the home of Miller tires, by Russ Smith of Salem, who handles this line of

"Demonstrations in actual service in which it was proved that tires wear 700 per cent better on deserves much consideration for paved roads than on gravel roads. show the unequivocal economy of tation service and comfort today," paved highways. Miller tire test said Mr. Lzicar. cars in Texas during the winter months tested tires on both paved interesting account of the trip. and gravel roads in order to learn first hand the difference in tire tread wear on highways in various stages of improvement. With

cept in read conditions, "With pavement giving motorist seven times the mileage that is possible on gravel roads tire ists at most any turn of the highengineers point out that it is resonable to estimate that the thousands of miles of pavement in this country are saving motorists millions of dollars every year. Pavement often permits of greater speed, more comfortable riding and less wear and tear on the car. All of these things contribute to the acceleration of business at more or less distant points, tire men claim. Such appreciable savings are not possibe on gravel Louis. Indianapolis and Toledo. roads or roads of similar improve- Pavement all the way. ment, it is claimed.

the warmer climates during the Pontiac. Michigan at the Oaklandwinter months because tire wear Pontiac factory and General Mois reduced to the minimum on the tors proving ground. The prescold snow and ice covered streets, ent Oakland-Pontiac manufactur-

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



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. A cross section design shows how the roadway is built upward, while the diagram below shows the scientifically widened and tilted curve.

VERMILLION, S. D.-(AP)-

A highway curve for which auto-

mobiles do not slacken speed but

take the bend at 40 to 45 miles an

It is scientifically banked like a

a car is deflected from its straight

path in accordance with the sharp-

Heavy busses rock around the

The work was done under the di-

rection of R. V. Newcomb, pro-

fessor of civil engineering at the

speeds on highways can be success-

Principles of super-elevation, or

ness or degree of curvature.

miles an hour.

hour has been constructed here.

race track and the tilt is such that

ras it has not proved feasible to 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 was intended, he said, as an exeral aid projects on this route in- time they travelled 7,000 miles,

Mr. Lzicar, who is manager of the used car department of Vick miles of bridges. Although not Brothers, local Pontiac and Oakyet completely improved the high- land dealers, with Mrs. Lzicar and ed in constructing the curve, way is everywhere in passable Mr. and Mrs. Roy Jacobson left which is on a corner with a 90-de-Salem on March 25 for Pontiac, gree turn. Michigan. The trip was made A summary of the various types over the southern route and the ginning of the spiral, 2.1 lect at particularly from and real including feet wide. It is laid out in the High and Ferry streets and was identical, Buick's volume produc-

After a short visit in the mid-the spiral.

American Oakland six sedan section of the roadway is flat; at Mr .made and very little oil was used spiral. on the trip. The car was in per-The following interesting story feet working order upon their return to Salem, although it had been put through constant hard DOWN THE ROAD driving. "I am better sold on the Oakland than ever before. Any car that can stand the hard driving over the route we took and make the time we did without any apparent effort or trouble the man who wants real transpor-

> Mr. Lzicar gave the following "Little need be said about Oregon and California highways as

"Crossing the desert in southern cars equipped with the same size California, Arizona and New Mexof tire tests were made on both ico many things of interest are to gravel and paved highways, run- be seen, namely the Grand Canning thousands of miles per you of the Colorado, which is month in two daily 12-hour shifts. If to seven miles wide, two hun-Time was taken out only to fill dred miles long and several thouup with oil and gas. Every pre- sand feet deep, a wonder spot of caution nwnas taken to insure the world. The unusual vegetaequal conditions for the tires ex- tion, wild life and ancient adobe houses all tend to shorten the miles along the "Old National Trail. Hopi Indians meet tourway endeavoring to sell beads, baskets, blankets and pottery.

"Through the prairie states it is possible to see the road for fifteen or twenty miles ahead. Most of these roads are hard surfaced and generally in fine condition.

"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.

"Two of the most enjoyable "Miller test fleets operate in days of our trip were spent at

AT END OF BRIDGE

Oestreich Brothers Open Es- Radio Program to be Special tablishment; First Building Visitors See

station, located on the corner of ern industrial development will Front and Center streets, which have been reached next Wedneshas been under construction for day. May the second, when the the past two months, is now open Pacific Goodrich Rubber comand ready to serve the public, an- pany's new factory at Los Angeles nounced its owners, Delbert and is officially opened. Melvin Oestreich, yesterday. This An appropriate program has is one of the most complete ser- been arranged; a program that is vice stations in the state, with all the finishing touch after the conproducts and service.

second hand store conducted by land of Los Angeles. H. Steinbock, which was burned down last fall.

to the beautification of the city, as ings will be broadcast over the rait will be the first building noticed dio by the Pacific Coast Network's by tourists entering Salem from six stations between 9 and 10:-

side of the dome like structure, of welcome from prominent per-It will handle General gasoline sonages who are vitally interested and the different grades of oil, in the project, and special fea-The south and north sides of the tures to be announced later, will lot have been divided into small be sent on the air over the netlots, upon which fine compart- work including stations: KPO. ments have been constructed, a San Francisco; KGO, Oakland, brake testing station, battery and KOMO, Seattle; KFI, Los Angeles, ignition station, tire repair shop, KGW; Portland; and KHG, Spoaccessory room, and a greasing kane. The speakers will be: James and washing room. Each of these D. Tiew, President of the Pacific is fully equipped to give custom- Goodrich Rubber company; the

ated by Maruna and Harnsberger, ney Day, President of the Citizens dealers in the U. S. L. battery. National Bank of Los Angeles. In-They were formerly with Vick cidentally, this program will be Brothers battery department, and the first of a series to be given ev curve at speeds of from 30 to 45 are well known as battery experts ery Wednesday night at the same

It is equipped with two air and water pumps. Each air pump is beauty. It is built on the Spanish equipped with a modern tire Mission type of architecture, and chased the interest of Guy Yung much larger and heavier car, and statement says: mechanism, visible at a distance. Ground was broken for the foun- built about two years ago. ample of how the problem of high These were installed for the convenience of the public.

tilting, and widening were follow- Balanced Weight Very Important in All Cars

Balancing the weight of a car coast was turned out. The widening is zero at the be- equally on all four wheels and Michigan. The trip was made the widening is zero at the best equally on all four wheels and of a mile in length, and is 400 tion is located on the corner of the specifications of the two cars maximum, 5.4 feet, at the end of smoothness according to (local mands tower at the point of curvature and the much in riding and driving form of a right angle with a Nor- the first station of its kind to tion would make Buick's price redealer). Accurate control by the mandy tower at the vertex, and be opened in Salem. The idea of latively low. Volume manufacture After a short visit in the middie west Mr. and Mrs. Lzicar start
A super-elevation of two inches driver and road-holding ability of six acre factory site. ed for Salem while Mr. and Mrs. per foot, totalling four feet for a the car at all speeds and over all six acre factory site. Jacobson purchased a Pontiac 24-foot road, was used. The grade surfaces demand that all four Jacobson purchased a Pontiac 24-100t road, was used. The grade surfaces demand that all lour installed in the plant, and the cludes high pressure alemited reach. The service infeatures at most up-to-date methods of conline of the roadway, the outer edge equal traction. By equalizing the struction are to be expected around the center wheels maintain constant and most up-to-date methods of con-During the entire trip Mr. Lzi- being raised two feet and the in- weight both front and rear the Struction are to be employed. S. and gasoline and oil sales. There During the entire trip Mr. Lzi- being raised two feet and the in- weight both front and feat the B. Robertson, vice-president and is a battery service and repair de- nouncement, it is pointed out car reports that he experienced no ner edge lowered two feet. At the designer can do much to to enim-trouble whatsoever with his All- beginning of the spiral, the cross inate tire slippage and galloping that, in keeping with the Good--claims. Frank-

which he drove. An average of the point of super-elevation; or lin engineers have done a good much of the distance was over the total, and a maximum, or full wheels and 53% on the rear of difficult roads. No repairs were tilt, is reached at the end of the the five-passenger sedan and 46% starting with the entrance of the on the front wheels and 54% on the rear of the seven-passenger

PACIFIC GOODRICH FACTORY TO OPEN

Feature for Grand Opening Soon

The new Capitol Super Service | Another great milestone of west-

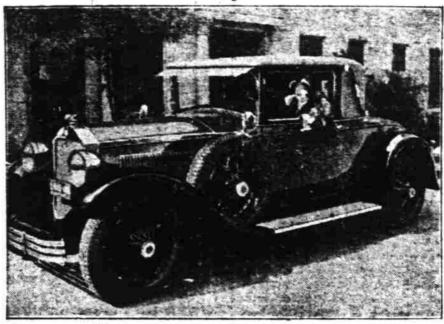
modern equipment, and it is their struction of this great manufacmore than satisfied with their ing gun of an undertaking which ror on the spare wheel. will employ thousands of persons The new station is located on and add materially to the wealth the lot formerly occupied by the of the already prosperous hinter-

Details for the program are The new affair will greatly add now being arranged. The proceed-30 p. m. Pacific Standard time. The station is equipped with Music by great artists of both Honorable Burton R. Fitts, Lt. The battery shop is being oper- Governor of California, and J. Dabtime over the Pacific Network.

> The new factory is a thing of dation of the three and a half mil-16, 1927. And seven months from

rich custom in its factories, visitcrude rubber at one end, following

'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 pleasure to make each customer turing plant and that is the open- on the last touches of makeup with the aid of the rear vision mir-

two gasoline pumps, one on each voice and instrument, addresses per Service station, having pur-



Eugene Eckerlin, Jr.

tessor of civil engineering at the guage, the tire pressure being regular to the University of South Dakota, and istered on a legge clock like who has been a partner in the naturally costs more to manuistered on a large clock like ings in Los Angeles and vicinity. business since the station was facture. That accounts for a large from terminals and inspect con-

lion dollar structure on August business will continue along the that date—March 16, 1928, the same lines and he will continue ventional design. In the aggregate first Goodrich Silvertown Cord to give the same efficient serv represented by the completed car, Tire to be made on the Pacific ice that the station has featured the difference becomes very great. since their opening.

automobiles was originated here such a combination of expensive The most modern machinery is by this station. The service in-features at a figure within pop- One and One-Half Billion

tires and tubes are handled. which he drove. An average of the point of super-elevation; or the better than 18 miles to the galone-half length of spiral, the job in this particular, he says, balancing 47% on the front halancing 47% on the Mr. Eckerlin is well known in automotive engineering. That ors will be welcome in the new Salem, in fact he is a Salem boy. Buick's signal success abroad and one-half billion dollars spent They will be permitted to view the building occupied by Shipley's this latest adoption of the valveand the chamber of commerce, in-head engine is regarded as corthe building on the corner of Fer- tain, ry and Liberty also other valuable

FLINT, Mich., Apr. 28.-More than a million Buick owners in the pleasure of the tour and the America will feel a glow of satis- condition of the car should sugfaction at the announcemet that gest to every prospecive tour st England's most expensive motor the wisdom of seeing that the car car, Rolls-Royce, has recently is performing at its best before

ment of the Buick Motor Com- ignored by many motorists until it Eugene Eckerlin, Jr., is now pany, which pioneered that type is brought forcibly to their attenthe sole owner of the Salem Su- of power plant and now offers tion by mechanical trouble with it at is finest in the Buick models. its attendant expense and delay." the announcement is a tribute to the discrimination of every Buick

This British car's similarity to owner need envision no great out-Buick does not end with the en- lay of money for an exhaustive gine, but includes also cellular overhaul, says the statement. radiator, worm and split-nut Rather, it points out, the process steering gear, torque tube drive, is one of paying a little more heed floating rear axle, and cantilever to the principal details that mark springs. Comparison of specifica- ordinarily good car care. tions tend to support the already overwhelming evidence-collected spark plugs, valves, carburetor, by 2,000,000 Buick owners-in fuel feed system, clutch, transmisfavor of these advanced details sion, differential, crankcase lubriof engineering.

British prototype of Buick sells emergency, road service experts at a much higher price than for attention on the eve of the Buick. The explanation is two-tour. Summarizing the probable fold. The Rolls-Royce is of course services that each will need, the part of the difference. In the sec- nections to see that they have not Mr. Eckerlin states that the ond place, each of the features been eaten by the acid. Replace listed is more costly than the suspected connections. Coat tercorresponding part in cars of con- minals with vaseline or grease.

The factory is over a quarter The Salem Super Service sta- consumption. Hence, even were Rolls Royce builds for limited

trend toward American ideas in

By FRANK BECK UAKLANU'S TOTAL

PONTIAC, Mich., April 28 .-With an April schedule calling for 7,500 more Oakland and Pontiac Sixes than during April of 1927, forward during the season now the Oakland Motor Car company is establishing a production record of nearly 100,000 cars for the first ed roads and about 8,000 miles four months of the year.

This Oakland-Pontiac production represents an increase of 85 the A. A. A. of road-building prosper cent over the 53,657 automo- pects after reports of the various biles which the company built dur- states to the bureau of public ing the corresponding period of roads, under which the federal-

Each of the four months of this been earefully considered. year saw the company establish a new Oakland-Pontiac production we unhampered for the year 1928, record. Twice during February it but the threat of the \$3 license was found necessary to increase fee has stopped all plans for 1929, the production schedule and the said the doctor. continuing influx of orders from the company's big dealer organiza- "indicate that at least 240,000 tion has resulted in equal pros- miles of the total of 288,000 in perity during March and April. | the various state highway systems

February were rendered possible the supervision of the state highprincipally through the opening of way departments, a fact which a third production line in the Pon- | should insure the traveling public tiac Six factory. High production a high degree of road service. was maintained in March despite "Funds estimated as available the fact that the Oakland Six fac- for expenditure during the year tory was closed during the last by the state highway departments week of the month to permit are about 25 per cent greater in equipment to be moved from the total amount than similar estiold Oakland assembly building to mates indicated at the beginning the new \$3,000,000 assembly of last season. It is practically structure which started producing certain that the funds available to

in ultra-modern factories whose roads and bridges will exceed equipment is the last word in pre- \$750,000 000, and local revenues, cision machinery, we face the expendable by county and local growing Spring demand with en- authorities, will swell the highway tire confidence," said W. R. Tracy, total to well over \$1,300,000,vice president in charge of sales. | 000."

TAKE CARE OF CAR

Points for Consideration Outlined: Attention Needed Always

WASHINGTON, D. C., April 28 -Motor touring, the summer pactime 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 adopted the valve-in-head engine. the trip begins," says the state-Besides confirming the judg-ment. "The need is one that is

In preparing the car for the encounter on a touring trip, the

Battery, generator, distributor; cant, oil filter, steering mechan-A point of more than passing ism, brakes, tires, cooling system, nterest, in the opinion of Buick and wheel-bearings are the units officials, is the fact that this chiefly recommended by the AAA

Dollars to be Used on Highways

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 opening with a construction of more than 20,000 miles of surfacgraded and drained. Dr. McDaniel was advised by

aid program is carried on, had

"Oregon's activities will contin-

"State reports," he continued. The schedule increases during will be maintained this year under

all state highway departments for "With both cars now being built construction and maintenance of

(Continued on page 8.)

THE TRAGEDY OF THE NEW CAR

(Centinued on page 8.) (Continued on page 8)