

ESSEX HERE IN UNUSUAL TEST; LAMBETH HOST

Car, Sealed in High, Goes From 'Frisco to Canadian Line and Back

A stock sedan of the Essex line rolled into Salem Friday afternoon with radiator, hood and gears sealed, the car being driven south on the home stretch of an extraordinary test of the Essex's ability to cover all sorts of roads in high gear and without new oil or water.

L. D. Lambeth, local Hudson-Exsex dealer was host locally for the Essex party. Paul Feeley of the Staley W. Smith Co., of San Francisco, and B. M. Sharp of the same firm being in charge of the car.

Test Novel One The test run was arranged as a demonstration of Essex qualities in one of the most novel trials ever devised on the coast.

The men had driven the car north from San Francisco as far as the Canadian line and back again to Salem without changing from high gear and without adding to the water or oil supply. Fifteen hundred twenty-two miles had been covered by the car when it reached Salem.

The party left Salem about 4 o'clock bound for Ashland Friday night.

Arriving back in Seattle after making the Canadian objective the car left there for California with the seals still intact. According to Paul J. Feeley, who is directing the run, the car is performing in such fashion that there appears no reason why it cannot make the round trip sealed. With Feeley is B. M. Sharpe, service superintendent for Stanley W. Smith, Inc., San Francisco Hudson-Exsex distributors, which firm is staging this remarkable reliability test.

Test Part of Program This run is being staged as part of the national demonstration work being conducted by the Hudson Motor Car company and designed to illustrate the fact that the new Essex is engineered with such precision and constructed in such manner that it is as near "fool proof" as an automobile can be made. During the run the car was subjected to varying road conditions, meeting mud, snow a few miles of icy pavement and was forced to pull the stiffest grades on the Pacific highway.

No attempt at speed was made coming north, the car being driven at ordinary touring speeds. In effect, the purpose is to show just how the car will perform under the normal conditions required by the average owner. Including the usual stops for meals and road directions which are inevitable "time out" periods on such a run, the average hourly distance covered was 30 miles. The elapsed time from San Francisco to Seattle was 24 hours.

Test Ideal One "There have been all sort of runs pulled over the Pacific highway because its varying grade made it an ideal test, but as far as we have been able to learn no car has ever made this trip with radiator, hood and gear-shift sealed in high," said Feeley. "It is impossible to replenish either water or oil supplies, and if anything happened to the car mechanically we would have simply been 'out of luck.'"

"The way in which the Essex performed was truly a remarkable demonstration of the reliability of the modern motor car. Many times we faced grades which looked impossible, what with traffic getting Continued on Page 14

WOMEN INFLUENCE AUTO BODY STYLES

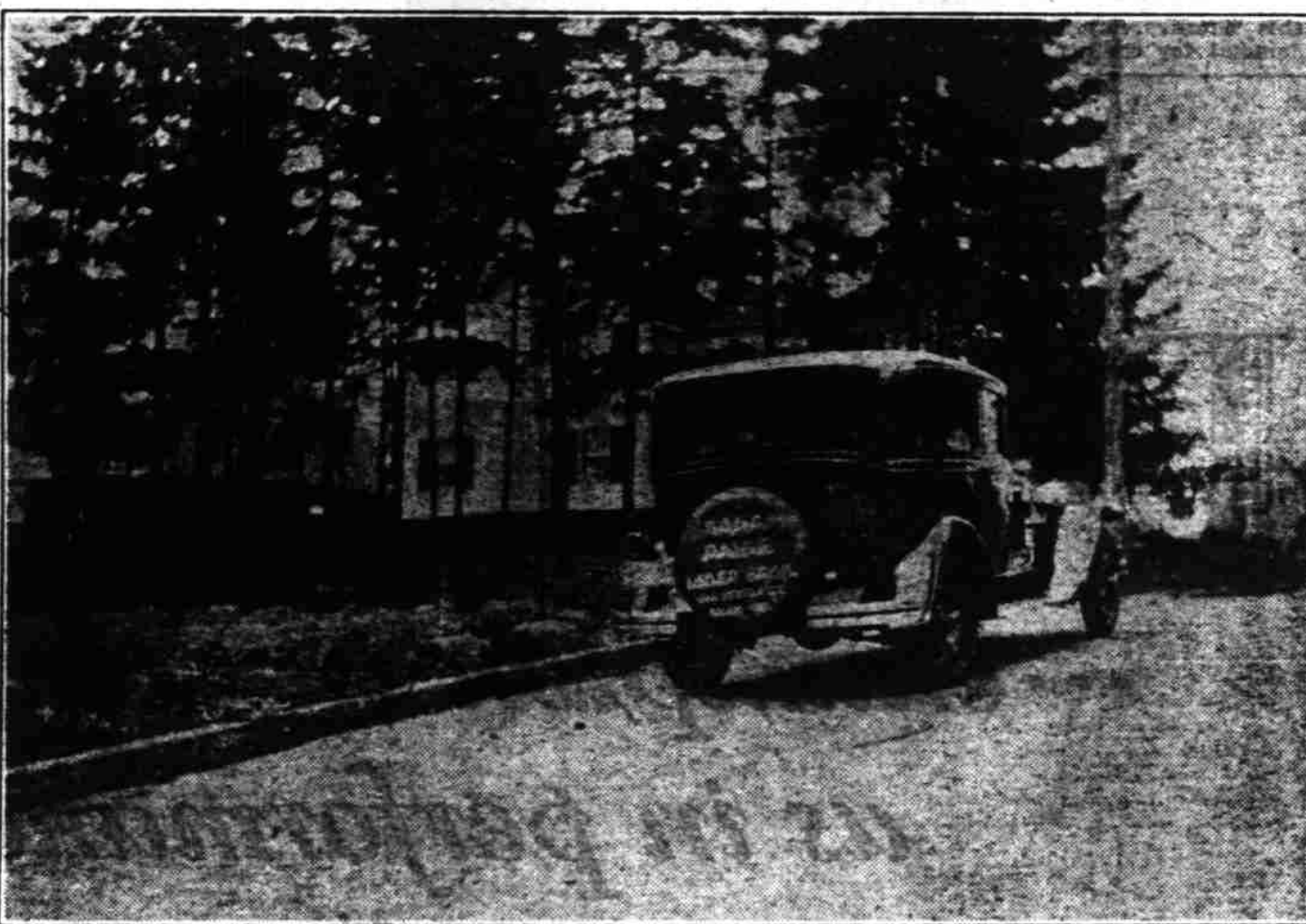
Outstanding present trends in motor design are largely due to feminine influence, according to Ernest W. Seasholtz, chief engineer of the Cadillac Motor Car company. This applies to the luxuriousness, style and beauty of this season's cars equally as much as to their mechanical features of safety, performance and ease of handling.

The 1929 LaSalle is a bigger and in every respect a finer car than the 1928 Cadillac and sells for half the price, says Lawrence P. Fisher, Cadillac president.

All Cadillac and LaSalle cars, except the Imperial models, have adjustable front seats which can be moved forward or back to fit each individual driver.

Reflecting the growing prosperity of both the United States and other countries, total foreign and domestic shipments of Fleetwood custom-built cars on the Cadillac and LaSalle chassis increased 119 per cent during 1928 the Cadillac Motor Car company announces.

SALEM'S HIGHEST HILLS NOW EASY TO CLIMB



View from the top of the grade leading to Salem's most exclusive residential district is shown at left above. Below the Graham-Paige is shown approaching the top at seven miles an hour in top-high. The sedan is shown going over the top toward one of the many fine homes, at the right. Recently opened residential sections to the south are seen at right with the Graham-Paige topping the grade to the Salem Heights district.

Sudden Brake Application When Front Tire Goes Flat May Throw Car in Ditch

Brakes should never be suddenly applied if a flat tire occurs when traveling at a high rate of speed, advises Willis Clark, local manager of the Western Auto Supply company. "High speed, balloon tires and four wheel brakes, combine to make flat tires extremely dangerous as the sudden drop of a wheel from four to seven inches and the heavy road drag of a flat balloon tire sometimes throws the car completely off the road," says Mr. Clark.

STEEPEST HILL FAILS TO STOP 4 SPEED CAR

Graham-Paige Climbs Grade in Top High at Seven Miles an Hour

Salem's highest and steepest hills were for long blockades to winter transportation, making it a great effort for a stout team to pull a rig full of people up the grade. Later it was a struggle for the best machine to go up racing the engine in low gear. Roads were improved and cars made more powerful. Now passengers are taken over the hills on high.

The rank and file of cars take a running start and go over or crowd the engine to get enough speed to go over without trouble. The four-speed Graham-Paige takes the hills in top-high without a run and without laboring. Held Low Rate

Maintaining a speed between seven and five miles an hour the Graham-Paige sedan took two passengers to the top of Superior street hill without a jerk or cough. The car making the demonstration had been driven less than 1600 miles and was operated by a driver unacquainted with the particular machine, and who had driven the hill only twice before.

Tests by non-professional drivers are the ones that show what a car is made to do," commented James Loder, of Loder brothers, local Graham-Paige dealers. "Of course, I have driven many of our cars but never before in a test of just this nature. To me the car was just as a machine driven 1600 miles would be to anyone who had driven it less than 25 Continued on Page 14

REPORTS SHOW HIGHWAYS OPEN

February 27, 1929 Pacific Highway Portland, Oswego, Oregon City, Salem, Albany, Harrisburg, Junction City, Eugene, Cottage Grove, Roseburg, Grants Pass, Medford, Ashland, California state line: Paved. Construction work under way between Oregon City and New Era, 4 miles. During work hours north bound traffic uses detour. South bound traffic uses present road. Snow on Siskiyou mountains between Ashland and California state line. Chains advised. West Side Highway Portland, Newberg, McMinnville, Corvallis, Junction City, Eugene: Paved. Old Oregon Trail West of the Dalles Columbia River Highway. The Dalles, Hood River, Portland, Rainier, Astoria, Seaside: Paved. Roosevelt Highway Clatsop, Tillamook and Lincoln Counties Astoria, Seaside: Paved. Seaside, Mohler, Brighton, Lake Lytle, Rockaway, Garibaldi, Bay City, Wilson River: macadam. Wilson River, Tillamook, Beaver: Part paved, part macadam. Beaver, Hebo, Neskonwin, Devil's Lake, Siletz river, Otter Rock, Newport: Macadam. Corvallis-Newport Highway Corvallis, Philomath, Eddyville, Toledo, Newport: Macadam. Tualatin Valley Highway Portland, Hillsboro, Forest Grove, McMinnville: Paved. Mt. Hood Highway Portland, Government Camp, Hood River: Paved to Multnomah county line; balance oiled macadam. Open to Swim; chains required east of Rhododendron. Closed by snow between Swim and Cooper Spur. Road between Government Camp and Wapinitia closed by snow. McMinnville-Tillamook Highway McMinnville, Sheridan: Paved. Sheridan, Willamina, Grande Ronde, Hebo: Oiled macadam. McKenzie Highway Eugene, Springfield, Walterville, Blue River, Belknap Springs, Sisters, Redmond: Macadam. Closed by snow between Belknap Springs and Sisters. Alsea Highway Corvallis, Philomath, Alsea, Tidewater, Waldport: Macadam. Santiam Highway Albany, Lebanon: Oiled macadam.

Nation-wide Registration Of Motor Vehicles Urged To Combat Auto Thieves

Editor's Note:—The following is the second of a series of special articles dealing with a nation-wide effort to promote traffic safety and reduce the chaos which has been produced by lack of uniform and scientific laws governing the operation of motor vehicles. The American traffic problem is so extensive and complicated it is growing so rapidly that the nation's best efforts are required to keep abreast of it. The foundation for these efforts must be simple and uniform rules and regulations with centralized control reserved to the states.

It was upon this realization that the National Conference for Street and Highway Safety predicated its work and concentrated its efforts mainly upon the drafting of a uniform vehicle code. This, it was deemed, would prove the most scientific and expeditious method of helping the individual states help themselves and each other and bring about effective and reasonable control of the 24,500,000 motor vehicles in the United States.

In its final form, as approved by the National Conference of Commissioners on Uniform State Laws and the American Bar association, the code consists of four individual statutes. They are: "A Uniform Motor Vehicle Registration act," "A Uniform Motor Vehicle Antitheft act," "A Uniform Motor Vehicle Operators' and Chauffeurs' License act," and "A Uniform Act Regulating the Operation of Vehicles on Highways."

Wide Disparity Found All regulation, the conference agreed, must rest upon adequate state machinery for making it effective. The uniform registration act is, consequently, the starting point. This act provides the organization found necessary by experience to the successful administration of the motor vehicle law. The conference found a wide disparity among the states' disposition of this matter. In some the duties of vehicle registrar were vested in the secretary of state, while others charge various already-existing boards or departments with the work. In one western state, the responsibility was lodged with the warden of the state penitentiary.

The registration act of the uniform code provide for a vehicle commissioner as head of a department of the state government, or a bureau of an existing department, which shall have for its exclusive functions the adoption and enforcement of such administrative rules and regulations as may be necessary to carry out the provisions of the code.

FOREIGN TOURISTS OFFERED 3-A AID

WASHINGTON, D. C.—In response to numerous inquiries from all parts of the country from parties who are already planning to tour Europe in their own cars during the coming summer and fall, the American Automobile association issued a statement today outlining some of the important requirements governing motor travel abroad.

The A. A. A. statement is based on reports to its foreign travel division from representatives at nineteen foreign ports and from thirty-five European motor clubs through which the American national motoring body is affiliated by virtue of its membership in the Alliance Internationale de Tourisme.

"The American facilities for issuing passports," says the Foreign Travel Division, "together with the arrangements made by steamship lines to handle cars, and the readiness of foreign governments to eliminate customs barriers, has brought motoring abroad almost on a par with the simplicity surrounding travel in this country."

It is pointed out that the first step in arranging for a trip abroad is the securing of passports, which is now comparatively easy for resident Americans through federal agents in all parts of the nation. Greatly improved services are also available in connection with other requirements for the motorist desiring to take his car abroad. Some of these are:

The motor car is now virtually a part of the regular baggage. Steamship lines now transport them uncrated and at a flat rate, based on weight, or cubic foot displacement.

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