

TWO

30 MILLIONS GET MAIL OVER PAVED HIGHWAYS

Figures Given By American Association Officials

UNCLE SAM IS DILATORY

He's to Build Only 200,000 Miles Of Road But Is Actually Using Over Million Miles

WASHINGTON.—The postal service of public highways in the United States has passed the million mile mark, according to a statement issued by the American association of state highway officials.

In delivering mail to approximately 30,000,000 individuals residing on rural routes, 1,205, 572 miles of highway are used every day. "Notwithstanding the extent to which rural delivery has grown," says the highway official statement, "there are more than fourteen million patrons to be added as soon as the service can be extended, and this," say the officials, "in the face of the fact that Uncle Sam is co-operating with the states in the construction of only about 200,000 miles of road, or more than a million miles less than he is actually using."

Highways are important. This point has been brought out, according to the highway statement to show the well known universal relationship which highways hold to the public at large and particularly to commercial centers of the country where a vast amount of business is conducted by mail.

If the far flung lines of highway communication, according to the highway official statement, were not kept open, commerce in New York and other states where large cities are located would soon find the lay route of their trade affected, with the result that their boasted revenue totals would show a corresponding drop, thus proving again that even cities are concerned in the year-round service of highways, however far distant they may be located.

"Furthermore," the statement adds, "one of the three elements used by the federal government in the distribution of funds to states for roads is the mileage of post roads used in each state for the rural mail delivery. Some people have been laboring under the impression that federal funds go to states according to their total road mileage when it is the federal use of roads only that is taken into consideration."

New Routes Added. Further inquiry on the part of state highway officials has brought out the fact that "in the past five years, through the improvement of roads, the post office department has been able to add 1,550 new rural routes and in doing so mail service has been extended to 226,300 families. This improvement of the roads has also enabled the postal department to lengthen the mileage of 2,449 routes already in existence."

The highway statement concludes by calling attention to the fact that "the ordinary length of a route is twenty-four miles, and where roads are not improved, this is an all day job, but by road improvement Uncle Sam has been able to lengthen the routes and thereby give additional service to a number of families without additional cost, and still enable the carrier to deliver the mail in one half the time required on rural routes ten years ago."

NEW POSITIONS CREATED

OLDS MOTOR WORKS MAKES CHANGES IN METHODS

Manager of Territorial Analysis Department and Supervisor of Representation Added

In line with the Oldsmobile sales development program, two new positions have been created in the sales department of Oldsmobile Motor Works, D. S. Eddins, general sales manager of the company, announces. They are manager of the territorial analysis department and supervisor of territorial representation.

E. J. Shassberger, for the past four and a half years advertising manager for Oldsmobile, has been appointed in charge of territorial analysis, and E. F. Glenny, manager of the Minneapolis branch of Oldsmobile, will be supervisor of territorial representation.

Mr. Shassberger's duties will comprise a thorough analysis of the United States from the viewpoint of Oldsmobile sales, to determine, scientifically, on the size, number and location of sales outlets. His findings will be used as a basis by Mr. Glenny in his work of supervising the appointment of dealers. This correlation of territorial sales development is part of an extended sales promotion plan now being prepared under the direction of Mr. Eddins.

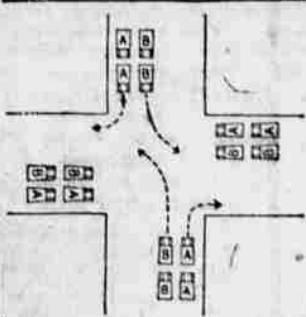
Mr. Shassberger graduated from Michigan state college with the degree of civil engineer in 1908. For a number of years he was connected with high school both in educational and athletic coach positions. In January 1919 he joined the sales department of the Oldsmobile organization, specializing first in truck sales and later in the technical division of the department. In 1921 he was appointed assistant advertising manager and in June of that year, advertising manager.

Mr. Glenny has been connected with the Oldsmobile organization for the past 3 years. He was in charge of the Minneapolis zone and took over the management of the branch when it was formed a year ago. He will be succeeded in Minneapolis by G. M. Craig, who has been connected with the automobile industry in Minneapolis for several years.

Auto Is Not a Luxury

No thoughtful person today regards the automobile as a luxury. The luxury use of the automobile today is purely secondary. It is primarily an instrument of utility. It shortens distances and greatly enhances the effective working power of the person who uses it. In addition to its use value, the automobile has come to be a factor of first importance in the general economic structure. Instead of being a competitor for purchasing power with producers of other goods, it is actually a creator of

WALTER P. CHRYSLER'S TRAFFIC TALKS



On congested streets, motor cars should not be permitted to make right-hand turns except when in right-hand lane and should not be permitted to make left-hand turns except when in left-hand lane. All cars A are in the right position for right-hand turn and all cars B for left-hand turn.

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Shall We Compel the Motorist to Insure?

Has any one a moral right to drive an automobile without being able to reimburse financially a person he injures in an accident? Thousands of reckless drivers are doing this every day. Many of them do not own the cars with which they make the crossing of a street a hazard for a pedestrian.

Suppose a man with a family depending on his daily wage for support is run down by a careless motorist who is not carrying liability insurance—what is his recourse? We may find a lawyer willing to represent him on a basis of percentage of damages collected. But in many cases it would be impossible to collect damages, for thousands of motorists are not in a financial position to satisfy a judgment for damages. A poor person injured by an irresponsible driver then must become an object of charity and his family must share the same fate.

Charles A. Mau, a San Francisco business man, is advocating a law making it compulsory for every driver of an automobile to pay for insurance that will cover personal injuries to others up to the amount of \$500. As his proposal provides for state insurance opposition is certain but the principle that every person should be prepared to pay for the damages he causes with an automobile is sound beyond question.

But so long as thousands of wild drivers are loose without means of reimbursing those whom they injure it is the worst sort of folly for any one in modest circumstances to ignore insurance for himself.

SPOUSE CAN EVEN SCORES

GIVE YOUR WIFE A CAR FOR CHRISTMAS

Does your wife give you Christmas "gifts" such as vacuum cleaners, electric irons, dining room curtains, and so forth? Wives do that sort of thing, you know; some of them even charge the gifts to the husbands' account. Yet history does not record a husband hardy enough to retaliate by presenting his better half with a humidior, a smoking jacket, or a shot-gun.

Now, however, his chance has come. H. M. Jewett, president of the Paige-Detroit Motor Car company, points out the way: "Give your wife a car for Christmas. She'll be overjoyed, of course; incidentally, you'll get lots of pleasure and comfort out of it, yourself."

But be sure to pick a car that is easy to steer, simple to control and above all, one with positive braking—because, to maintain peace, you'll have to let the wife drive the car once in a while.



Do Your Christmas Shopping Early!

Why not give a Federal Tire this Christmas? Dad, Hubby, or Brother would sure appreciate one for their car. We will mail or deliver them too. Write, phone or better still, come in see George.



EXPERT FINDS VALUES IN USED CAR OFFERINGS

Better Today Than New Cars of Ten Years Ago

CLOSED AUTO BEST BET

Cram Finds Open Cars in Excellent Shape are Being Bartered For Closed Types

DETROIT, Mich.—"The greatest bargains in the motor industry's history" is the manner in which used cars of today are characterized by Benjamin H. Cram, automotive authority and economist, in the current issue of his national dealer service, "Cram's Facts and Factors." Cram declares that the average used car of today has in it more value than the average new car of ten years ago, despite the fact that it is selling at the lowest used car price ever recorded.

"Today presents the greatest bargain opportunities for the man seeking a used car," says Cram. "This results from the changes that have occurred and the occurring in the used car market, and in the attitude of people selling or buying used cars."

"For some time back, and continuing today, there has been a gigantic landslide the country over from open to closed cars. This has brought into the used car market, long before they ordinarily would have reached it, hundreds of thousands of open cars, which are comparatively new and in first class shape, and which have in them a number of years of excellent service. These are being traded in for closed cars. This landslide right now is at its peak, because many open car owners desire to drive closed cars during the coming cold weather."

"In addition, thousands of almost unused cars of both open and closed types, in most cases in the lower-priced classes, are being traded in for more powerful cars, the price of which has been sharply reduced since mid-summer."

"The result is that today there are untold numbers of excellent used cars on the market, which have more service and long years of life in them, and which are available to the buyer at prices lower than he has ever before experienced. Further adding to this lower price situation is the fact that the landslide of cars into the used car market has compelled many dealers and distributors to offer them at the price at which they were taken in rather than to hold them for a higher price only to find themselves with an unmanageable number of used cars on hand. Also the effect of the selling season of the year is on hand, and dealers prefer to make no profit rather than later take losses on their used car stocks."

"It is possible that never again will buyers of used cars have the opportunity to pick up the bargains that are now available. Certainly they never again will be able to receive such high return in high quality, long life and unused mileage for their dollar."

The automobile business pays five times as much in war excise taxes as the total of war excise taxes paid by all other industries.

STORAGE

STEAM HEAT Day or Night

Repairing All Makes of Cars

Washing, Polishing Greasing

Official Light Testing Station No. 479

Husby Motor Co.

Across Street from Armory 136 E. 7th Ave. Phone 1084

We NEVER CLOSE

"Be Careful" Campaign Waged By Union Oil Company



Traffic rules are for your protection Be careful

Marking the second drive in the company's extensive "Be Careful" campaign, the second message in the series being broadcasted throughout Pacific coastal states by the Union Oil company of California, was displayed at 1500 prominent locations last week. The display will last one month.

For the subject of its second effort, the company has taken the tendency on the part of drivers to overlook traffic rules. "Traffic Rules Are For Your Protection—Be Careful," is the text of the message which captions the design illustrating close observance of "Stop" signs.

"We are highly gratified by the results of our first broadcast, aimed at careless driving where school children are likely to be in the streets," says L. P. St. Clair, vice president of the union, who is directing the campaign. "We were

advised by school principals, board of education superintendents, and mayors of cities all up and down the coast that this cautioning message was of great benefit.

"The second phase of the safety need is just as important. Traffic rules are apt to be considered bothersome and their violation taken as a matter of course. As a matter of fact, the only hope, not only in safe driving, but of con-

sistent speed, lies in the strict observance of traffic regulations by all drivers. Anyone who has been caught in a traffic jam without an officer in attendance, or who has been held up for hours because (polish motorists cut off driving in the opposite direction by filling up the left side of the road, knows how important it is that motorists be guided at all times by the regulations laid down."

The United States court of appeals in New York city recently handed down a decision denying the government's right to seize automobiles alleged to be carriers of intoxicating liquors upon which there are chattel mortgages.

Florida is reported to be filled with cars from every state in the union and from Canada and Mexico. Unofficial estimates of incoming cars have ranged as high as 2000 in a single twenty-four hours.

The mileage obtained from tires depends not only upon the kind of tires used but partly upon the condition of the wheels and brakes, and partly on the way the tires are cared for.

World-Wide Demand

Graham Brothers progress in the export field is no less astonishing than their continued advance in the domestic market.

Graham Brothers Trucks were first shipped abroad in volume in 1922. This year's exports will exceed those of 1922 by fully 1300 per cent!

American business men, seeking dependable transportation at low cost, found it in Graham Brothers Trucks.

Foreign merchants everywhere have been quick to follow the lead of the thoughtful thousands here at home.

Hathaway Motor Co.

F. M. HATHAWAY, Prop.

GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

CONQUEROR OF THE MONGOLIAN WILDS

Dr. Roy Chapman Andrews, who startled the world a few years ago by discovering a nest of dinosaur eggs ten million years old, arrived in New York on November 9th from his Third Asiatic Expedition under the auspices of the American Museum of Natural History.

Again he attributes much of the success of his expedition to the astounding performance of his five Dodge Brothers Motor Cars.

Following is a direct quotation from an official statement by Dr. Andrews upon his return to America:

The Gobi Desert in Mongolia is the most extensive undeveloped and unexplored region now left in the world. Until a few years ago it was retarded by the impossibly slow traffic of camel trains, the only means of communication.

But now it is being crisscrossed in every direction by motor cars, or, more correctly by one motor car, the Dodge. Sixty or seventy Dodge Brothers cars are making regular trips far into the interior of this vast waste, bringing out loads of sables, precious furs, wool and other products.

No other car except the Dodge is found there because we have tried it out on each of our three expeditions and have had it demonstrated to our satisfaction that the Dodge is the only car that will stand up under the strain of the roadless desert and do everything we ask of it.

Few people have occasion to subject their motor cars to punishment of this severity. It is reassuring, however, to know that in emergencies Dodge Brothers Motor Car is built to meet the test.

These dependable and sturdy qualities also account for the fact that more than 90% of all the motor cars Dodge Brothers have built during the past eleven years, are still in active service.

HATHAWAY MOTOR CO.

F. M. HATHAWAY, Prop.

Hathaway Motor Co.

Corner Eighth and Pearl Eugene, Ore.