

DRIVERS AVOID CITIES ON TOUR

Strange Regulations Lack of Parking Space, Congestion Cause

WASHINGTON, D. C.—Business interests located in the urban centers of the country lose their chance at a large potential source of revenue because of the tendency of a majority of motorists to avoid cities while on tour, according to a bulletin issued by the American Automobile association today.

The question, "Do you prefer to avoid cities while touring?" was addressed to thousands of motorists in every state of the union by the national touring board of the A. A. A. Out of every one hundred persons who answered it, 71 categorically declared that they preferred to avoid urban areas wherever possible.

The reasons adduced for this decided preference on the part of motorists were as follows:

Inconvenience Cause: Reluctance to run the gauntlet of city congestion.

Inadequate sign-posting of through streets. Loss of valuable time. Confusion regarding traffic regulations and consequent traffic hazards.

Lack of parking space. Commenting on this diagnosis, Thomas P. Henry, president of the national touring board, asserted that while congestion is a deep-rooted national ailment, the basic trouble is unnecessarily aggravated by other traffic diseases which can be readily cured by the cities themselves.

"Let us concede at once," he said, "that congestion as such is a deep-rooted national ailment for which no wholly adequate prescription has yet been forthcoming. But why aggravate this condition by permitting other traffic diseases to flourish?"

Wants Clear Signs: "Why can't our large cities, for instance, mark their through highways and the important turns leading to these? Failure to do this results in the visiting motorists often floundering helplessly through the whirlpool of city traffic and serving to intensify the confusion and the danger."

"Why need the visiting motorist continue to fear the traffic regulations of a strange city, now that every community in the land has before it a municipal traffic ordinance developed by nationally known experts after years of study?"

"Parking space is everywhere at a premium. But here again is a problem that the adoption of the municipal traffic ordinance would help. It is well worth the while of all cities to consider what can be done to provide parking space for the strangers with in their gates."

Much Business Lost: "The motor tourist is today an important factor in the creation and distribution of national wealth, and failure on the part of our 'city fathers' to give consideration to ways and means of expediting the passage of the visiting motor caravan through the urban areas is resulting in the loss of millions of dollars of business annually. If the difficulties of transit were less, there is no doubt at all that the majority of motorists would prefer to see and often stop over in the cities on their route. They realize full well that in passing them by they miss much of interest and educational value."

"The longer the cities delay in eliminating as much as possible the difficulties that confront the visiting motorist, the more imperative will become the demand for belt lines around cities, against the establishment of which business interests have in many instances protested. The answer is to make the cities easier for the motorists to pass through."

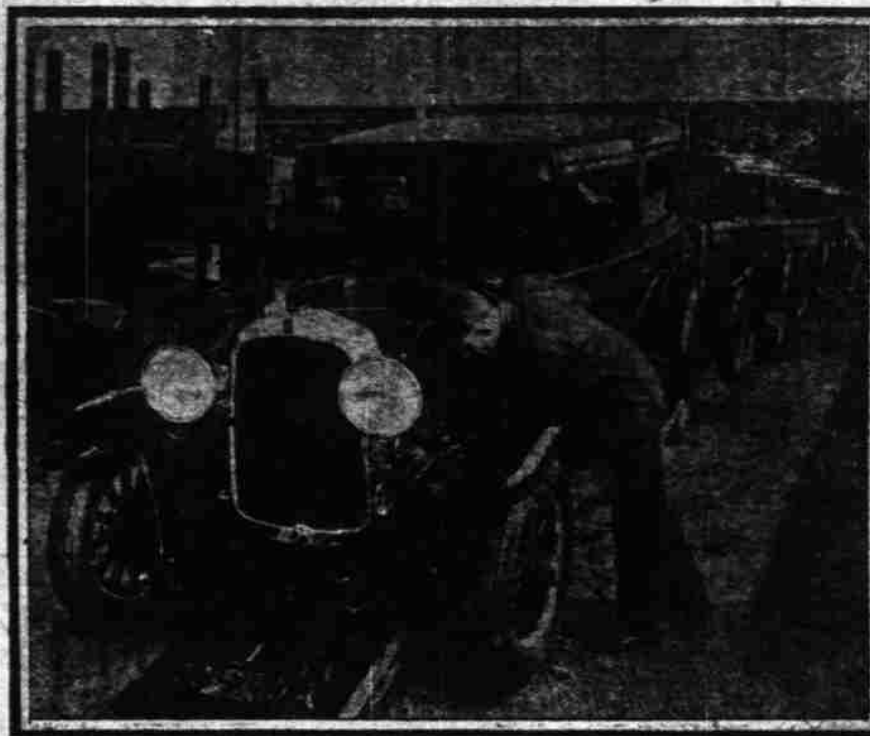
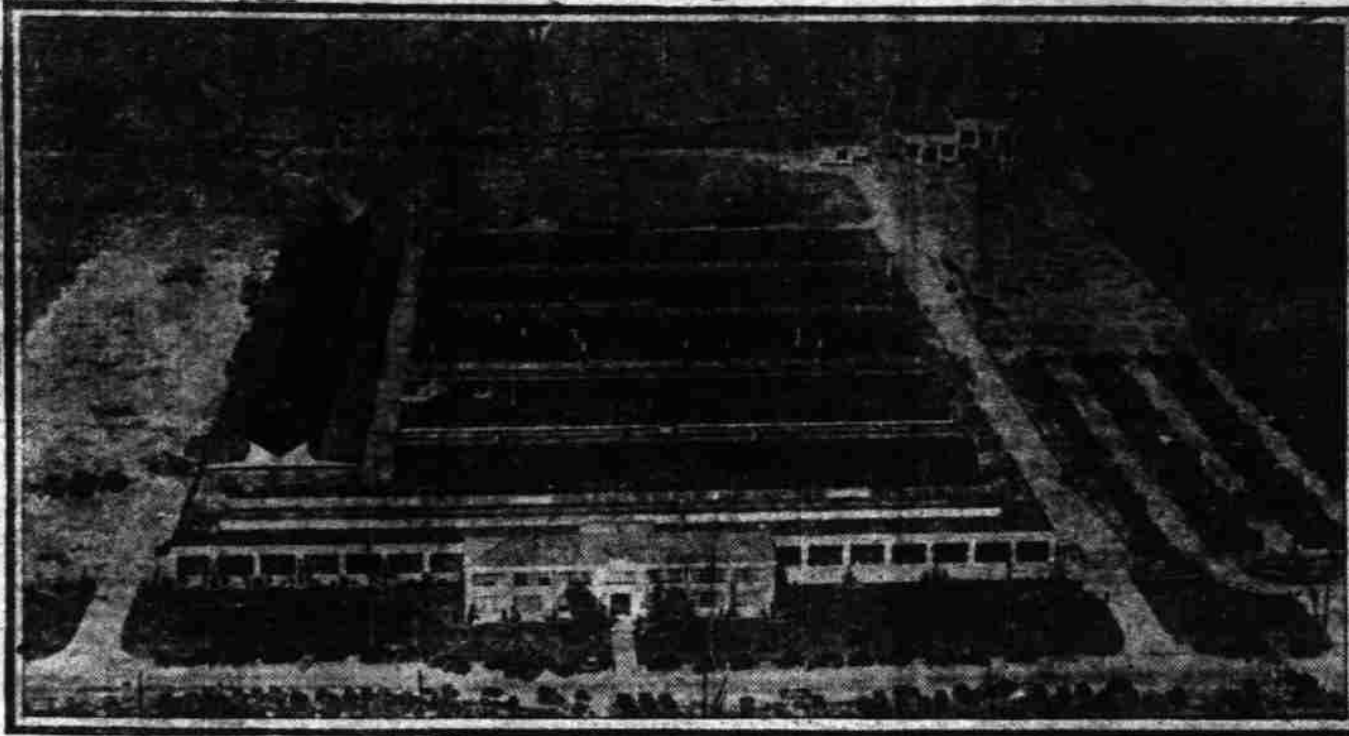
King's Ambulance Specially Built For Riding Ease

LONDON (AP)—The ambulance which soon will be used to convey King George to Craigwell House near Bognor for the sea breezes will be the last word in ingenuity in removing vibration. Lord Dawson of Penn, chief of his majesty's chief physicians, personally selected the car.

The tread of the tires is seven inches. There are compressed air cylinders between the body and the chassis. The bed is on springs running from the ceiling to the floor and there is electric heating and an electric fan for regulating the temperature as well as hot and cold running water. There is also accommodation for three nurses.

Four highly experienced men nurses will carry the king to the ambulance. The trip will not be taken until the road surfaces have been made perfect and the police will keep the roads clear as far as possible to avoid delay.

Latest Addition to Western Car Industry Shown



AUTO FACTORY FORMALLY OPEN

Willys-Overland Company Initiates Big Engine Plant on Coast

LOS ANGELES, Attended by several hundred business men, civic leaders and prominent citizens, the new \$1,500,000 Pacific coast factory of Willys-Overland, Inc., was formally opened at a luncheon held at the plant Thursday noon.

John N. Willys, president of Willys-Overland, Inc., who headed a group of factory officials from Toledo, Ohio, was the central figure at the luncheon which was arranged by chamber of commerce officials under the direction of Arthur G. Arnott, secretary and general manager.

The program included an address of welcome by Shannon Crandall, president of the chamber of commerce and Mayor E. Cryer and a response by Mr. Willys. George L. Eastman, past president of the chamber and master of ceremonies.

Wide Plans Outlined: Mr. Crandall and Mayor Cryer voiced their appreciation of Mr. Willys' realization of the importance of the Pacific coast region and establishing the great plant on this coast. They painted glowing pictures of the Pacific coast's industrial future and the great opportunities that await manufacturers in the coast section.

Mr. Willys in his reply outlined the extensive manufacturing plans now under way. He declared the Pacific coast region is one of the most important territories in the United States for automobile manufacturing and stated that with the new factory his company is now better able to supply this great section with dispatch, render the highest grade of service and cooperate fully with dealers and the general public. He also spoke of the speed with which the increasing trans-Pacific and South American trade can be supplied by the proximity of ocean shipping.

Factory Inspected: Other Willys-Overland officials accompanying Mr. Willys included Colin Campbell, vice-president in charge of sales; L. A. Miller, vice-president and general manager; A. B. Qualy, secretary to Mr. Willys; J. A. Sheldon, works manager and W. R. Ourand, works engineer who were in direct charge of building the new factory.

Mr. Crandall, president of the United States Advertising corporation. Following the luncheon an inspection trip was made through the factory which is already in operation. The general public has been invited to visit the big plant where open house was held the remainder of the week and see how Whippet and Willys-Knight cars are built.

In the evening at the Biltmore hotel, Mr. Willys and the factory group attended a dinner at which were seated several hundred dealers, their bankers and sales managers. Friday another luncheon was held at the factory for members of the Pacific coast automotive trade.

Four Buildings in Plant: The new Willys-Overland factory is one of the first automobile plants to be opened on this coast. It represents an investment of \$1,500,000 and consists of four buildings of steel, concrete and brick construction having a total floor space of 450,000 square feet.

The main building is 86x140 feet and one story high with a great concrete loading dock at floor level stretching almost the entire length of the structure. Also there is a two-story administration building, 48x140 feet, a power house 47x57 feet and an oil house 47x17 feet.

The factory is fitted with the most modern machinery and equipment and is declared to be the most efficient plant of its kind in existence. Its estimated capacity is 30,000 cars yearly.



An astrplane view of the new Pacific coast Willys-Overland factory is shown at the upper left. Completed cars coming off the assembly line are shown at the top right. John N. Willys, president of Willys-Overland, Inc., is pictured at the middle left, with some of the great stock of completed engines waiting to go on the assembly line at the right. One of the many groups of women in the upholstery department were snapped at work for the lower view of the new Los Angeles automobile factory.

Transition of Rare Trees Bordering Pacific Highway Presents Vistas of Beauty

Low, Gnarled Torrey Pine of Del Mar Coast, Mighty Sequoia Stately Spruces and Silvery Firs Can Be Seen Along No Other Continuously Paved Road

One of the most appealing charms of the Pacific highway is the endless variety of trees seen in transition of species along its course between nearly 17 degrees of latitude, points out the Pacific Highway association in a bulletin issued this week for the information of prospective sightseers who may traverse this route.

Nowhere in the world flourish so many unique conifers as may be seen between San Diego and Vancouver city and island. Only 25 miles north of the first city appears the Torrey pine—a low, gnarled gnome of a tree—which, hermit-like, clings to the cliffs above the coast near Del Mar. Save for a few specimens on Santa Cruz island, its exclusive habitat is these headlands of San Diego county.

The Sabine, or nut pine, it seen more commonly in the mountainous stretches north of Santa Barbara and in the lower canyons of the Sacramento river. Its radiating branches give it more the appearance of a palm than a pine, and its long, thin needles of bluish grey render it readily distinguishable.

Monterey's scenic peninsula is heightened in charm by the pine and cypress which bear its name. Most of the cone-bearing trees, planted by millions along the borders of the Pacific highway are Monterey pines and cypresses.

Sequoias luxuriate in the Santa Cruz mountains from the ridge to the west of Gilroy onward to the ocean. Numerous detours between Watsonville and San Mateo lead to some of the grandest groves in all California, the most extensively covering nearly 110,000 acres of the State Redwood park in the Big Basin of Waddell creek.

Ascending Sacramento river canyon towards Mt. Shasta, the transition of trees becomes more marked. Up to the 1,000 foot level, the Sabine pine is supreme. Higher up the yellow pine holds sway. Its bark is wrinkled with deep corrugations between golden plates which make its identification easy to every observing eye.

Above 2,000 feet, the incense cedar grows loftier with the altitude. Its cinnamon bark and sequoia-like pyramids characterize this big bearer of tiny cones. Other evergreens add variety

and when running double shift at top speed will employ more than 1,500 persons.

At present about 100 automobiles are being turned off the assembly line daily, and crews are working double shift in snafort to supply the great influx of orders that followed the recent introduction of the 1929 Whippet four and Whippet six. About 900 persons are now employed and this number will be increased as production grows.

near Mt. Shasta. The Douglas spruce attains 200 feet and more in height and is recognized by its grey wrinkled bark and downward hanging cones, two or three inches in length. True firs are noted by their silvery needles and their cones stand erect, like 'thumbs up.' About 4,000 feet in elevation, the sugar pine becomes more common, a lordly tree with long, pendant cones, prized by collectors.

Onward through Oregon and Washington, the Douglas spruce becomes predominant. It has several aliases, 'Oregon Pine' being the most erroneous. Some call it a fir, but its drooping cones are typical of spruce trees in contrast to the upright cones of the fir family. Sitka spruces extend from Puget sound up the coast of Alaska, blending with cedars and hemlocks to fringe with evergreen grace the emerald margin of this inland sea.

California's live-oaks reach their greatest girth near Paso Robles (the Pass of Oaks) and in the upper Sacramento valley where the Bidwell Oak near Chico is said to be the largest of this species in the world. Other trees, peculiar to the Pacific coast, heighten interest to tourists who traverse the Pacific highway—especially the madrone and manzanita. Yellow and red are their respective barks, gnarled are their branches and glossy their leaves.

They are more shrubs in Oregon, but become more arboreal in California. Clusters of blood-orange berries, almost as large as cherries, linger late in the winter on the branches of the madrones, called laurels in Oregon.

TIRE MILE COSTS FRACTION OF CENT

Approximately one-seventeenth of a cent for each tire mile is paid by the average automobile owner, according to Willis Clark, local manager of the Western Auto Supply company, distributors of Western Giant and Wearwell tires.

"Based on information collected by our research department, these figures can best be appreciated when compared with the report of 1913 which claimed the cost to the tire user to be one cent per mile," says Mr. Clark.

In 1913 if a tire delivered more than 3,000 miles of service, the owner was well pleased but today, the car owner expects, and receives five times or more the mileage of 15 years ago, and at a much lower cost. Improved methods of production and distribution assure low prices and better quality than ever before.

"The Western Auto Supply com-

Bills Before Legislators Fail to Reduce Troubles Of Highly-Taxed Motorist

July Issuance of Licenses Indicates More Christmas Money But Less at Vacation Time; Present Regulations to Stand Without Material Changes

Reduction of the income of the state highway department is on thing that the tax-payers of the state may be assured will not pass the legislature this session, judging from views expressed around the state house. The basic tax on automobiles in the form of a license tax will be raised to make up the difference. Maintenance of the present system of roads will be covered by sufficient funds.

Numerous bills covering the administration of the automobile bureau have been introduced to committees but have not reached either house. The change of the time for issuing license plates from January to July will lessen the load at Christmas time but will pile up a little more at vacation time.

More Road Plans Absent: "The change of date will in the end cost the motorist a little more money and not lighten the work of the automobile department any," believes Hal E. Hoos, secretary of state, who has charge of the administration of affairs pertaining to motors. "The average motorist will spend the money released at the first of the year for Christmas and then have to dig up the same amount at the first of July. Of course, it will distribute the burden a bit."

No new road projects to add burdens to the already well taxed motorist are in the offing at the legislature or even threaten to present themselves. Of course, many several pet projects to appease the folks at home but they have no hopes of getting past the committee, according to sentiments of the committee members.

New Laws Unlikely: The handling of special cases that frequently arise but which cannot be covered by any set ruling is provided in bills submitted to the committee on auto and roads. None of these will have influence on the average driver but will greatly facilitate the administration of the department.

Regulations governing the operation of motor vehicles will probably remain as they are as no changes have made their appearance yet. Numerous ideas are existing in the collective and individual committee minds. These cover the enforcement of present regulations more than new rules for the operation of machines.

These tires, now offered at the lowest prices in the history of our company together with the added savings presented by our trade-in offer, bring new thousands of car owners to our stores each year. From all indications Western Auto stores will far surpass their 1928 mark when more than half-a-million Western Giant and Wearwell tires were sold through their more than 150 stores.

AVERAGE RUN 234 MILES DAY TRAFFIC AILS 100 YEARS OLD

Better Highways and Signs Raise Motorists From Century Class Young Bloods and Reckless Drivers of Century Ago Cause Worry

WASHINGTON, D. C.—The average day's run of motor tourists is now 234 miles, as compared with about 100 miles a day 10 years ago, according to the national touring board of the American Automobile association.

"The question, 'When touring what is your average daily mileage?' was addressed to thousands of motorists in every state of the union in an effort to secure definite data on motor touring. Out of every hundred persons who answered the questionnaire, 30 reported 200 miles for their average daily run; 25 advised 250 miles; 16 average 300 miles per day and 15 said they traveled 150 miles a day. The average daily run was 234 miles.

Outstanding among the reasons advanced for this decided increase in the mileage covered by motorists were the following: Improvements Help: Better highways throughout the country.

Improvements of the motor car from the standpoint of ease of operation, comfort, safety and stability.

More adequate sign-posting and marking of important highways. Improved motor facilities, including standardized services in all sections and up-to-the-minute reports on road conditions.

A nation-wide tendency to liberalize speed laws and the passing of the roadside justice of the peace courts.

"The questionnaire," says the A. A. A. national touring board, "has revealed in a convincing way that car owners of the nation are ever looking for new areas and that the national prosperity following in the wake of the motor tourist is being more evenly distributed."

Roads Draw Tourists: "At the same time, it is clearly shown that motor touring in any section hinges largely on the character of the roads, the ease of travel over them, and the motoring services available. The fine character of present-day automobile has not discounted the tremendous importance of these factors."

The A. A. A. statement continues: "It is apparent that the 'move on' policy of speeding up traffic in congested areas has been taken up by motorists on the open road. Desiring to visit new sections in possibly the same period of time formerly devoted to visiting points in the car owner's home state, it has been necessary to speed up the motor vacation. Better highways, improved cars, adequately marked roads, standardized motoring services and more liberalized speed laws, grouped together, have made this possible."

Trips Well Planned: "More than 615,000 miles of surfaced highways, with approximately 90,000 miles of important interstate routes now beckon the motorist. Moreover, these interstate roads have been completely marked. In twenty-eight states with standardized signs."

"The motor tour of today is planned in the same methodical manner that formerly marked the railroad or steamship journey. In this connection, the nation-wide standardized services of the A. A. A. scientific detour reports with daily reports from road scouts,

There were traffic troubles and tolls and joy riders one hundred years ago when the automobile and bicycle belonged to the far future, and the "iron horse" and train were gazed upon in curiosity, says the American Motorist, official publication of the American Automobile association.

The A. A. A. magazine states that newspapers of a century ago were filled with stories of traffic mishaps and careless drivers of stages.

Wheel-Barrows Dangerous: "Back in the days when great, great grandfathers rode, the authorities took serious counsel of such things as speedsters, road hogs, joy riders, drunken driver—and of how 'females' were enticed from their home by the lure of the stage coach and how pedestrians on the sidewalks were too frequently injured by recklessly driven wheel-barrows," continues the Motorist.

Collegians and other young men of the present era of jazz and speed, not infrequently are brought into court for fast and reckless driving and are fined or lectured therefor. But one hundred years ago, according to a journal of that time, the idle and effeminate young men of the larger cities should have followed the example of a speed hound of January, 1829, to wit:

Speeder Fined in 1829: "A young gentleman of Cincinnati travelled from Nashville to that city, a distance of 355 miles in three days and a half! This is an example worthy the emulation of the thousands of idle, dissipated and effeminate young men of our large cities, who pay more for horses and carriage hire than their services to the world will ever be worth."

Another item of 1829 says: "During the past week 75 persons were brought before the police of Philadelphia, and either committed or fined. Among the number, 25 were for intoxication; four persons were fined \$3 each for using wheelbarrows on foot pavement; one person was fined \$3 for driving at an immoderate rate; and one fined \$5 with costs, for riding on the footway."

has contributed largely to broadening the field of travel.

"The tendency to liberalize speed laws is seen in a striking way with the report that 23 states have increased the speed laws within the past three years and many judge recklessness of the driver on the facts in the case, rather than on the mere question of speed itself."

Bishop to Leave For Olds Exhibit

A. C. "Biddy" Bishop, Oldsmobile distributor for Salem, leaves Friday for a preliminary showing of the Viking new Oldsmobile eight which will be on display at the Bay-City auto show at that time. All Oldsmobile dealers in Oregon have been invited to attend the affair. A number of the Oldsmobile factory personnel will be guests of honor.

You'll Be Pleased With Our Service

At the Station or on the Road



Phone 44

Open 8,760 Hours Each Year (That means we never Close)

"Jim" Smith & Watkins "Bill"