

ROAD BUILDING VITAL TO ALL

Statement by A. A. A. Shows Per Capita Financial Interest of Public

Washington, D. C., Aug. 10th.—Every man, woman and child in the United States will have an interest of nearly twelve dollars in America's road-building program for 1928.

This statement was issued at national headquarters of the American Automobile Association today, based on the estimated sum of \$1,360,025,776 to be spent for highway construction this year, and a population of over 120,000,000 people.

"This program," says the national motoring body, "means that at the close of 1928 the surfaced highways of the nation will total more than 600,000 miles and the federal aid system, comprising over 185,000 miles of important interstate trunk lines, will be in the stage of two-thirds completed."

The A. A. A., which originally sponsored the federal aid program pursued it through a stormy childhood and has successfully repelled every onslaught against this highway-building agency, made public the following striking figures:

Total Mileage Large

There has been a total of 71,074.3 miles of the federal aid system completed, as of June 30, 1928, through federal assistance, with 10,779 miles under construction and 3,118.4 miles approved for construction. The bureau of public roads, however, has advised the A. A. A. that a number of states have built federal aid mileage without federal assistance and this has increased the total number of miles.

The total mileage of highways of all types to be constructed by the various states during 1928 totals nearly 31,000 miles.

Expenditures for 1928 for construction and maintenance represents an increase of more than \$225,000,000 over 1927, when \$1,123,697,055 was spent by highway-building agencies.

The A. A. A. statement says that the estimated cost of federal aid roads under construction, as of June 30, 1928, is \$281,754,900, of which the federal government is paying \$105,297,930. The estimated cost of the projects approved for construction is \$67,461,518 of which the government's share is \$25,741,403. The statement continues:

A Significant Feature

"One of the significant features of the federal aid program is the number of miles of highway under 'stage' construction. This refers to additional work done on projects previously improved and consists of a higher type than was provided in the original improvement program."

"The importance of the federal aid program is strikingly shown by the fact that the states, with this work as an incentive, are building nearly two miles of highway for each mile built with federal cooperation."

"Appropriations for 1930 and 1931 have already been made available by congress to the extent of \$75,000,000 for each of the two years and such authorizations two years in advance are in line with the policy of allowing federal and state agencies ample time to outline construction programs."

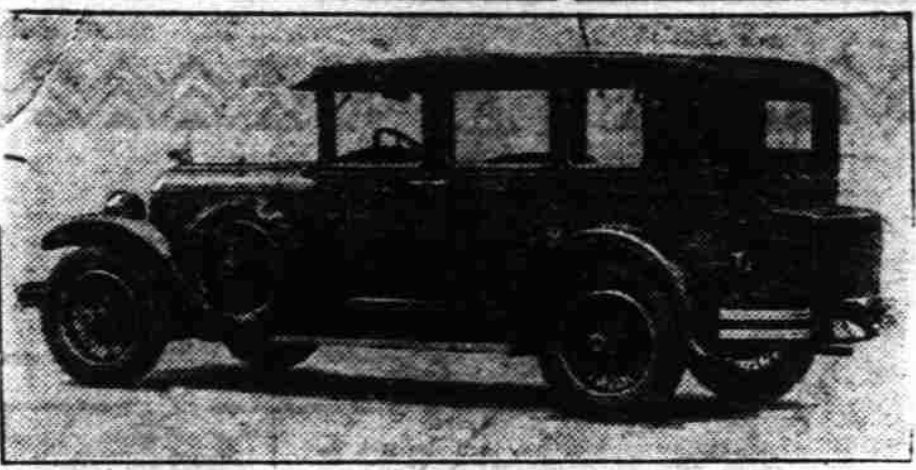
"There have been numerous attempts by private interests and by some governmental agencies to halt the federal aid program. Each and all of these have been repelled, due largely to the aggressive stand of organized motordom. It is also a tribute to the large vision of congress that it always has been quick to ignore attacks on this program and by overwhelming majorities sustained a national policy which is doing so much to advance the transportation needs, to promote the development of our resources, to further social well-being, to eliminate sectionalism and encourage national solidarity."

FUEL CONSUMPTION IN FRANKLINS LOW

After checking up the coast-to-coast round trip record run in a Franklin sedan, it was found that 527 gallons of gasoline had been consumed in the 6,892 miles between Los Angeles and New York City and return. This is an average of 12.7 miles per gallon, which is recognized as an economic mark since it is a known fact that fuel consumption increases rapidly when a car is stepped above 25 miles an hour.

In reaching the high average speed of 42.5 miles an hour for the entire distance, Baker was required to drive well over 90 miles an hour most of the way. While slowing down in all cities and towns in observance of traffic regulations, he was always "giving her the gun" on the open highways.

Off consumption for the two-way run also was unusually low for the high sustained speed, four gallons and three quarts being used—an average of 352 miles to the quart. Five tire changes were made, all due to nail punctures. Despite the gruelling use made of the hydraulic four wheel-brakes on the mountains and sharp curves no adjustment was necessary at any time.



New special de luxe equipment of six, wire wheels, two fender wells with locks and collapsible rear trunk rack provided for Oakland All-American Sixes. Trunk obtainable at extra cost.

FRANKLIN FACTORY SHIPMENTS MOUNT

SYRACUSE, N. Y., Aug. 11.—(Special)—Shipments of the new Airman Limited line of Franklin motor cars in July were 51 per cent greater than in the same month of last year and established the highest July record in the history of the Franklin Automobile company, executives declared here today.

In addition to setting a new all-time July record, the total shipments for the month are the highest for any month during the current year.

The demand for the new Airman Limited, introduced a few weeks ago has resulted in a volume of unfilled orders which are 25 per cent in excess of shipments. This is in spite of the fact that shipments for the second month of Airman Limited production are 8 per cent over that of the initial month.

The reception accorded the new Airman Limited and the resultant sales volume has exceeded the original estimates of the Franklin sales department. It was said at the factory, with every indication pointing to the new car as the most popular in the history of the organization.

Dont's For Drivers Point Out Pathway For Public Safety

Ten timely anti-accident suggestions are contained in a bulletin issued by the National Safety Council:

1. Look out for children. You can never tell what they'll do, and you're always in wrong if you hit one.
2. Don't pass a standing trolley car. Some day the jury may call it manslaughter.
3. Don't speed around corners for its a straight route to the hospital.
4. Drive on the right side of the road; it's the only safe side.
5. The fact that you had the right of way won't bring anybody back to life—least of all yourself. Use discretion.
6. Do not stop short, without giving warning. The other fellow is no mind reader.
7. Do not back up without looking to the rear.
8. Do not park or pass on curve or hill. There's plenty of straight road.
9. Slow down when approaching a crossroad; it is nearly as dangerous as a railroad crossing.
10. Be courteous to other drivers and traffic officers. Courtesy prevents accidents.

TRUCKS ALTER DIET AND STYLES IN U. S.

It's a long step from a grimy motor truck roaring along a country road to the food or dress of the average family, but trucks are playing a big part in the changing diet and styles of America.

Government surveys show increasing amounts of vegetables and fruits on the American menu. A larger variety of meats is possible with the availability of fresh cuts in all markets. Milk drinking is increasing. Blanket distribution made possible only through short speedy service of modern trucking in the answer to the new diet of the country today. The consumer and the producer are neighbors regardless of distance.

The commercial car has solved the distribution of produce in less than car load lots in smaller localities. City jobbers are finding business in the suburbs, showing substantial increases, and farmers are enjoying an economical and dependable access to city markets in the ownership of motor trucks.

Similarly, styles have swept uniformly over the country with smaller stocks because of immediate deliveries. Rapid stock turnover is insuring latest styles at lowest prices. Back country sections in the old sense of the word are disappearing. The jobber and retailer are linked by motor truck and the customer benefits.

Even the wash tub and family clothes line are fading from the city and its suburbs. Wash day is fast being routed by armies of laundry men riding to the victor's laurels in swift fleets of motor delivery trucks. Modern laundries and cleaning establishments have built up amazingly large fleets of commercial cars often serving territory embracing a 40 mile radius from the home office.

WILLYS-OVERLAND EARNINGS HIGHER

TOLEDO, Ohio, Aug. 7.—Net earnings of the Willys-Overland company for the first six months of this year, after deductions for federal taxes but before preferred stock requirements, was \$5,641,517.27, according to the company's semi-annual statement given out here today.

After preferred stock dividends the earnings rate was \$2.01 per share on the common stock. Net earnings for the first six months exceeded by \$1 a share, the entire annual dividend requirements for common stock, on the basis of the dividend declared by the directors at the June 21 meeting.

Net earnings for the six months period from January to June 1927, after federal taxes but before preferred stock requirements, was \$5,235,537.71, which after deductions for preferred stock dividends gave an earnings rate of \$1.83 per share on the common stock.

This excellent showing was made despite the fact that the company rebated \$1,431,205.98 to dealers on cars in stock at the time the price cut was made on the new Willys-Knight models in the new year in January and on the old models in February. Reductions were made a few months ago.

The company ended the first six months period with \$14,117,790.08 in cash and certificates of deposit. Current assets were \$48,741,200.94 as against current liabilities of \$18,361,728.07, a ratio of 2.1-2 to one.

On July 1 the Willys-Overland company announced that the total number of new cars shipped in the first six months of this year was 195,191, which is 22,718 over total shipments for the entire year of 1927.

July volume established a new high July record. That this excellent business is continuing is shown in the company's statement that advance orders for delivery of Whippets and Willys-Knights this month indicate that it will be the largest August in the company's history.

In the export field Willys-Overland established a new all-time record in July when 5,556 cars were shipped, an increase of 165 percent over shipments in July 1927.

Commenting on the position of the company for the first six months period, John N. Willys, president, says "the soundness of the policies which were put into effect early in January are shown in the sales performance and in the net profits for the six months period."

"On January 4 the company announced a drastic price cut on the Whippet models and at the same time announced marked improvements in the design of this car. For the first time in the history of the motor car industry there was definite competition at a price based in the lowest price range of light cars."

"On January 6 a new Willys-Knight Six was announced and subsequent developments have made it possible for us to price this car, in certain models, below \$1,000, a price mark never before reached in the Willys-Knight line."

"Following the new Willys-Knight standard six, a new Whippet six was announced at the low prices ever made by any manufacturer of a six-cylinder car."

"The reception accorded the Whippet at the low prices, taxed the production facilities of our organization from the start."

"The new low-priced Willys-Knight brought an immediate increase in sales activities in the Knight sleeve-valve division and the Whippet Six has been extremely popular."

"Applications for dealer franchises have been the largest we have ever known, resulting in a net increase of 1,885 dealer contracts since the first of the year. The present organization is 44 percent larger than last year while field stocks are no greater in number of units."

"In our financial operations we have continued the policy of liberal depreciation and immediate write-off. Plants and equipment are carried at \$35,383,071.72 despite the fact that in the past five and one-half years more than \$45,000,000 have been applied for the purpose of rehabilitating equipment, developing product, and increasing the manufacturing capacity of the company."

"New buildings and equipment put into operation this year materially increased capacity, and a new assembly plant with a capacity of 120 cars a day is now under construction to take care of production on the Pacific coast."

"Since January 1, we have retired preferred stock and bonds to the extent of \$1,774,000. "In all departments the Willys-Overland company is enjoying its greatest success in its history, with the heavy demands for cars of all models being maintained."

COP SPEEDOMETER MAY NEED TINKERING

WASHINGTON, D. C., Aug. 11.—That the motor car owner will be assured of the justice to which he is fully and fairly entitled when in court on a speeding charge, is the opinion of police and court officials who must take it upon themselves to see that police speedometers are absolutely correct at all times and at all speeds. This can be done only by a thoroughly scientific test of these instruments at least twice a month.

These points are made in a statement today issued from national headquarters of the American Automobile Association, in which it is declared that a host of motorists have been unfairly fined because of thousands of dollars because "police and court officials do not realize that the speedometer is by no means the accurate instrument of measurement that it is supposed to be."

"The duty of the traffic policeman is to protect the public, not to protect the rights of other motorists," says the statement. "In virtually every municipality arbitrary speed limits have been established for motor vehicles and, in exceeding these, the motorist is assumed to be imposing upon the rights of other street users."

"Determination of the fact that he is exceeding the speed limit, however, requires that the motorcycle officer's speedometer be entirely accurate. If it is not—and cannot be unless it is rigorously and regularly checked—the policeman is in the position of imposing upon a large part of that public which it is his duty to protect."

In making its demand for a bi-weekly check of police speedometers, the A. A. A. disclaims any desire to protect the car owner who fails to abide by the traffic regulations. No agency, says the statement, has been more active over a longer period in seeing the cause of safety advanced through punishment of the careless, reckless, and indifferent.

On the other hand, it is pointed out, it is impossible to sit silent while the story of a monumental injustice against law-abiding motorists is being written by police departments which are slovenly and casual in checking up on their equipment. The following incident, typical of scores that have come to the attention of the 1055 clubs that comprise the A. A. A. nationwide chain, is cited in corroboration of the condition which demands a remedy:

A car owner in an eastern city was arrested and accused of driving 28 miles an hour in a zone where the legal speed limit was 22 miles. In court, the car owner testified that he had seen the officer pacing him and that he had notified by his own speedometer that he was traveling at 19 miles an hour, well within the prescribed limit. His attorney demanded a

check of the officer's speedometer and it was found to be seven miles an hour fast at the particular speed which he accused the motorist of making.

It was further found that the policeman's instrument had not been checked in more than two months.

"These findings," says the A. A. A. "are especially significant in the light of the accepted and widely known vagaries of the average speedometer. How long the policeman's speedometer had been seven miles an hour fast at 28 miles an hour and how many motorists have been unfairly fined as a result are questions that the police department and traffic court should answer. Justice demands it."

"This is but one illustration. How many times can it be multiplied throughout the country where thousands of motorcycle officers are making a host of arrests every hour of the day? It is up to the courts and the police officials, who unquestionably are determine.

"The remedy is to establish an inflexible schedule of speedometer testing by the most scientific of methods. The failure to apply the remedy is due to ignorance of its need, perhaps, but that condition cannot long be allowed to prevail. The A. A. A. is convinced that once aware of the situation, the police are responsible for it will take remedial steps without delay."

TILLAMOOK BEACH RESORT POPULAR

MANZANITA, Aug. 11.—(Special)—At Bal's cottage for two weeks are Mr. and Mrs. Waddell, and Mr. and Mrs. Hays, of Portland.

Mr. and Mrs. M. E. Jasmann of Portland are in their cottage for a week.

Mr. and Mrs. Norman Bartlett of Portland spent the week-end at Bal's.

Mr. and Mrs. R. I. Gove, Miss Medea Gove, Portland, and Mr. and Mrs. F. S. Glyod of Seattle, Washington, are spending a few days at Bal's.

Mrs. O. D. Bloom and daughter Claudia of Portland are domiciled at their cottage "Smile A While's" for the rest of the season.

Miss Mary E. Lyons of Portland is the house guest of Anne Jubitz at the Jubitz cottage.

Miss Martin Guest

Miss Anthea Viriv—Martin of Portland is a house guest at the Bell cottage.

Mrs. I. Hansen and son Earl, and daughters Margaret and Ellen are at Manzanita for a stay of two weeks.

Mr. and Mrs. C. Koenig, Miss E. Koenig and Mrs. Martha Schaller and Dorothy Schaller of San Francisco spent the week-end at Outan Inn cottage.

Mr. and Mrs. E. S. Wesson of Portland are domiciled at Lane's Dun Wandrin for two weeks.

Miss Thelma Rutto of Portland was the house guest of Miss Gen-

evieve Rosen for the week end. Mrs. E. H. Mallett and two children of Portland are in their cottage "Snug Hill" for the rest of the season.

At the Manzanita auto park for two weeks are the Rev. and Mrs. E. R. D. Hallensted of Fairview, Oregon, Mr. and Mrs. Waldemar H. Hallensted of Portland and Donald Juno and wife of Portland.

Many at Auto Park

Registered at the Manzanita auto park are Mr. and Mrs. F. O. Abel, Portland and family for three weeks; A. A. Kiggins of Estacada, Toby Boedingham of Portland, F. Peters and wife of Metlicker, Oregon, W. A. Remington and family of McMinnville, E. Robbins and family of Portland and Mr. and Mrs. Lamar Toose, Vir-

G. Neuman and family of Parma, Idaho.

Sundry guests of Mrs. Alice Welster of Portland at her beach home, Sea Gull cottage, were Mr. and Mrs. C. H. Farrington and daughters Margaret and Janet, and son John and several of Miss Margreta's classmates from Smith college.

Miss Alice Bennett of Tillamook was the house guest of Mr. and Mrs. Earl Richardson and daughters the past ten days.

Garibaldi Folk Tarry Registered at the Manzanita Inn for the week-end were Frances Griffin and Alys Watson of Graceland.

Sunday visitors at Manzanita, Mr. and Mrs. Lamar Toose, Vir-

ginia Toose and Lamar Toose, Jr. of Portland, Walter and Agnes Tinklin of Home Valley, Washington, Frank L. Griffin Jr., Portland, Mr. and Mrs. J. Park of Kelso, Dr. F. L. Ingram and family of Pendleton and J. F. Sammet and wife of Pendleton, Mrs. O. E. Panzer and Helen and Alfred Panzer of Portland.

Mr. and Mrs. W. E. Hartaugh of Portland are the house guests of Mrs. A. D. Moodie for a short time.

At Wakanda court for a short time are H. W. Leonard and wife, Centralia, Washington, Mr. and Mrs. Charles Ryan, Portland, Goldie Bender, Portland, Mrs. O. D. Corbin, Portland, Mrs. Woods, Portland and Rev. A. Haldor, Thorson and family of Portland.

TAKING THE WORLD BY STORM

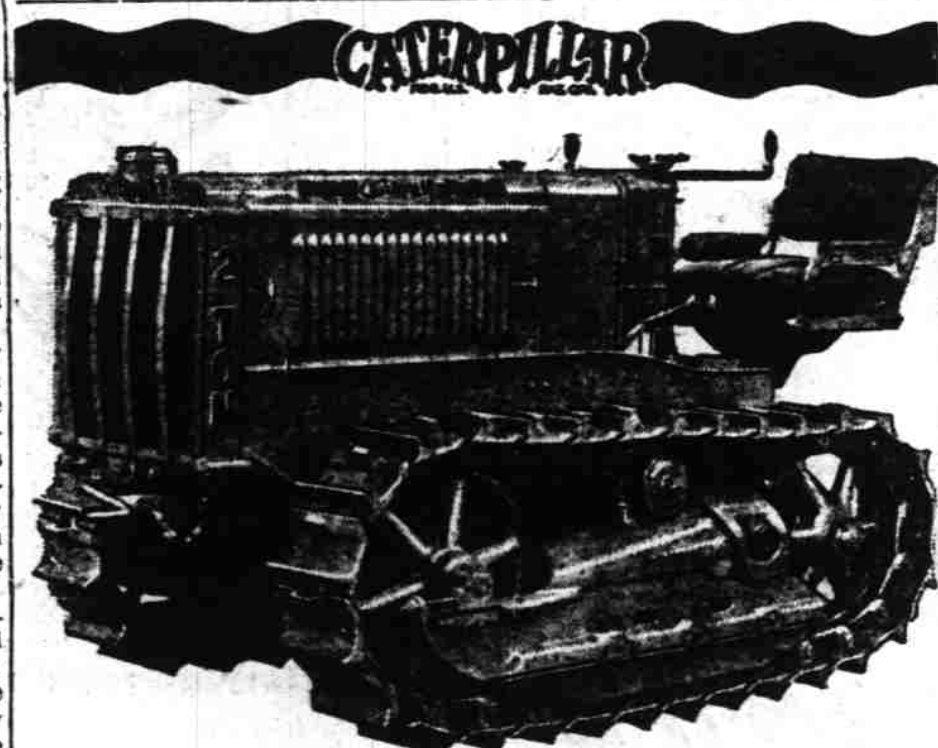
ALL Durant production, shipment, and sales records of 1927 were SHATTERED three months ago. Great floods of sales bear witness to the manner in which Durant popularity sweeps the globe. Durant Silver Anniversary Sixes and the famous Durant Star Four are taking the world by storm... because they offer the greatest dollar-for-dollar value in any class.



DURANT STAR FOUR
THE WORLD'S FINEST LOW-PRICED CAR... \$495
Durant Silver Anniversary Sixes

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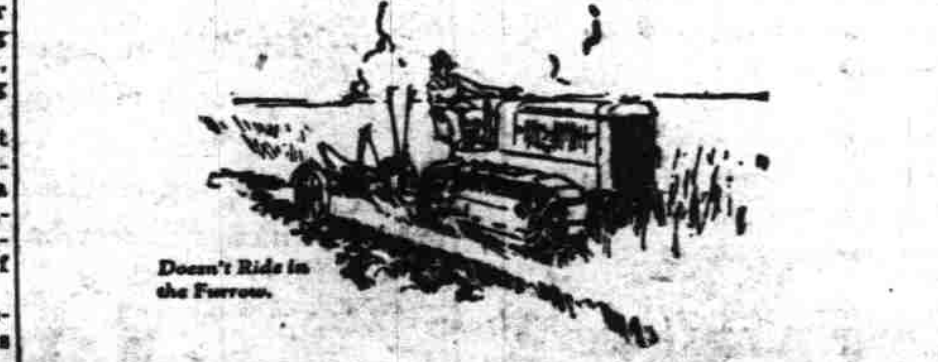
Multiplies x Adds + Subtracts

MAN-POWER PROFITS WASTE

TWO WAYS to bigger incomes from the same field lies in decreasing costs of tillage and increasing yields per acre.

Both these things "Caterpillar" track-type tractors do by multiplying acres one man and a "Caterpillar" can cover in a day... adding to yields by timely, thorough plowing, tilling, harvest... by subtracting feed bills and lost motion that weather or soil imposes.

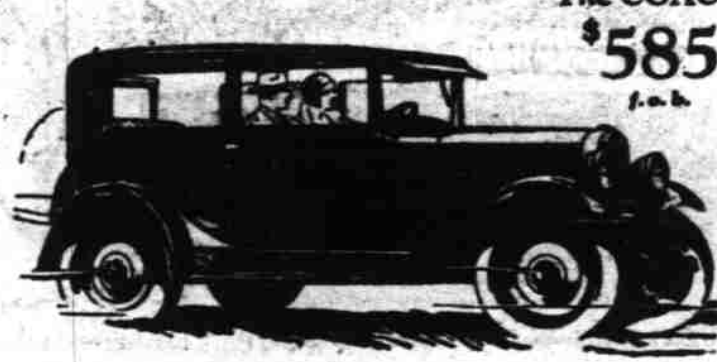
"Keep working"... every day you need to work... says the "Caterpillar" track-type tractor.



Loggers & Contractors Machinery Company

PORTLAND SALEM EUGENE

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1. DESIGN Today's Chevrolet is modern to the minute in every detail of design.
2. APPEARANCE Today's Chevrolet provides the marvelous beauty of design and proportion for which Fisher Bodies are everywhere famous.
3. FEATURES Possessing quality features typical of the finest cars, today's Chevrolet is everywhere regarded as the world's most luxurious low-priced automobile.
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5. COMFORT The Motor and Steer Chevrolet is built on a 107" wheelbase, equipped with four wheel drive, a frame and with seat cushions provided with deep, resilient springs.
6. HANDLING EASE For ease of control Chevrolet design incorporates a full ball bearing steering gear, smooth shifting clutch and big non-locking four-wheel brakes.
7. ECONOMY Chevrolet owners enjoy the great economy of operation.
8. MAINTENANCE Chevrolet enjoys a worldwide reputation for low maintenance costs.
9. RESALE VALUE Chevrolet's resale value is unusually high because Chevrolet's rugged construction and dependable transportation.
10. PRICE Chevrolet offers these beautiful modern cars at these amazing low prices!

The Touring \$495 The Convertible \$695
The Coach \$585 The Improved \$715
The Coach \$595 Utility Truck \$520
The Sedan \$675 Light Delivery \$375 (Cabs only)

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