

PUBLIC KNOWS AUTO VALUES

Great Margin of Progress Exhibited at Recent Motor Shows

By C. W. CHURCHILL, General Sales Manager, Buick Motor Company

No one attending the recent automobile shows could escape the conviction that the motor cars now being offered to the public are by long odds the finest motor cars ever built. No matter from what angle they are viewed—appearance, performance, or durability—the automobiles for 1929 show a tremendous margin of progress over those of any other year since the industry's inception.

All this is probably only natural, for never has greater attention been focused by manufacturers on the one objective of making motor cars better. The manufacturer has no choice in the matter, for the public has learned to judge automobile values accurately, and the demand for real value in return for the public's dollar can not be disregarded.

Change Not Progress

And progress in greater values was evident on all sides, at the shows. Progress in motor car appearance—in engineering design—and in every other phase of motor car value.

A fact which we have long recognized at Buick, and which has guided the whole process of designing and building our cars, is that more change does not necessarily represent progress. Because this is true, we have adhered consistently to definite principles of chassis design and the valve-in-head principle of engine design which Buick not only pioneered but developed over 26 years, and to numerous other features long associated with Buick cars.

The tendency to seek the real facts bearing on every situation will be found pervading the industry today. It has spurred the development of such facilities as the famous General Motors proving ground, which introduced a new and—at the time of its establishment—higher appreciation of the lengths to which manufacturers should go in preparation of their product. It has accounted very largely for the tremendously increased dollar-value represented by the cars at this year's shows as compared with those of any five years ago—an increase really amazing.

Performance Stressed

There is, in many directions, evidence of continued effort toward performance—an item of value which we have always considered paramount, particularly when interpreted to include endurance. The fact that sixes, as evidenced by volume, very nearly monopolize the industry today contains within itself full justification for the assertion that motor car values for 1929 will be far and away greater than ever before, and that six cylinder cars will lead in greater volume than ever before and the recently-noted attention to the comfort of driver and passengers has obviously been continued in preparation of virtually all the new cars.

Speaking in the light of careful observation at the shows—as well as with intimate knowledge of the advances embodied in every element of our own 1929 car's value, it is possible to predict for the coming 12 months an era of unprecedented acceptance of motor cars—a period during which their usefulness will attain new peaks, and the service they render become more indispensable than ever.

LINDY'S NEXT TRIP WILL BE TO TEXAS

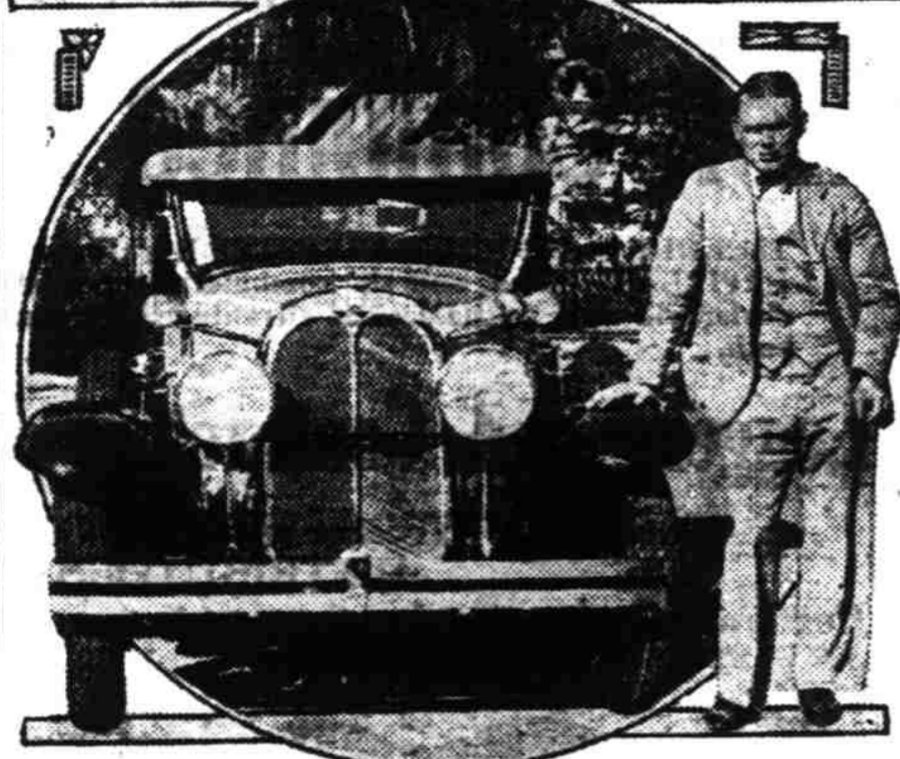
NEW YORK, Mar. 9.—(AP)—J. T. Trippe, president of Pan-American Airways, Inc., announced today that Col. Charles Lindbergh will pilot a plane from Mexico City to Brownsville, Tex., Saturday morning to inaugurate the corporation's latest air mail and passenger route.

On Sunday, Mr. Trippe's statement said, Col. Lindbergh will inaugurate the first south bound service over the route, leaving Brownsville at 10 a. m. and arriving at Mexico City at 3:30 p. m. The statement adds that officials of both the United States and Mexican governments have been invited to participate in the flights and that programs have been arranged in Brownsville and Mexico City to celebrate the beginning of the new service.

JANUARY BIGGEST MONTH

Studebaker commercial car sales in January 1929 were more than double the sales for the same period in 1928, and the largest in Studebaker history.

A TRIO OF WINNERS



Johnny Kuck, shown seated at the wheel of his new Oakland All-American Six sport roadster, won the shot-put for America at the Olympic Games in Amsterdam last year. Congratulating Kuck on his new car is shown Herman Brix, of Seattle, Washington, who took second place in the same event. Kuck purchased the Oakland when he visited Los Angeles recently. He and Brix are great "buddies," and plan to do plenty of travelling in the new car, which is the second Oakland purchased by the champion.

DRIVER TESTS URGED PLAN TO LOWER ACCIDENT RATE MADE BY COUNCIL BANS UNFIT FROM ROAD

By A. W. Koehler, Secretary, National Conference on Street and Highway Safety

Editor's Note:—The following is the third 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.

Reckless, inattentive, and in-competitive driving of motor vehicles is costing many thousands of lives annually in the United States, the more or less serious injury of half a million people and property damage estimated at hundreds of millions of dollars. Motor vehicle law has as a major purpose, safeguarding life and property by the regulation, discipline and education of operators. The national conference on street and highway safety consequently regarded the drivers' license act as the one providing its proposed uniform code for states with teeth.

A driver's license law, with examination of new drivers, properly administered by a centralized department (that of the state vehicle commissioner or department created by the first act of the uniform code) may be expected to have a material effect on motor vehicle fatalities. The seriousness of the traffic problem is shown in the fact that even in the states that have gone farthest toward a solution of the problem, traffic fatalities are still on the increase. Nevertheless, as compared with states not having a license law with mandatory examination,

those having such a law show a 20 per cent better showing since the passage of the law, according to a study made by statisticians of the national safety council.

Such a law was the ideal of the national conference and in the framework constructed for the benefit and guidance of the states, the following salient points are found:

16 Lowest Age

No person shall drive a motor vehicle on a highway unless licensed by the state vehicle department, except those driving road or farm machinery or operating an official vehicle of the United States army or navy.

Non-resident over 16, licensed at home, are exempt; if coming from a non-license state, they may drive their own cars for 30 days. License is not issued to persons under 16, or chauffeurs' licenses to persons under 18; nor to habitual drunkards, drug addicts, the insane or feeble-minded, those unable to understand signs in English, and those afflicted with such physical or mental disability or disease as to prevent reasonable control over a motor vehicle.

When the law is first enacted, all persons who have driven for one year without an unfavorable record may obtain a license within three months on written application but without examination. Thereafter every new driver must first obtain a temporary instruction permit; good for a limited period when accompanied by a licensed operator then, within 60 days, fill out an application for license and pass the examination which includes a brief oral test on the rules of the road and a demonstration of driving ability.

To Convict's Report

The commissioner may require re-licensing not more than once every three years. Chauffeurs' licenses must be renewed annually. All courts shall report to the state vehicle department all convictions for violation of motor vehicle laws and may recommend suspension of license. The department must revoke licenses in case of manslaughter in operation of a motor vehicle, driving under influence of liquor or drug, perjury in connection with the motor vehicle laws, conviction of reckless driving three times in a year, failure to stop after an accident, any felony in which a motor vehicle was used.

The department may suspend a license if it believes that one of the above mentioned offenses has been committed; that the driver has recklessly or unlawfully contributed to an accident; or that he is incompetent to drive a motor vehicle or is a habitually reckless or negligent driver. The department may suspend or revoke.

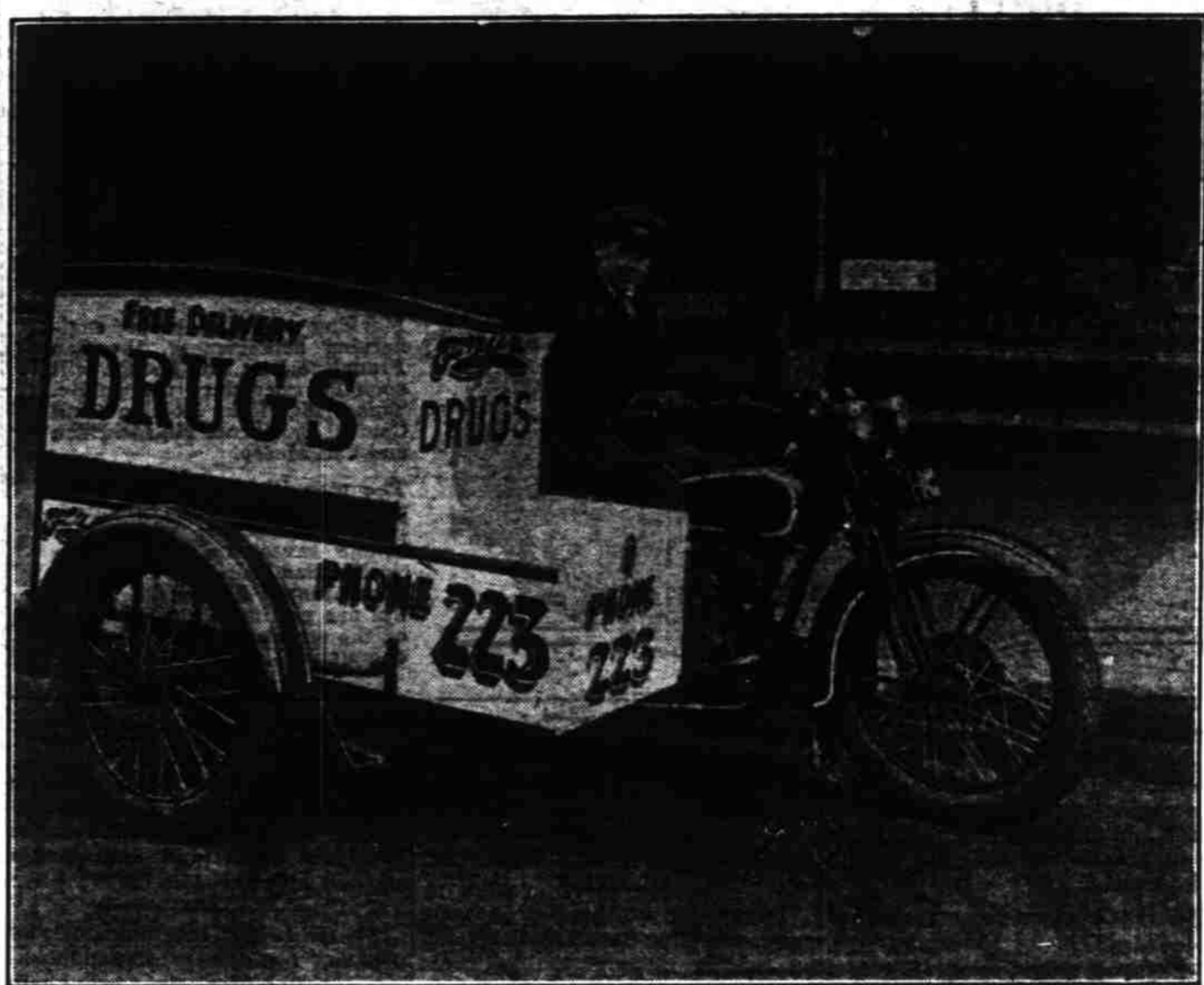
Famed Uniontown Hill Easily Topped

A man from Cleveland, Ohio was ascending the famous Uniontown Hill of Uniontown, Pennsylvania, in his Studebaker President eight. As the car was going over the crest, his wife turned to him and in all seriousness asked: "When do we come to the steep part?"

The Studebaker Champions, a brilliant 30 piece radio orchestra, broadcasts on the NBC chain every Sunday evening at 10:15 eastern time.

The first eight cylinder bus chassis in America has just been brought out by Studebaker.

FRY ADDS MOTOR DELIVERY



In order to render a better service to the people of Salem, the Fry Drug Store of 280 North Commercial street, have just purchased from Harry W. Scott, Harley-Davidson dealer, a new Harley-Davidson package truck. This machine will be used to make speedy delivery of everything in the drug line to the patrons of the Fry store. Better service to the customer is the aim of Mr. Fry in adding this new modern delivery equipment.

MANY WONDERS MISSED Side Roads of West Coast A Bound in Scenic Beauties SEE UNWRITTEN VIEWS

The car with the Spokane label turned the corner and came out suddenly onto Chuckanut drive, above the sparkling blue of the sound. Away across the water the green of Vancouver island showed soft against the haze and to the southwest Mount Olympus lifted his lordly head above the pine-clad Olympic peninsula. A gentle breeze brought the good sea air up to the drive. Down at the foot of the cliff the wavelets played among the rocks.

The driver, whose garb proclaimed him one of the prosperous farmers from the great inland basin, took off his sun-browned straw hat, mopped his brow and sat gazing at it all.

"My!" he said, after a while. "Ma, did you know there was anything like that?"

"No, Elmer," rejoined his plump and graying spouse. "I didn't. Pull over to the edge and let's set here awhile."

Now this is representative of the west, for, bodily as we proclaim ourselves a traveler and a cosmopolitan lot, we westerners have not yet learned the beauties that our magnificent home contains. Not even the broadening influence of good highways, comfortable motor cars and reasonably priced cars, such as Durant, plus the urge to travel have educated us to our mountains and gorges.

our broad rivers and forests, but in the words of the once-popular song, we don't know the half of it—no, nor a tenth of it.

Go where you will, in any state from the Rockies west to the Pacific, and if you can find one man who can truthfully say he's seen all of even the major scenic wonders his own state holds, you'll be luckier than the famous Greek who took a lantern to aid his quest for honest men. You'll need more than a lantern; you might better take a searchlight.

The welkin has been made to echo a number of times with catalogs of western beauty-spots and the praises thereof, but the Sunday afternoon driver out for a jaunt can turn off the beaten path at almost any crossroad, and within half an hour, find something which isn't in the books, which nobody considers specially noteworthy to our mountains and gorges.

(Continued on page 18)

CAR EVOLUTION TALE INSPIRES

Steady Engineering Progress Back of Great Advance; Oldest Name Leads

The development of the automobile from its early form to the present offers one of the most inspiring records of engineering achievement in industry, according to Wallace Bonesteel of the Marlon garage company.

"The evolution of the modern motor car has been wrought primarily by steady engineering progress," he declares. "There have been other factors, lack of which would have seriously retarded the growth of the infant industry, but the engineer has been consistently in the foreground."

In reviewing the history of this amazing progress it is interesting to note how consistently the oldest name in transportation stands forth as the originator and sponsor of many improvements which are taken for granted in the car of today.

Pressed Steel Used First

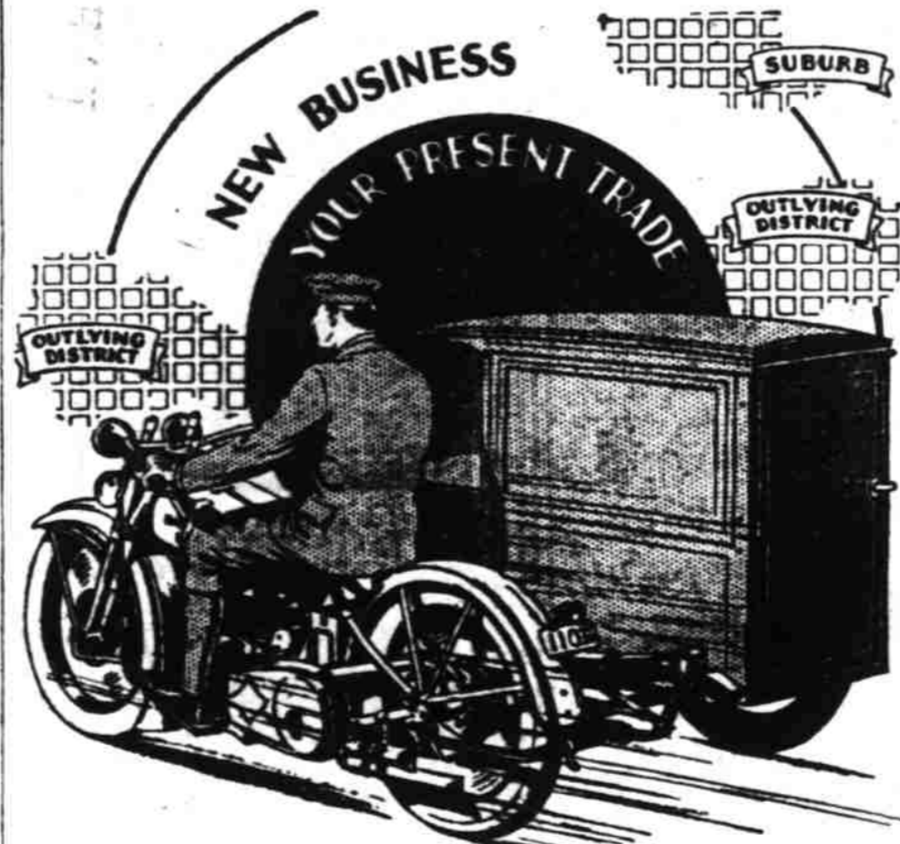
"Studebaker engineers were the first to make extensive use of pressed steel for lightness and strength in many parts of the car. They were the first to make six cylinder motors with single castings for the cylinders, or, as we now say, with cylinders cast 'en bloc'. They were first to design six cylinder cars to sell for less than \$2000; first to produce a car with crown fenders, and first to produce a car in which molybdenum steel was used.

"Studebaker was first to use cord tires as standard equipment on a car selling for less than \$2,000, and first to use plate glass windows as regular equipment in place of rolled sheet glass which distorts the vision.

"A Studebaker metallurgist was the inventor of one of the most important and widely known steel alloys used in modern motor car construction. Studebaker was the first to use—was, in fact, the inventor of—the internal 'hot spot' for increasing the efficiency of carburetion.

May Drive 40 When New

"Later on, Studebaker was the first quantity builder of quality cars to adopt the armored steel body for strength and safety. (Continued on page 18)



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