

MADEN CO. IS AUBURN DEALER

Takes Over Agency for Auburn and Cord Automobiles for Salem

The Auburn Automobile company announced today the appointment of the James H. Maden company, 345 N. North



JAMES H. MADEN

Commercial street, as exclusive Salem dealers for Auburn and Cord automobiles.

James H. Maden, general manager of the firm, came to Salem 16 years ago to engage in the automobile business and has been at his present location since that time, handling the Salem sales of many of America's foremost motor cars.

Mr. Maden announces that he will place on display Sunday a complete line of these fine automobiles including the beautiful custom models which feature both free-wheeling and the synchro-mesh gearings.

Joseph Tarola, Auburn representative, today expressed himself as delighted with the acquisition of the Maden company as his firm's Salem representative, saying that he was confident that Mr. Maden's wide automobile experience and high standing in the city of Salem would enable Auburn and Cord owners to receive the finest service possible.

"I have handled many of the best known automobiles in America during my years in this business," Mr. Maden said today, "but I have never in my life been so enthused about a motor car as I am about this new Auburn. It has every feature that I would expect to find in a three thousand dollar car—yet its factory price is less than a thousand dollars. I don't wonder that the price of Auburn stock on Wall Street has risen almost 200 points since the new model was placed on the market."

Blossom day visitors are invited to visit the Maden headquarters Sunday and inspect these sensational new automobiles.

'WILD FLOWERS' SHOWS STUDEBAKER

"Wild Flowers," sound picture featuring the "Studebaker Champions," well known radio orchestra, is showing at Hollywood April 12 to 15th.

"The world's largest automobile," a gigantic replica of the new President Eight four-season free wheeling roadster, is used by the famous radio orchestra. This giant car has 1 1/2 times the capacity of the normal car. It was built to commemorate the second anniversary of the world-famous 30,000-mile run of four stock President Eights at Atlantic City in 1928.

"Wild Flowers" was directed by Alf Goulding, whose personal triumphs include pictures in which such stars as Bebe Daniels, Harold Lloyd, Lloyd Hamilton and others have attained honors. Sound effects under the supervision of William Snyder, considered one of the best men in the business. His most recent sound success is "Hell's Angels," which critics have hailed as a teller production.

Though primarily a musical production, "Wild Flowers" contains a cleverly woven plot of young love.

The huge roadster which appears in the picture was constructed in Studebaker's engineering laboratories in South Bend, Ind., and took 60 men three months to build. It is 41 feet long, with a wheelbase of 32 1/2 inches; 13 1/2 feet high, 15 feet wide and weighs 5 1/2 tons. Each wheel, six feet eight inches in diameter, weighs 600 pounds. Seven men are required to remove one of the wheels. The diameter of the steering wheel is 44 inches and that of the headlights is 33 1/2 inches.

Claude Cannon Latest to Feel Commission Axe

Claude Cannon, employed in the claim department of the state industrial accident commission for the past two years, was released Friday. Nineteen employees of the department have been discharged since the new commissioners assumed office two weeks ago. The reduction in the working force is in line with Governor Meier's economy program, the commissioners said.

New Highway Code to be Effective June 6; Similar Laws Enacted Along Entire Coast; Many Changes Made in Existing Practices

Speed Rate of 35 Miles Taboo; Test Made on Prudent Driving; new Rules Prevail for Use of Hand to Indicate Turn

(Editor's Note: This article by Frank Andrews, chairman of the house committee on the 36th session on roads and highways, explains to the motorists of the state new traffic rules which will be effective June 6. The Statesman is grateful to The Oregon Motorist for permission to reprint the article.)

HOUSE Bill Number 355, introduced by the committee on roads and highways of the house of representatives with the close co-operation of Senator Joseph E. Dunne, chairman of the senate roads and highways committee and Earl W. Snell, chairman of the automobile and roads committee of the house, provides for a uniform act regulating traffic on highways. It is more commonly known as the "rules of the road" and will become effective June 6.

This act is a result of the investigation and experience of the national conference on street and highway safety who have had the advice of the best traffic experts of the country. It has been thoroughly tried out by some 13 states and their experiences were thoroughly discussed before it was recommended to the coast legislatures by the chairman of the roads and highways committees of the senate and house of representatives of the states of California, Washington, and Oregon, who met in Portland to confer regarding it. All of the major recommendations of this conference will be in effect in the coast states during the coming summer.

Uniformity of traffic regulations is very essential on the Pacific coast with its enormous volume of tourist travel. The new law eliminates a large number of contradictory regulations and resulting confusion. The lack of uniform regulations has resulted in a substantial increase of hazards to all concerned and delays of actual movement of traffic. A more complete understanding of the regulations by the public will result in a decrease of traffic hazards and greater facility in traffic movement.

The essential facilities of the new traffic act are as follows:

Elimination of the 35 mile speed limit for touring cars, and making careful and prudent driving the measuring stick. An arbitrary speed of 45 miles on the open highways is indicated as the division point between recklessness and negligence. Violation of the safe driving regulations below that constitute a misdemeanor—above the indicated speed the penalty is twice as severe.

Other indicated speeds are as follows:

- (1) 15 miles per hour when passing a school building or grounds thereof except where marked on the pavement and when approaching 100 feet of grade crossing of a steam, electric, or street railway where the driver's view is obstructed.
(2) 20 miles per hour in a business district, which is a territory contiguous to a highway
(3) 25 miles per hour in any residence district or at any railway crossing where the view is not obstructed, or in any public park. Arm signals by motorists are to be given as formerly, with the arm extended up for a right turn, straight out for a left turn, and for stopping or slowing down.

Right of way at intersection belongs to the person first entering at reasonable speed and when two cars enter an intersection at same time, car to right has right of way.

Passing to the right permitted in parallel lanes or when passing a car turning to the left. Driver of vehicle emerging from alley or highway shall stop before entering street or highway.

Unlawful to solicit ride by standing on the driveway of street or highway.

Trucks of car must be able to stop car as follows:
(1) 10 miles per hour—9.3 feet.
(2) 15 miles per hour—9.3 feet.
(3) 20 miles per hour—37.2 feet.
(4) 25 miles per hour—55.0 feet.
(5) 30 miles per hour—83.3 feet.

The secretary of state has the authority through his designated agents to inspect any or all cars as to braking facilities.

Unlawful to carry a child on the fender, running board, hood, or any other outside part of car.

Windshield Device Demanded. Cars must be provided with windshield device for cleaning.

After July 1, 1931, no car allowed to carry more than 11 feet in height when laden or without load, and not to exceed 34 feet in length.

After January 1, 1933, no combination of vehicles shall exceed 50 feet in length.

No load on passenger cars so extend beyond line of left fender thereof nor any load to extend three feet beyond the car.

Motor truck load on combination of vehicles

and passing another truck. Slow moving vehicles must keep to the extreme right and allow traffic to pass without unusual hindrance and regulation thereof to be provided by traffic officers.

officers throughout the state. With the passage of this act it can be conservatively stated that Oregon will have as up-to-date highway regulation as any state in the United States.

Greater Safety Sought. The new act, according to expert opinion allows the motorist to use the highway in a free and easy manner according to his previous habits providing he drives in a safe and prudent manner.

With the absence of speed regulation it is stated that the motorist may give his entire attention to the highway ahead without concern to who may be approaching from the rear, thereby eliminating many accidents occasioned by inattention.

States having this provision in effect testify that the motorist takes more than ordinary care, having a feeling of his own responsibility even greater than when a speed limit is provided.

There is very little new material in the new law. The uniform recommendations have merely made legal, existing driving habits. If you drive your car in a safe manner you will be obeying the law. "Safe driving" is the measuring stick not only of this law but of humanity. It is a fundamental law. Obey it.

A Texas game warden used an airplane to locate three trappers violating the 10-year closed season on beaver.

Abstracts of conviction for violation of this act by judicial officers are to be sent to the secretary of state as state record and open for public inspection.

Additional authority is given highway commission as to regulation of signs, markers, etc.

This act contains all traffic regulations with few exceptions and will be compact and easily accessible for the various judicial

AUBURN OUTPUT SHOWS INCREASE

First Quarter Shows big Gain Over 1930 Production

Business leaders see signs of a decided and immediate return to America's normal condition of healthy prosperity for the balance of 1931. As an indication that the market for so-called "luxury" products is on the up-grade they point to the recent experience of the Auburn automobile as presaging a bright future for the entire motor car industry.

The Auburn factory has produced 11,700 cars in the first three months of 1931, as against 3000 cars for the same period last year, an increase in volume of 288 per cent. This does not take into account the fact that the factory is more than 6000 cars, six weeks' production, behind its orders on hand.

Local sales of the Auburn reflect the factory's production increase. Oregon registrations for March totaled a 233 per cent gain over March registrations in 1930, according to Joseph Tarola, distributor.

That the financial men of Wall street are optimistic concerning the future of the motor car industry is clearly shown by the record of Auburn stock. Mr. Tarola said. From a 1930 low of \$1 this stock crossed the 100 mark just before the first of the year and skyrocketed upward to 275 1/2 gaining 23 points in a single day last week.

Maden, of the James H. Maden Co., newly appointed dealers for the Auburn, considers it particularly significant that the figures quoted on sales apply to an automobile Salem prices of which are well over \$1000 and hence cannot be considered in the light car class. Deluxe models of the Auburn cars include free wheeling.



STOP & SLOW

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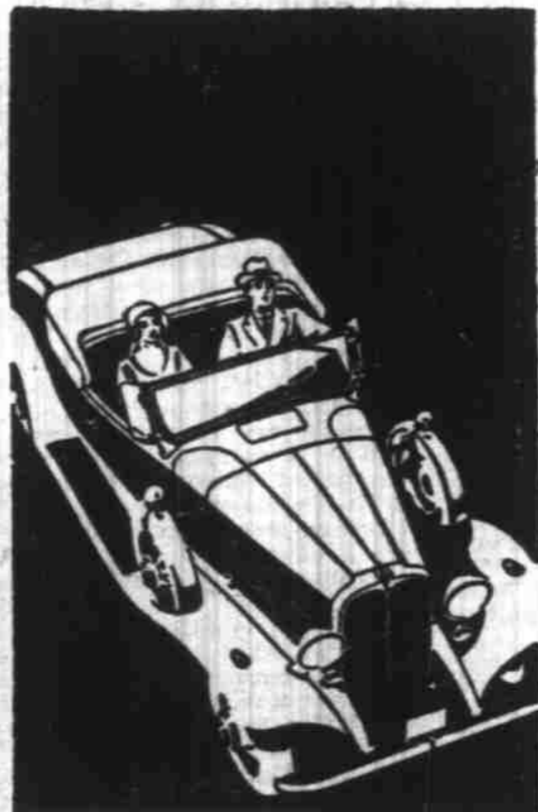
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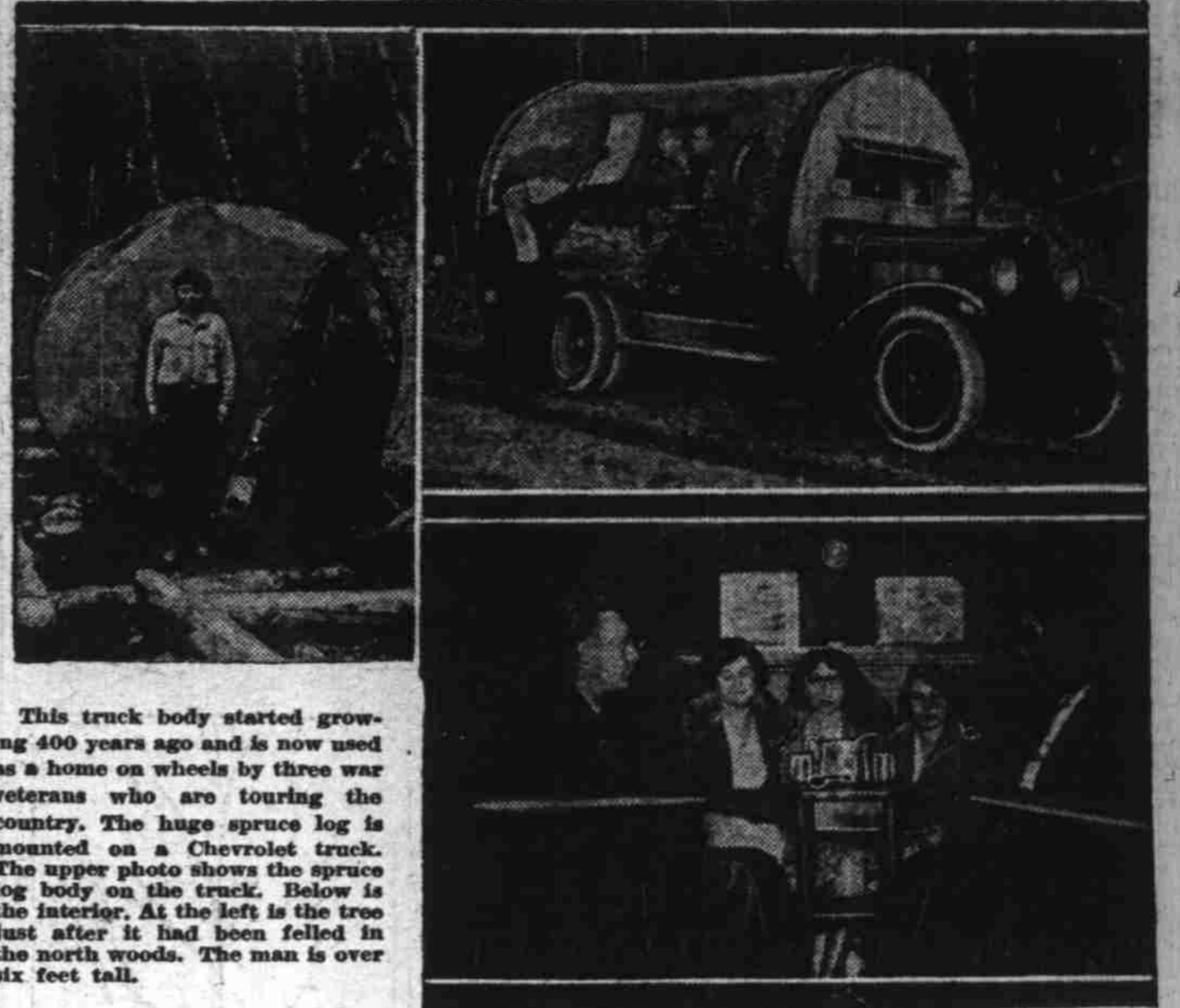
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HERE'S A TRUCK BODY 400 YEARS OLD



This truck body started growing 400 years ago and is now used as a home on wheels by three war veterans who are touring the country. The huge spruce log is mounted on a Chevrolet truck. The upper photo shows the spruce log body on the truck. Below is the interior. At the left is the tree just after it had been felled in the north woods. The man is over six feet tall.



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Firestone ANCHOR TYPE SUPER HEAVY DUTY

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All Other Sizes Priced Proportionately Low



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