

# ONE-WAY ROAD TO AID TRAFFIC

Franklin President Predicts Double-Track Highways As Development

"With another peak in automobile travel left behind us and with the experience of a summer that saw twenty-six million motor vehicles on the road to guide us, it is plain that one of the outstanding public needs is a system of highways that can carry the rapidly increasing traffic," says H. H. Franklin, president of the Franklin Automobile company of Syracuse, N. Y. "The mounting toll of accidents is the result largely of congestion.

"Safety in automobile traffic is not a matter of laws and restrictions. Not very far in the future we will look back in consternation on our present system of arrests and fines and our present ideas of regulating automobile traffic.

**New Demands Made**  
It no longer is so much a question of good roads as it is of building roads that permit the fullest use and development of automobile transportation. This is an age of speed, not alone in motor cars but in every-day business as well. Fast intercity and interstate transportation, in social as well as in business affairs, is an outstanding factor. Since we have fast cars, and will continue to have them in growing numbers, it then becomes necessary to have highways to handle them in a safe and efficient manner.

"Automobile roads, like railroads, have got to be built for safety. Already our highways are

# Western Air Express Pilot Lauds Chevrolet



George Rice is equally at home both in the air and on the earth. While in the air he pilots one of the Western Air Express twelve-passenger air-liners and when on the earth makes excellent use of his Chevrolet coupe to take him to and from the airport. The ship is a Fokker tri-motor monoplane and is shown being fueled preparatory to one of her trips.

carrying many times more traffic than the railroads. Just as it was found necessary to double-track in order to make possible increased speed of trains, it is also going to be necessary to double-track the principal highways of the country. These roads will be one-way roads, sufficiently wide to permit one car to pass another without crowding. There will be no blind corners, no blind crossings, and none of the things which now make for accidents. I firmly believe that the widening of highways to accommodate double lines of two-way traffic, increases the hazards of travel instead of offering a solution for the accident problem."

**Uniformity Pleaded**  
Mr. Franklin makes a plea for uniformity in road development among the various states as well as within the separate states themselves, and continues, "Imagine a transcontinental railroad with a different kind of roadbed and different regulations in the various states through which it passes. Proper development of long distance highways is so close to the people that I am surprised it has not received important recognition in the platforms of the political parties."

Very soon it is going to be necessary for the government to take a stronger hand in this question than heretofore, Mr. Franklin believes. According to the claims of some campaign managers, the only purpose served by the November election will be to determine who is the poorest guesser.—St. Helens Sentinel.

For the first time in 50 years a waterspout was sighted on the Oregon coast a short distance off Astoria by Captain Charles Alberts of the steamer Florence Luckenbach.

The unlucky president may call for a delayed pass but he'll be off anyway so the rebels will probably pull a punt with the executive being the punter.

# WHIPPETS KEEP SALES VOLUME

New High Records Set Each Month Over 1927 by Fours and Sixes

Ability of the Whippet Fours and Sixes to maintain a high sales volume despite usual seasonal slacking of business throughout the entire automobile industry, indicates that the record sales of these two lines of motor cars continue throughout the balance of 1928.

Each month the Whippet Fours and Sixes have each set new high sales marks this year as compared with the same months of 1927. This has been chiefly responsible for the company's record business during this year which has seen every previous sales and production record in the company's history shattered. Shortly after the first half of 1927 was over, sale of Willys-Overland products passed the total sales registered in the entire 12 months of last year.

**Lower Prices Aid**  
With the price reductions on the Whippet Four bringing it to the lowest level in the company's history and the introduction of the new Whippet Six at the lowest price ever reached by any six cylinder car, Willys-Overland found itself in the midst of the greatest buying demand in its 20 years history. To keep pace with orders it was necessary to step production schedules 25 percent over the highest previous mark and to expand plant facilities, at all of the Willys-Overland factories to meet the increased car building schedules and the dealer

# TURNING FEATURED BY GRAHAM-PAIGE

A short turning radius, to facilitate turning around in narrow streets, parking in restricted spaces, and maneuvering in difficult traffic, was one of the prime objectives of the engineers who designed the five chassis models comprising the Graham-Paige line.

The 110-inch wheelbase Graham-Paige six has the distinction of being able to turn in a circle only 29 feet two inches in diameter. The 114-inch wheelbase model has a turning circle of 31 feet four inches, and the 119-inch model, 32 feet 10 inches. The largest Graham-Paige six, with 129-inch wheelbase, has a turning circle of 35 feet six inches, while the Graham-Paige eight with 135-inch wheelbase, can turn in only 42 feet.

Besides attaining these notably small turning circles, Graham-Paige engineers have succeeded also in holding down "steering error" to a lower limit than is generally attempted by car builders. The maximum error, or variation from theoretically perfect steering, of any Graham-Paige model is only one degree nine minutes, in making the shortest turn. This error is so small as to be negligible; an error of several degrees is commonly accepted in general practice. These angles denote the divergence of the front wheels from their true course in making sharp turns, the error resulting in a scrubbing action on the tread of the tire that causes excessive wear.

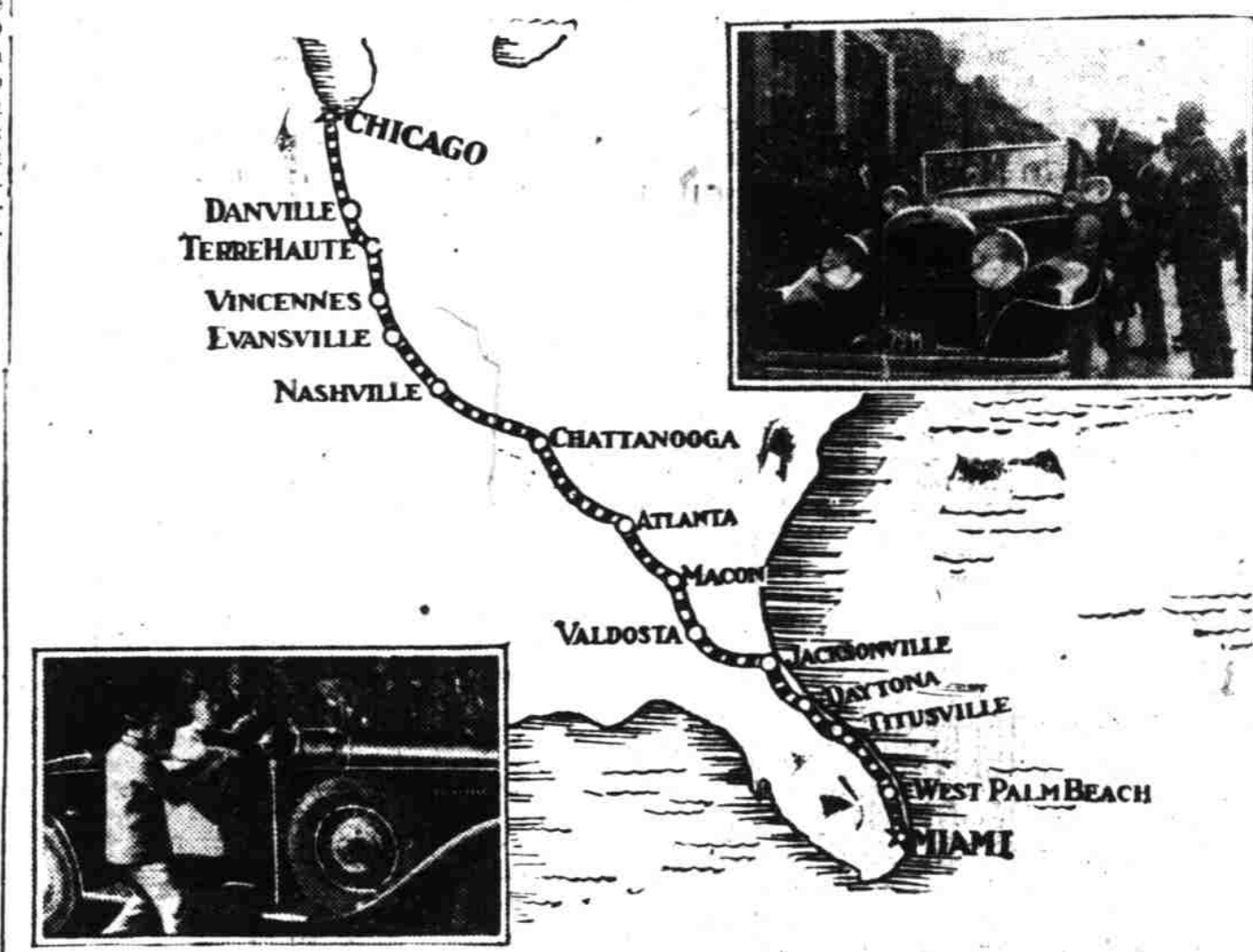
# WILLYS PREDICTS BIG MOTOR YEAR

The biggest year in Willys-Overland history with prosperity generally for the automotive industry during 1929 was forecast by President John N. Willys of the Willys-Overland company at a convention in Toledo of the company's Hundred Thousand Dollar club.

The company, Mr. Willys said, has plans in making looking not only to increased production of Willys-Knight and Whippet cars but to entering the truck business on a large scale.

More than 90 of the company's crack retail salesmen, who sold more than \$100,000 worth of Willys-Overland automobiles during the year, attended the convention of the Hundred Thousand Dollar club as guests of the company. Members of this club sold more than \$12,000,000 worth of automobiles last year. C. J. Phillips of Toledo leads the field with \$308,000 to his credit.

# Standard Reo Flying Cloud Roadster Travels 1601 Miles in 1825 Minutes



Averages 52.6 miles per hour in phenomenal dash from Miami to Chicago and lowers fastest through train time 13 hours and 10 minutes. No adjustments or repairs for entire run

Covering the 1601 miles between Miami and Chicago in the phenomenal time of 30 hours and 25 minutes and beating the fastest through train time by 13 hours and 10 minutes; a Reo Flying Cloud roadster, standard with the exception of two spot-lights and a 40-gallon gasoline tank and driven by P. A. Collins and William Moreland, two factory engineers of the Reo experimental laboratories, recently established a new record for this distance and route and proved again that the 1929 Flying Cloud is an automobile possessing year-ahead performance. At no time during the run, officials say, were there any adjustments or repairs made and the Flying Cloud averaged 15 miles to the gallon of gasoline for the entire distance. In addition, one of the most remarkable features of the run is seen in the fact that the Flying Cloud lowered the tentative time set by Reo officials by 4 hours and 5 minutes. According to reports, only nine stops were made enroute.

Checked out of Miami by Postal Telegraph at 3:00 A. M. eastern standard time on the morning of May 3rd, the Reo Flying Cloud covered the 38 miles between St. Augustine and Jacksonville in 36 minutes flat and arrived at Jacksonville at 9:19 A. M. eastern standard time, one hour and forty-five minutes ahead of schedule and with an average of 62 miles per hour. After taking on gasoline at line, the car left Jacksonville at 9:22, arrived at Jasper at 10:55 A. M. eastern standard time and Valdosta, Georgia, at 11:27 A. M. eastern standard time, having covered the 540 miles between Miami and Valdosta at an average of 63.9 miles per hour.

The Flying Cloud left Macon, Georgia, at 2:41 P. M. eastern standard time and arrived at Atlanta at 3:33 P. M. central standard time. The car averaged 60 miles per hour for the total distance covered between Miami and Atlanta. At Atlanta, the Flying Cloud stopped for five minutes to take on gasoline and then was away for the gruelling grind to Chattanooga, Tennessee, where it passed through without stopping at 6:28 P. M. central standard time. Up to this point, the average was 56.6 miles per hour. At Nashville, also, the Flying Cloud did not stop, arriving at 9:55 P. M. central standard time, just three hours and five minutes ahead of schedule and with an average of 54.6 miles per hour. After ferrying over the Ohio river, Evansville, Indiana, was reached at 2:41 A. M. central standard time, average 51.4 miles per hour, and Terre Haute at 4:42 A. M. central standard time. Average miles per hour—52. At Terre Haute, the Cloud took on fresh oil for the first and only time of the run.

Chicago, the end of the long trip, was reached at 8:25 A. M. central standard time, on the morning of May 4, with an average of 52.6 miles per hour for the 1601 miles.

Many Difficulties Encountered Make Time More Remarkable

According to reports, unfavorable road conditions encountered during the trip made the time of the run all the more remarkable. Central Florida, shortly before the start, had been struck by an unusually severe storm which left a trail of wreckage and made the road at some places almost impassable. Georgia, in the grip of one of the worst floods in her history, held forth uncertain road conditions, while the mountainous route between Chattanooga and Nashville, as well as on to Terre Haute, was traversed at night and presented many difficulties in the way of tortuous curves, narrow bridges, hairpin and figure eight turns, countless detours, numerous fords and climbing of Signal and Eagle

mountains. The fact that cattle and live stock are permitted to roam without restriction on many of the roads in southern Georgia and southern Florida, also added to the difficulties of the trip.

In addition, the Flying Cloud encountered unusually hot weather throughout the entire run. The mercury at Atlanta, as the Cloud went through, was 85 degrees and on Friday, when the car reached Chicago, that city, with 90 degrees, was the hottest point in the United States, according to weather reports. Average temperatures for the entire run were between 82 and 90 degrees, but no trouble was experienced with the Flying Cloud's cooling system.

In connection with the Flying Cloud's ability to lower the fastest through train time between Miami and Chicago by 13 hours and 10 minutes, it is interesting to note, Reo officials say, that the Dixie Limited uses eight different locomotives and eight different train crews to cover the distance.

Every effort was made, it is stated, to adhere to speed laws and regulations in the thickly populated districts and motorcycle escorts were furnished in the large towns and cities along the route to keep the Flying Cloud on the right course.

This record-breaking run was made, according to Reo officials, for the purpose of securing engineering data and is remarkable not for the reason of the high speeds attained (no attempt was made to drive more than 70 miles per hour) but because it proves the Reo Flying Cloud's ability to maintain unprecedentedly high average speeds for an indefinite period, without at any time driving at dangerous top speeds. At the same time it proved again that the 1929 Reo Flying Cloud combines speed and hill-climbing ability with great ruggedness and durability, factory officials believe.

# YOU MAY TRY THE 1929 REO

There's a new Reo Flying Cloud at 1929 here for you to test. Try it out in every way you wish. Let it tell its story to you in its own sweet-running way.

Perhaps you're the right kind of owner for this car—if so, you'll know it the minute you try it out. The more miles you cover, the more sure you'll be that this Reo Flying Cloud of 1929 is your car.

Mr. Smith who has driven and demonstrated, the leading makes of cars for years, says there are none like the Reo. "Why do I say this? Why do I compare this Reo Beauty with 4,000 cars? Because it's vibrant life justifies such a comparison. Because it has answered to my every request. Because it performs with endur passes these others." You are in-

vited to drive and get acquainted with our Reo. The soft purring of the motor will tell you—"Keep me, mister, keep me. I'll perform after all other cars have quit. I'll go faster and ever faster and never stop. I'll beat them in traffic. I'll beat them on the straightaway. I'll beat your pal, your friend, your slave. Take me. You need me and I need you."

# HUDSON SUPER 6



**ABSOLUTELY - the most thrilling performance of my experience ... and then think of the price.**

Thus, thousands are voicing their new discovery!

And the occasion—a nation-wide program of personal demonstrations on the greatest scale in Hudson history.

New thousands literally "discovered" Hudson for the first time.

For the first time they travelled so fast with such safety, smoothness and exhilarating ease.

For the first time they met tall hills that seemed to vanish under Hudson's mighty power.

For the first time they sprang lengths

ahead at the getaway, with no sense of mechanical exertion.

For the first time they witnessed incomparable performance delivered with a fuel economy that averaged from 16 to 18 miles per gallon, according to the local conditions of demonstration.

And the concrete results were the largest proportion of Hudson retail sales of any demonstration program of all time.

Won't you take a ride? Perhaps you too will discover in this moderately priced Hudson a performance, smoothness and riding ease that even the costliest cars cannot surpass.

HUDSON PRICES		Fully
New Series, 1929—Delivered in Salem		Eqp'd price
<b>HUDSON 127" W. B.</b>		
Standard Sedan	.....	\$1763
Landau Sedan	.....	1963
Victoria	.....	1963
7-Passenger	.....	2263
<b>118" W. B.</b>		
Jr. Coach	.....	1538
Jr. Coupe	.....	1608
Jr. Sedan	.....	1638
Roadster	.....	1608
Prices include Spare Tire, Tube and Cover, Tire Lock, Bumpers front and rear, Motor Meter on dash, Radiator Shutters, Windshield Wiper, Rear Vision Mirror and Stop Light.		

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# Reo Sales and Service