

Hands That Rocked the Cradle Now Busy Steering Car

Woman Driver Today Has Nothing to Fear Through Comparison With the Men

Automobile Editor of The New Oregon Statesman Finds That Female of the Species Knows Her Stuff at the Wheel

BY J. P. PRESCOTT

HANDS that formerly rocked the cradle and turned the clothes wringer are now shifting the gears and turning the steering wheel. The thought of women drivers once brought laughter but now women drivers are accepted as a national institution. More than 35 per cent of the applications for licenses come from women now where six years ago the ratio was more than five to one in favor of the husky drivers. More leisure from household duties and the desire to go to market in autos is responsible for the increased desire of the fair motorists to ride more. With the afternoon free and the fresh air of the open road calling, the women have taken to driving in the good-weather season. During the winter riding to the store or friend's house is found much more comfortable.

They must go. They wouldn't walk. Hubby was at work. So they took the car out themselves. And there you have the story of women becoming drivers.

Ten years ago the woman who drove an automobile by herself was an adventure to be considered with expressions such as: "What are women coming to, anyway?" "Why! I wouldn't any more think of driving our car alone." But now the surprise comes from the other side in the form of: "Why! don't you drive?"

MEN AFRAID OF WOMEN

Frequently we hear some big, strong man telling about how he was scared by some woman driver who nearly ran into him. Very few of the habitual men drivers are always at ease when riding in a car operated by one of the opposite sex. Most of them dread approaching a woman driver at a corner or on the highway for they believe that you can never tell what they are going to do next.

The joke that is getting old fast about the woman putting out her hands for three reasons—to wave to someone, to find out if it is raining or to signal the driver behind her—can just as well be applied to men.

The infallible masculine drivers put out their hands to shake ashes from their cigars or cigarettes, to give their hand a rest from holding onto the wheel or to give the wrong signal to the driver in the car following them. (If you doubt the writer, stand on the corner for a short time and watch some of the operators in Salem, or wherever you live.)

Autos Easily Handled

Ease of handling automobiles in traffic and on the highway has contributed most to encouraging women to become drivers. The days when small persons had to brace themselves in the seat and tug with the steering wheel to turn the larger cars and had to exert themselves to take corners with the smaller ones were also the days in which women did not drive much.

The brake and clutch pedals are now easily reached and take only light pushes from the foot to be effective. Gears can be shifted with only an easy movement of the wrist whereas formerly a shove or jerk was necessary to change.

Riding Comfort Greater

Riding comfort has contributed much to the pleasure of riding and has changed it into a relaxation instead of a pleasure to be enjoyed at the expense of being tired later. Shock-absorbers and better springing methods together with the balloon tire have practically eliminated all road bumps and jars. The vibration that was so tiring in the cars of several years ago is entirely gone and is no longer to be dreaded as a cause of headaches and tired joints.

The purely practical and utilitarian body styles and colors of the past could not possibly hold any appeal for the feminine fancy. Richly upholstered and painted jobs of the modern motor car are designed especially to attract women buyers and drivers. The many exterior and interior decorating schemes give the woman an opportunity to get a car different from her neighbors although it may be of the same model.

NOW WE ASK YOU!

The American Motorist, official publication of the American Automobile association, says: "Whenever a man drives up in a cloud of dust and tells you that the modern fashions in women's clothes are nonsensical, ask him what would happen if a housewife tried to get into a rumble suit."

Heard Along Auto Row

By J. P. PRESCOTT

High in Sales—J. K. McWilliams of the Douglas McKay sales staff, places third in Chevrolet sales in Oregon for October. George Allen, also of McKay's placed fifth.

Lambert Hunting—Klamath lakes are the scene of L. D. Lambert's geese hunting. The State Motors owner will be away until Tuesday.

Traffic Office Moved—Chief T. A. Raffety has a new office on the second floor of the State building on Twelfth street. Traffic division headquarters is now located there instead of in the State house.

Knight on Display—A Knight engine has been running in the salesroom of the Alfred-Billingsley branch here since last Monday noon. The bare chassis is on display.

Plans Requested—George Hall of the Hall Motor company of Rockford, Ill., has written the Valley Motor company for blue-prints of the Salem plant. Construction on a new Ford agency in Rockford is being held up until the plans arrive there.

Visits in Portland—Kirk Wright of the McKay staff is visiting in Portland this week-end.

Moving to Salem—M. F. Swift, manager of the Alfred-Billingsley branch in Salem, is moving into permanent quarters here this week-end. Mr. and Mrs. Swift will be at home at 147 Lafayette street.

Visits McKay—Jack Sherer, Chevrolet representative in Gresham, visited Douglas McKay last week. Sherer was formerly an employe of McKay.

Gets Coupe—An Anniversary Buick convertible coupe was brought from Portland last week by Kenneth Wilson. The job will be on display in the Wilson salesroom this week.

Vick in Lebanon—George Vick made a tour of associated dealers last week, visiting in Lebanon, Albany and Corvallis enroute. He found that the new All-American six was being enthusiastically received.

Added to Staff—H. M. Price has joined the sales staff of the Packard Service and Sales branch in Salem. Price has been with the Portland office for several years.

Seniors Coming—A carload of 1929 Dodge senior sizes will arrive in Salem this week. The new coupe job will be the first on display in Salem.

Service Manager Here—Lee Merrill, service manager of the Packard Service and Sales company of Portland, inspected the shop of the Salem branch. He said the shop was well equipped to do any Packard service work.

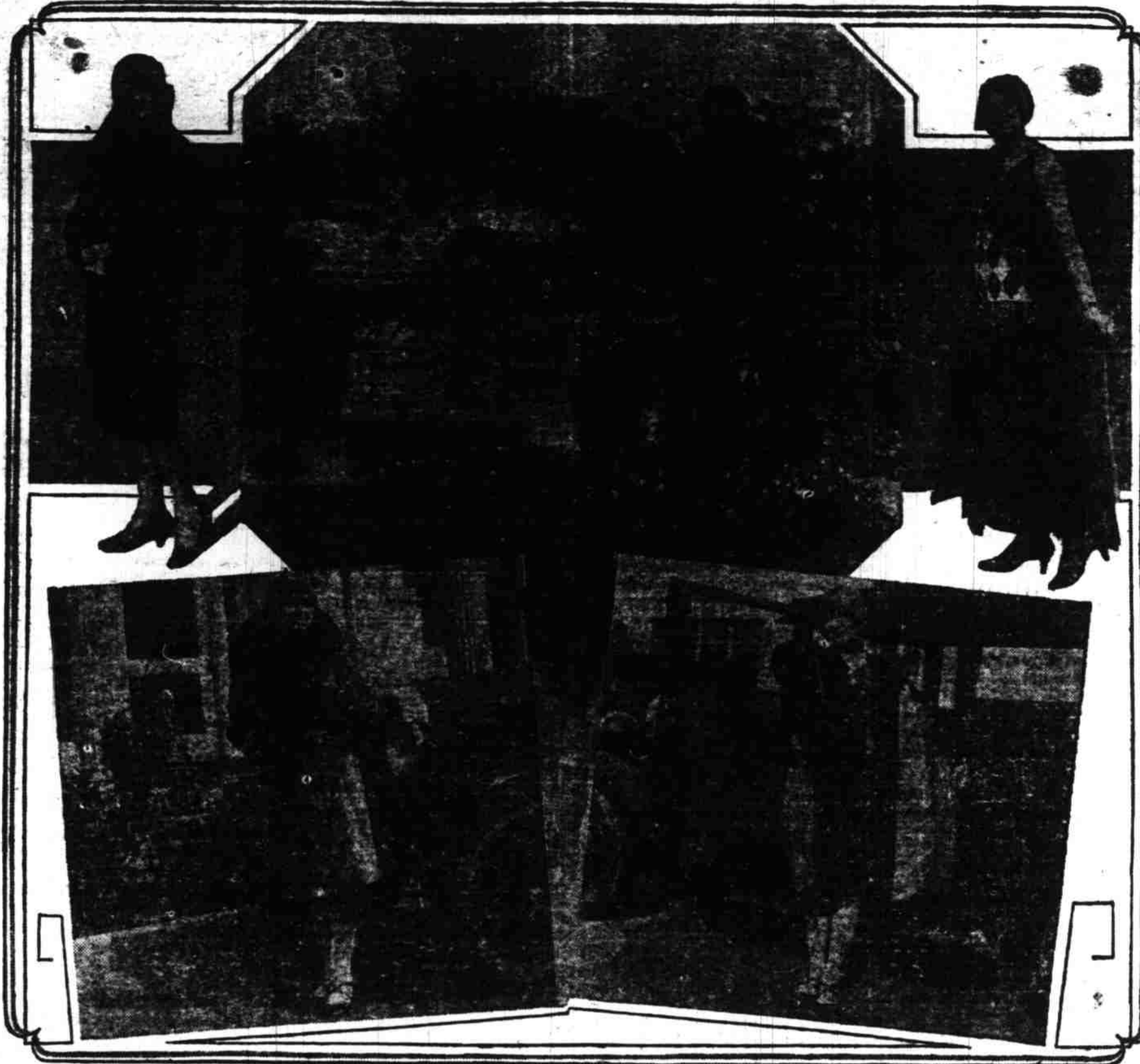
Fitzgerald in South—Jim Fitzgerald, local Chrysler dealer in Los Angeles on a business visit. He is expected back early next week.

Finley with Reos—Henry C. Finley has joined the sales force of the Reo Sales and Service company as used car manager. Finley was with the F. W. Pettjohn company for five years, as used car and new car salesman. Previously he had been with the Hupp agency.

Sedan Job Here—The first Chrysler 65 sedan to be on display in Salem was brought from Portland Friday by Kenneth Fitzgerald, local representative for that line.

Lebanon Dealer Here—Yern Reeves, Hudson-DeSoto dealer at Lebanon, made a business call on L. D. Lambert of the State Motors Thursday.

Winter Modes For Women Motorists



Style now decrees that Milady must match her automobile to her costume, which introduces the five-car family—for authorities agree that a family simply must have at least five different types of automobiles to be properly and fashionably equipped. One of the leading style shoppes of the country costumed its models in modes appropriate for wear in the five different cars now required by the elite—namely, landau

sport roadster, coupe, four-door sedan and two-door sedan. The new Oldsmobiles were used by the models. At the upper left this Hudson seal coat and chic velvet hat required a four-door sedan. Of course, when she dons her raccoon coat and smart tam, as shown in the center, nothing but a sport roadster will do. Returning from the opera, at upper right, she has allowed her cape to slip off one

shoulder showing a striking costume of black tulle trimmed with black and white transparent velvet. The chauffeur is wheeling the de luxe Oldsmobile landau to the garage. The charming outfit at the lower left consists of tan Majora coat with beige fox collar and cuffs and a natty cloche hat, which is quite the proper wear for shopping. And for shopping, nothing can compare with a coupe. It is comfortable and

has endless room for bundles. For afternoon wear to a bridge or party where one is likely to pick up a few friends for a lift, the two-door sedan must be used. And this little cocktail dress of black chiffon with a short jacket of transparent velvet trimmed with silver spangles combines with the sedan to make a charming picture. The stylists were silent regarding the proper automobile Dad should use for business.

DALLAS PLANS CELEBRATION

Large Crowd Expected to be on Hand This Week for Home Making

The program for the Polk county homemakers' conference which will be held in Dallas Wednesday, Thursday and Friday of this week, has been completed and should attract a large crowd of the women of the county. The program includes discussions of various subjects by some of the most able people in the state and entertainment features.

This conference has been planned through the county agent's office in cooperation with the 24 rural women's clubs and the Dallas Woman's club and will be held in the rooms at the Methodist church. The sessions will start at 10 o'clock each morning and will last until 3:45. Arrangements have been completed for the Ladies' Aid society of the Methodist church to serve a 50c luncheon to the out of town women each noon. Arrangements are being completed for the conduct of a nursery where visiting women may leave their young children while they are in attendance at the various sessions.

Committee Named—A committee consisting of Mrs. Mary Walker, Oak Point; Mrs. L. G. McBea, Pioneer; Mrs. S. L. Stewart, McCoy; Mrs. Ed Harmon, Buena Vista; Mrs. Hirschel Walt, Rickreall; Mrs. Chas. Bilyeu, Dallas; and Mr. Beck has been at work for several weeks laying plans for this big gathering of Polk county women. This committee represents almost all of the women's clubs of the county and they want it distinctly understood that any women of the county, or outside the county, for that matter, is not only welcome but urgently invited to attend any or all of the three days' conference. Each day two ladies from different parts of the county will preside. On the opening day Mrs. Frank Fawk and Mrs. S. L. Stewart will be in charge. On Thursday, Mrs. Y. C. Staats and Mrs. Chas. Bilyeu of Dallas will preside, while on Friday, the 16th, Mrs. Mary Walker of Oak Point and Mrs. Crowdon Blodgett of Br...

DALLAS PLANS CELEBRATION

Wednesday, November 14

- 10:00 a.m. Group singing.
10:10 a.m. "Housekeeping for Home Making," Miss A. Grace Johnson, professor of household administration, Oregon Agricultural college.
11:00 a.m. Reading, "Rube Played," A. V. Oliver, Rickreall.
11:10 a.m. "The Golden Opportunity," Mrs. Sadie Orr-Dunbar, Portland.
12:00 Lunch.
1:45 p.m. "Color in the Garden," A. L. Peck, professor of landscape agriculture and floriculture, Oregon Agricultural college.
2:45 p.m. Vocal solo, Mrs. David Wright, Dallas.
3:00 p.m. "Living Backwards," Dr. Kate W. Jameson, dean of women, O. A. C.
Thursday, Nov. 15
10:00 a.m. Group singing.
10:10 a.m. "Food Fads and Fancies," Mrs. Jessamine Chapman Williams, professor of foods and nutrition, O. A. C.
11:00 a.m. Vocal solo, Mrs. Victor Kem, Dallas.
11:10 a.m. "The Time Cost of Maintaining a Household," Miss Maud Wilson, home economist, O. A. C.
12:00 Lunch hour.
1:45 p.m. "Feet, Shoes & Health," Miss Ruth B. Glassow, director of physical education for women, O. A. C.
2:45 p.m. Violin duet, Ryan Sisters, Dallas.
3:00 p.m. "Do We Understand Our Children?" J. F. Brumbaugh, professor of psychology, O. A. C.
Friday, Nov. 16
10:00 a.m. Group singing.
10:10 a.m. "You & Your Clothes," Miss Alma C. Fritchhoff, assistant professor of clothing and related arts, O. A. C.
11:00 a.m. Vocal solo, Mrs. Marie Ebbe, Dallas.
11:10 a.m. "Posture, Exercise and Health," Miss Glassow.
12:00 Lunch hour.
1:45 p.m. "The Life of Women in China," Miss Lan Chen Kung, Shanghai, China.
2:45 p.m. Piano solo, Rachel Uglow, Dallas.
3:00 p.m. "Art in the Home," J. Leo Fairbanks, professor of art and rural architecture, O. A. C.

ST. JOHNS TEAMS USE ATHLETIC BUS

Comparable to the champion gladiators of Rome, who in their day of triumph could command every luxury, the modern American athlete now has his own deep cushioned omnibus to ride to the scene of combat.

The "Athletic Bus" has been designed by the Graham Brothers Motor Coach division of Dodge Brothers to meet the demand of schools and colleges for a vehicle to transport their teams safely, conveniently and economically. Accommodating 21 passengers, each in an individual seat that insures arm chair comfort and relaxation, the bus provides a dependable and speedy trip from the home campus to the scene of combat miles away and gives the players the advantages that thousands of spectators enjoy in motoring directly to athletic contests. A rack on top with tarpaulin affords ample carrying space for baggage and team equipment.

The St. Johns Military Academy of Delafield, Wis., has found unusual advantages in motor coach transportation, using the "Athletic Bus" for its football, basketball, baseball and track team. Delays caused by rail connections are eliminated, and players are kept together before and after contests. Additional utility is possible in transporting glee clubs, orchestras, debating teams and other school organizations. The bus is powered with a six-cylinder engine with four speed transmission and four wheel hydraulic brakes as standard equipment. The seats are leather, of the individual type, permitting maximum riding comfort and roominess for every occupant.

3 Million Visitors At National Parks During '28 Season

More than three million people visited the national parks and national monuments during the 1928 travel season just closed, according to the American Automobile association. "This figure exceeds by 225,423 the number of visitors to these reservations in 1927," says

the national motoring body. "In 1928, 2,522,188 people visited the national parks, as against 2,354,643 in 1927. The figures for national monuments were 443,197 in 1927 and 504,085 in 1928. "For the first time in its history, travel to the Crater Lake National park in Oregon went above the 100,000 mark, while Hawaii National park in our island territory had more than twice the number of visitors it had in 1927."

The golden wedding anniversary of Judge and Mrs. C. G. Gillette was held at Grants Pass recently and was attended by 200 friends of the couple, some of whom were at the wedding 50 years ago.

SEIBERLING'S SINGERS GOOD

Women Demand that Popular Radio Feature Appear Later in Week

"We want the Seiberling Singers later in the week!" This has been the cry of housewives here and in other parts of the country, according to Walter Zosel of the Zosel's Tire Shop, local distributors of Seiberling All-Tread Tires and sponsors here of the Seiberling Hour.

And the result, he announces, is that on November 8th the Seiberling Singers moved from Tuesday into Thursday evenings. At the same time, the Seiberling Hour went on the air half an hour later in the evening than heretofore—from 9:00 to 9:30 p. m., Eastern Standard Time (from 8:00 to 8:30 p. m., Central Standard Time.)

Singers Prove Popular

"Local hostesses were active in the successful effort to have the Seiberling hour put on the air later in the week," Mr. Zosel declared. "They contributed a large bundle to the flood of letters which the Seiberling Singers have received during the past year—letters urging that the Seiberling hour be broadcast during the latter half of the week when the largest share of home entertaining is done.

"Radio is playing an increasingly important part in the plans of American hostesses. Every home linked to the ether can tap entertainment resources that kings could no tafford twenty-five years ago.

"The requests from Salem hostesses that the Seiberling hour be broadcast during the 'social half' of the week is one of the finest tributes we have received. And it is final and conclusive answer to those critics of the Seiberling Singers policy of broadcasting the world's best music in ways it has seldom or never been done before who declared that there could never be a large audience in this country for any but 'jazz' programs.

Network Increased

"The transfer of the Seiberling hour to Thursday evenings is coincident with a change of the time of broadcasting, necessitated by the fact that on November 8th the Seiberling Singers added five Pacific Coast stations to their network.

"With the increase in the Seiberling network, the Seiberling Singers have laid plans to inaugurate a wide variety of new features, both vocal and instrumental. Local hostesses who were prime movers in the successful effort to have the day of broadcasting changed from Tuesdays to Thursdays will find that the Seiberling Singers have prepared real entertainment for them."

TAX REDUCTION BEING STUDIED

Good Roads Group Praises Fight Against Bills, To Make Proposal

The Oregon Good Roads association wishes to publicly thank the press of the state for their support in the campaign against the Dunne bills," J. C. Ainsworth, president of the Good Roads association, said upon being apprised that the Dunne measures had been defeated.

"Oregon newspapers were the dominant influence in the defeat of these two measures. They not only gave freely of their space to the Good Roads association but individually conducted aggressive campaigns against the bills which they knew directly threatened the state's splendid highway system.

Committee Working—"With highway chaos avoided by a popular vote surprising even the most optimistic opponents of the Dunne measures, the state highway commission can proceed with its interrupted plans in an orderly manner.

"The Oregon Good Roads association will continue to concentrate its energies toward affecting motor vehicle tax readjustment at the next session of the Oregon legislature. We have a special committee making a study of this important subject. It will make recommendations to the special senate committee appointed to report a tax readjustment bill to the 1929 legislature. This senate committee plans to hold a number of hearings during the next two months.

"Every resource of the Good Roads association will be placed at the disposal of this committee and the next legislature in order that the motor vehicle tax may be readjusted, making it easier to pay, and at the same time provide revenue necessary to carry on our highway program."

Germans Prefer American Made Auto Accessories

Although Germany is one of the mother countries of inventions, American automotive accessories are in the greatest demand by motorists, according to the foreign division of the American Automobile association.

The A. A. A. says this is borne out by the interest in American accessories displayed by a party of 129 members of the Allgemeiner Deutscher Automobil club, largest motoring unit in Germany, who have just completed a tour of eastern United States.

A leading German dealer in the American product attributes the favorable American position to the class of materials used in accessories and in the "thoroughly purposeful, simple and practical construction."

Advertisement for Smith & Watkins tires. Features a large tire image and text: 'Bring Your Tire Cripples To Us!', 'They may not be as bad as you think—especially if they were good tires to start with. The life of a good tire can often be prolonged by expert treatment. If its there we'll bring it out. If it is not we'll save you money by telling you so.', 'And when you are ready to look at new tires let us show you why a KELLY-SPRINGFIELD is the cheapest tire in the world per mile.', 'SMITH & WATKINS', 'PHONE 44', 'The Station With a Clock'.