

# INTERESTS GET BEACON SITES

### Richfield Obtains Locations Near Eugene, Roseburg and Grants Pass

LOS ANGELES.—With nine of the projected 36 huge Richfield-neon beacon towers completed—actually a fourth of the luminous chain which will interlink with light the Pacific coast, Mexican and Canadian international borders—work is to be started at once on three more, it was announced here today by Bert Healy, general manager of Highway Communities, Inc.

These three new locations are Visalia, Santa Paula, and Castaic, the latter a Ridge route community at the intersection of the state highway and Santa Paula boulevard. At Visalia the tower will rise at the municipal airport. This is the first of the three new ones which will be finished.

First in Oregon During the last week it was announced, Max Gordon, property buyer for the interests involved in Highway Communities, Inc., Richfield Oil company and Electrical Products corporation, obtained sites at Grants Pass, Roseburg, and Eugene, all in Oregon. These are the first sites acquired outside of California.

Ideal service stations, catering to the comfort of the motorist, have been completed at the base of the neon beacons in Capistrano, Palm City and Beaumont. Similar stations, beautifully designed in Spanish mission style, are under construction at Santa Rosa, Chular and Livermore.

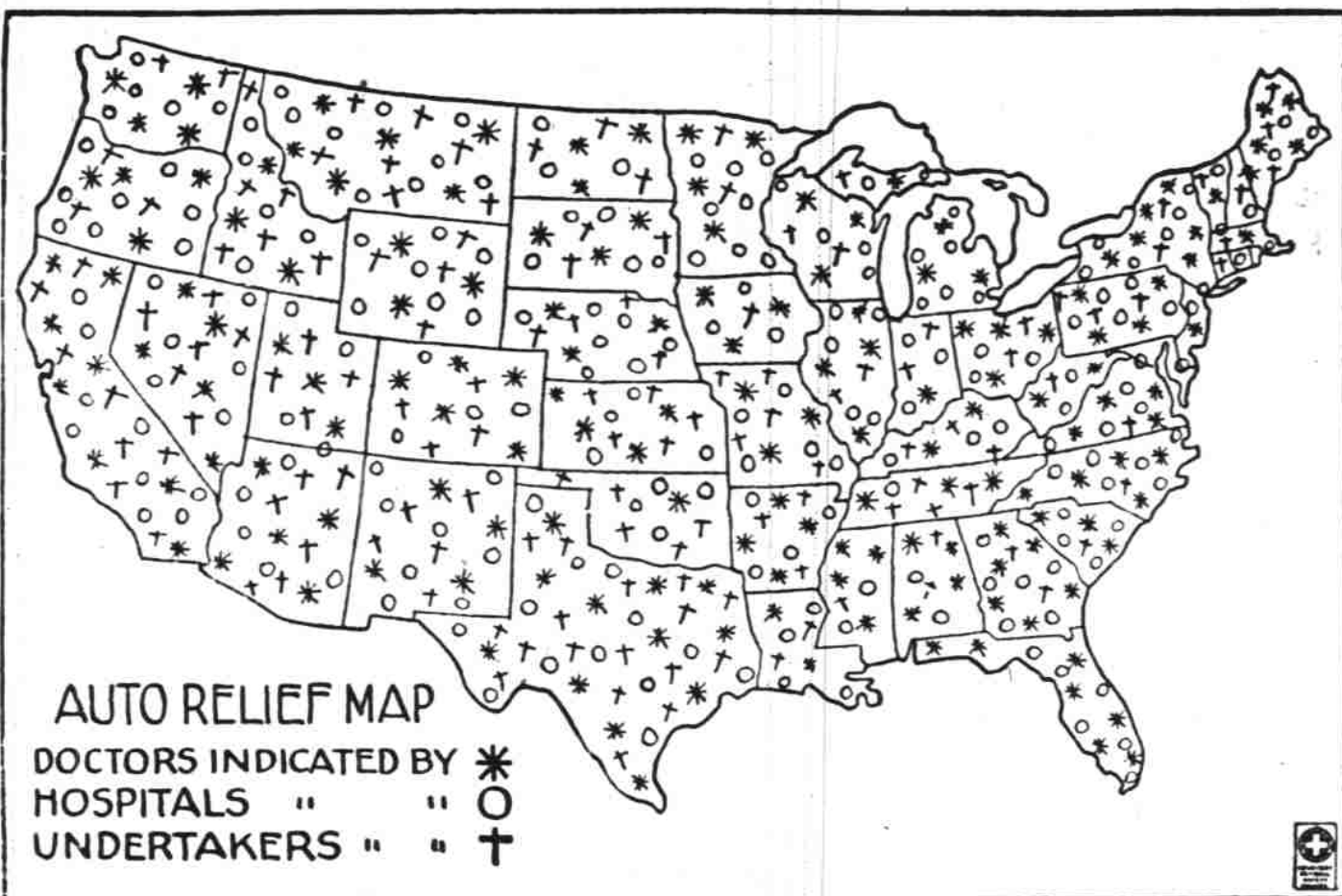
The next stations planned, according to William Cotrel of the Richfield Oil company, will be at Merced, Santa Maria and Paso Robles.

The "Great Richfield Way" between the two borders will represent in its entirety—including the ideal roadside hotels, service and comfort stations, and beacon towers—an expenditure for 34 roadside motor villages of approximately \$10,000,000.

Plans for the hotels are being completed by Merrill & Wilson, architects. No announcement has yet been made as to when the first of these will be started.

Aviation experts of the interests involved, assisted by George A. Miller, representing the U. S. department of commerce in charge of aviation, are now giving careful consideration to various types of aerial beacon guides. They are seeking the best type to place atop each new tower so that night fliers always have one or more of these blazing beacons within sight.

## New Relief Map of the United States



AUTO RELIEF MAP

DOCTORS INDICATED BY \*  
HOSPITALS " " O  
UNDERTAKERS " " T

The above map should be of interest to tourists as it gives the location of doctors, hospitals and undertakers throughout the United States. The National Safety council suggests that it may be useful in case of accident or sickness to those traveling.

## BATTERY PRICES GIVEN REDUCTION

Closely following a general reduction in prices on all Western Giant and Wear-well tires sold by the Western Auto Supply company stores, comes another announcement of a general price reduction on Wizard storage batteries.

With this new, reduced price schedule in effect, Western Auto stores now offer Wizard batteries at the lowest prices in the history of the company, states the Western Auto store. "Twenty to thirty per cent more power has been developed in Wizard batteries," explained Mr. Clark. "The new oxide combination developed by our engineers gives Western Auto batteries this added power. This extra power assures hotter, fatter sparks, complete combustion, less carbon and longer motor life.

"In addition to this increase in power, our new oxide combination permits more rapid recharging by the automobile generator, makes the battery stand up longer under severe strain and assures quick starting regardless of weather conditions. These great battery values are backed by

## Western Auto's guarantee of satisfaction.

"Even with this new, reduced price schedule in effect, the Western Auto Supply company stores will continue to accept old, worn out batteries as part payment on new Wizard batteries at any one of our more than 150 western stores."

## Hudson-Essex Is Leading Importer Of Sixes Abroad

During 1928 Hudson-Essex advanced to the point where it was the third largest builder of motor cars in the N. A. C. ranks, and, consequently, it occupied third position at the national automobile show.

Figures released by the Automotive Trade commission in Paris showed Hudson-Essex to be the largest importer to Europe of six cylinder cars, and that more than one-third of the American cars sold in England were Essex. Combined Hudson-Essex production for 1928 was 232,307 cars, and the company expects to produce a quarter million 1929 Production schedules for the first quarter call for 109,000 cars—the largest quarter in the company's history.

## New Body Styles Of Essex Relieve Driving Strains

Practically all of the new models embody features designed to reduce driving strain. Noteworthy among them is the new Essex which is equipped with an automatic choking device. This innovation eliminates a good deal of the annoyance usually experienced when driving in winter weather.

Instead of constantly choking his motor after starting it on a cold morning, the driver of the new Essex need only pull out the choke button half way and from then on the choking action is entirely automatic and closes when the motor becomes thoroughly warmed. This is accomplished by means of a balanced butterfly valve on the air intake which controls the amount of air taken into the carburetor. The valve is opened gradually by the force of suction as the speed of the motor is increased, providing the proper fuel mixture when a steady driving speed is attained.

**TRAIN KILLS TWO**  
ATHENS, Texas, Jan. 31 (AP)—Two men, Doc Boyett, 56, and Mac Duff Larkin, 17, were killed today when a freight train struck their automobile at a crossing near here.

## AVERAGE RATE GIVEN STUDY

### Slow Speed on Unfamiliar Roads Lowers Mileage for Hours Run

AKRON, O.—Tests recently conducted here indicate why the average motorist on long trips traveling forty-five to fifty miles an hour, whenever possible, is able only to maintain an average speed in the lower thirties.

The test showed that while a driver may maintain a top speed as great as traffic regulations permit while on rural roads, his average for the day will fall at least fifteen miles an hour under that figure.

Cars in the Miller tire test fleet were equipped with a device that indicated the miles per hour the cars traveled at all times, the number of stops and the length of time for every stop. Although it was to the driver's interest to cover as many miles as possible the cars stopped seven times each 12 hours for a period of seven or more minutes for each stop. When they stopped for less than seven minutes the stop was not counted.

Practically no difference was observed between the average day and night mileage, although the cars traveled over familiar roads both day and night. Highest average speed was made between the hours of 10 and 11 o'clock both day and night, although the higher average was not great. The difference in amount of traffic on rural roads at various hours of the day and night made little difference in the average mileage.

It was shown that out of the twenty-four hours cars were either idle or traveled at a speed of less than twenty-eight miles an hour 28 per cent of the time. Included in this was time required for meals and for changing drivers, and for making minor repairs on the road.

As these tests were conducted on well improved roads with which the drivers were thoroughly familiar it is easily understood why motorists on long trips over unfamiliar roads will maintain an average speed much lower as compared to their top speed on straight-aways.

## Motor Freight Aids Rail Income I.C.C. Reports

Comparing recent rail receipts with the high period of 1920, the

Interstate Commerce commission finds that the motor vehicle business is helping to improve the freight receipts of the rail lines, though passenger revenue is lighter.

"As compared with conditions in 1920, the passenger revenue of 1927 declined 34.2 per cent, the number of passengers declined 32.8 per cent, and the number of passenger-miles declined 28.2 per cent," says the forty-second annual report of the I. C. C. "These declines are striking, but in considering their significance from the standpoint of railroad finance, it should be considered that the development of the automobile industry has helped to swell the freight revenue."

**\$105**  
Delivered Here - Fully Equipped  
Two-door Sedan, Coupe, Sport Roadster

**DURANT SIX**

Beauty and proved mechanical perfection place the NEW 1929 DURANT Six apart from any other low-priced Six. The price will seem extraordinarily low when you inspect this "most sensational Six ever built" and find Lanchester Vibration Dampner, Red Seal Six Cylinder Continental Motor, Nelson Bohnalite invar strut pistons, 110 inch wheelbase, Morse silent timing chain drive, full force feed lubrication, and many other first-quality features.

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**World's Easiest Driver Control**

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**Refreshing Comfort**

**Advanced Six "400" Sedan**

**\$1815**  
Delivered Fully Equipped

**The New NASH '400'**  
is the only car with *all* these outstanding features as regular equipment at no extra cost

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"AFTER WE SELL—WE SERVE"

**THE STYLE AUTHORITY IN ITS CLASS!**

**NEW SUPERIOR Whippet**

**WHIPPET 4-COACH \$535**  
Coupe \$535; Sedan \$595; Roadster \$485; Touring \$475; Commercial Chassis \$365.

**WHIPPET 6-COACH \$695**  
Coupe \$695; Coupe (with rumble seat) \$725; Sedan \$760; Sport De Luxe Roadster \$820 (including rumble seat and extras). All Willys-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

**GREATER BEAUTY, LARGER BODIES WIN PUBLIC APPROVAL AT NATION'S AUTO SHOWS**

**RECORD SALES EVERYWHERE!**

With longer bodies—higher radiator and hood—graceful lines—rich, harmonious colors—sweeping one-piece full crown fenders—the new Superior Whippet definitely establishes an ultra-modern style trend for Fours and light Sixes.

Mechanically, too, the new Superior Whippet furthers its distinguished predecessor's long lead over competition. A higher compression engine gives more than 20% added horsepower, effecting faster speed, quicker pick-up and greater hill-climbing ability. Low consumption of gasoline and oil, and dependable performance, make this new car well qualified to carry on Whippet's unsurpassed reputation for operating economy and minimum service costs.

Come in and see these new cars. A demonstration may be arranged at any time suitable to your convenience. An immediate order will aid in early delivery.

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A single button, in the center of the steering wheel, starts the motor, operates the lights and sounds the horn. You can keep your foot always on the brake when starting or re-starting on a hill.