

AUTOMOTIVE NEWS

ASK NATION-WIDE IMPROVEMENT FOR HIGHWAY MARKING

WASHINGTON, D. C., June 20.—Immediate nationwide improvement of the route-marking systems along state highways was demanded by the American Automobile Association today as a prime requisite for the future growth of motor touring.

"The need for prompt corrective measures was a major subject of the recent meeting of the A.A.A.'s National Touring Board," Thos. P. Henry of Detroit, Mich., president of the A.A.A., said. "The board directed that the entire matter be taken up with the Federal Bureau of Public Roads and the various state highway departments with a view to beginning the work of betterment during the present touring season."

"Only a handful of the states—namely Ohio, Nebraska and Illinois—have anything like an adequate set-up of route markings. In the remainder, the guiding signs are woefully scarce or else are so unintelligible as to add to the motorist's confusion rather than to give him any help."

"A recent survey by the A.A.A. as to members' preferences and prejudices showed clearly how seriously the factor of route-marking affects the flow of tourist travel."

"The most numerous and the most out of the complaints received from our members on this subject deal with the difficulty of following numbered routes through cities. It would seem that some municipalities are trying to obtain tourist revenue by getting the stranger motorist so thoroughly lost that he is unable to find his way out of town."

"With only few exceptions, larger cities form a potent mental and actual hazard to the tourist who regards with trepidation the prospect of winding through a maze of streets with his only guide a few signs placed at infrequent intervals and at night almost invisible in the kaleidoscope of lights, neon signs and other distractions of a city street."

"Out in the country, the tourist finds difficulty awaiting him at almost every highway intersection. Only seldom is he given advance warning as to whether or not his route branches off. Generally there is confusion between federal and state numbers and one standard carrying a long series of numbers looks more like a Chinese puzzle than a guidepost. And then, after he has made the turn, the motorist usually must drive for many miles before he sees a sign that assures him he is on the right route."

"This is a situation that is in need of prompt correction. The accident hazard created by vehicles stopping along the highway while drivers study out their route is tremendous. The slowing up of highway traffic is of major proportions. The interests of safety and highway efficiency require immediate steps throughout the nation toward improving the markers that guide the traveler on his way."

"Other criticisms by members on the subject of route-marking included the following:

In country districts highway numbers are oftentimes too far apart and not properly placed. In some states one can drive for long distances with-

out seeing a highway number and this raises doubt in the motorist's mind as to whether he is on the right route.

There is too much confusion between state and national numbers. In many states highways carry both federal and state numbers. It is not infrequent to observe a long series of numbers on a single standard.

In many states the highway numbers are not well placed for night driving.

More by-passes around cities are needed to avoid congestion and decrease driving hazards.

Small towns and villages should post their names at the highway entrance.

Detours in some states are very poorly marked and the traveler is shunted from the main highway and left to find his way back as best he can.

SALES INCREASE FOR BUICK SHOWN

FLINT, Mich., June 20.—Domestic retail deliveries of Buick motor cars during May totaled 22,453 cars, comparing with 23,397 in the previous month and 17,513 in the corresponding period a year ago according to W. P. Hufstader, general sales manager. This was a decline of approximately 850 cars or three per cent from the previous month and a gain of 5,030 or 29.7 per cent over May of last year.

Mr. Hufstader said that Buick's May volume was controlled by the ability of the factory to make deliveries, the factory entering June with 28,500 unfilled orders, the largest bank of business for this month in many years.

He said he expected June would show an increase in deliveries over both April and May, with the probability that this month would establish the year's peak.

Buick's domestic retail sales during the month exceeded shipments to dealers by approximately 1,000 cars, Mr. Hufstader said, with output for the month totaling 29,213 units, including export shipments. He said it was expected June production would exceed that of May.

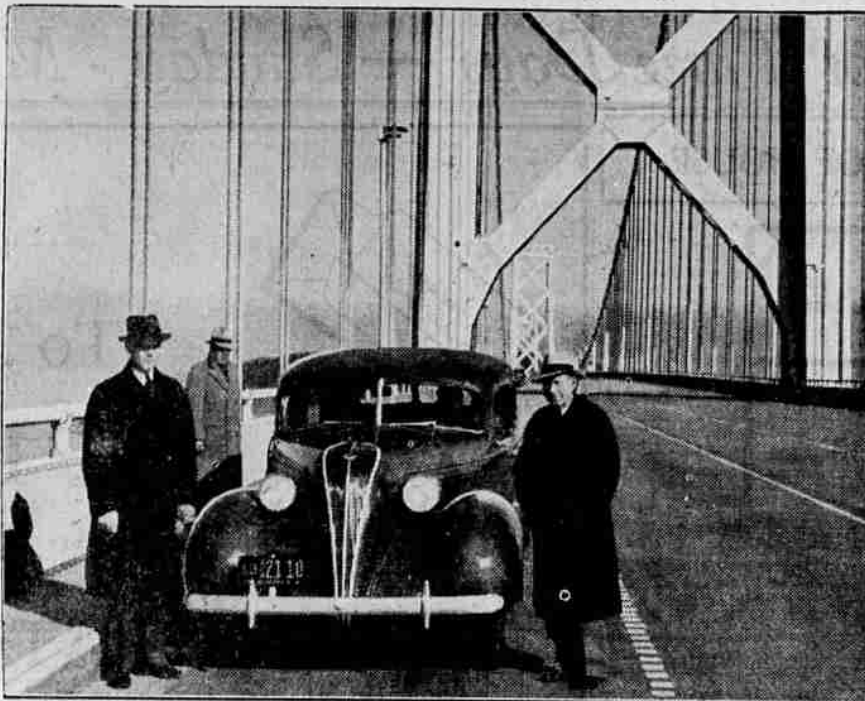
BATTLESHIP BIDS HELD TOO STEEP

WASHINGTON, June 19.—(AP)—President Roosevelt said today private bids submitted for construction of a new 35,000 ton battleship indicated the vessel could be built much cheaper in a navy yard.

Asked at his press conference whether the work would be turned over to a government plant in view of this the chief executive said he had not had time to take up that matter with navy department officials.

Three private shipbuilding companies, the Bethlehem Shipbuilding corporation, of Quincy, Mass., the New York Shipbuilding company of Camden, N. J., and the Newport News shipbuilding and Drydock company of Newport News, Va., submitted qualified or flat bids ranging from \$46,000,000 to \$59,000,000. The Philadelphia and New York

'Frisco' Bridge 3 1/2 Pints Long, Says Scot



The famous San Francisco-Oakland bridge is just 3 1/2 pints long, according to Scotch measure. This was determined when the span was used for an automobile testing ground, and West Coast automobile men conducted a fuel economy test on the bridge. A new 1937 Hudson, which carried off the laurels for eight cylinder cars in a recent "free-for-all" economy run in California, made the

9.3 mile trip from San Francisco to Oakland on 3 1/2 pints of gasoline—an average of 23.2 miles to the gallon. The new Hudson and the judges all Scotchmen, are pictured above

ing mysteries as it entered its tenth day today.

If the G-men in charge of the case had uncovered anything indicating what happened to Mrs. Alice McDonnell Parsons, it was their secret with "no comment."

Whether 38-year-old Mrs. Parsons left her husband and their farm here

of her own will, was murdered in connection with an expected inheritance of up to \$100,000, or whether she was kidnaped for the \$25,000 demanded in a ransom note were theoretical possibilities.

The federal agents ostensibly were working solely on the kidnaping theory. State and local police several

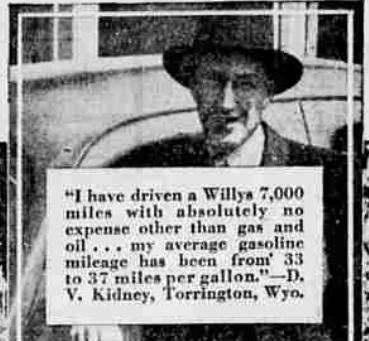
times have stated they lean to the murder explanation.

Summer Storage
Expert care and adequate insurance.
ARTISTA FUR SHOP
228 W. 6th. Phone 684.

Closing time for Too Late to Classify Ads is 1:30 p. m.

"33 TO 37 MILES PER GALLON," SAYS MR. KIDNEY

PAYMENTS AS LOW AS \$19.80 A MONTH



"I have driven a Willys 7,000 miles with absolutely no expense other than gas and oil... my average gasoline mileage has been from 33 to 37 miles per gallon."—D. V. Kidney, Torrington, Wyo.

Half the gas... **Willys**
TWICE THE SMARTNESS
MEAD MOTOR COMPANY

16 S. FIR STREET PHONE 390
ASK US HOW YOU CAN SAVE UP TO \$270 THE FIRST YEAR

LONDONER TOURS AMERICA



Herbert T. Bensley, advertising director of the London Evening Standard, Lord Beaverbrook's newspaper, is making a six week's tour of the United States, studying business and manufacturing conditions, with emphasis on cotton, iron and automobiles. For three days Mr. Bensley was the guest of A. L. Frank, president of The Studebaker Export Corporation, at South Bend, Ind. Mr. Bensley is traveling by automobile, so that he may come into closer contact with people enroute.

navy yards estimated they could do the same work for \$36,000,000 and \$47,000,000 respectively.

Fine Sole Catch
ASTORIA, June 19.—(AP)—Louis Beverino, manager of the International Fish company of San Francisco reported excellent hauls of sole by fishermen operating off the mouth of the Columbia river.

Lumber Production
PORTLAND, June 19.—(AP)—Reports from 109 mills showed last week's new business of \$2,970,000, a record for the week, and 6 per cent under the previous week's mark, the Western Pine association said today.

Sandy Says It's a Fact!

BEAUTIFUL and DUMB

IS NOT BASED ON FACT

And We Can Show It!

Sandy's reputation for reliability is based on fact! It comes from 10 years of supplying particular motorists with reliable PLEDGE BACKED used cars. Make haste to see his latest stock of reconditioned beauties!

Sandy's guaranteed Service and Repairing on your car is worth a trial. Give his mechanic HIPOCKETS READ a trial. He will satisfy and save you money!

It's beautiful and silent—the new 1937 STUDEBAKER! It looks grand! And it acts grand! It has automatic over-drive and automatic hill-holder, which make it just about the smartest thing on four wheels! Come in and inspect the greatest achievement of the automobile industry!

Proof That We Do Not Have Five Fingers On Each Hand
Morris' Human Anatomy by Jackson confirms the fact that strictly speaking we have four fingers and one thumb. The thumb should not properly be referred to as a finger.

SANDERSON MOTOR CO.
SALES SERVICE
207 SO. RIVERSIDE—PHONE 1355

MYSTERY DEEPENS IN PARSONS CASE

STONY BROOK, N.Y., June 19.—(AP)—The "case of the missing heir," ranked with the nation's lead-

It's got what it takes AND SO HAVE YOU!



- NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES
- ★ VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
 - ★ ANO-LITE PISTONS
 - ★ AEROBAT CARBURTOR
 - ★ SEALED CHASSIS
 - ★ TORQUE-TUBE DRIVE
 - ★ UNISTEEL BODY BY FISHER
 - ★ TIPTOE HYDRAULIC BRAKES
 - ★ KNEE-ACTION COMFORT AND SAFETY
 - ★ "HIGH OUTPUT" GENERATOR
 - ★ JUMBO LUGGAGE COMPARTMENTS
 - ★ DOUBLE STABILIZATION
 - ★ SAFETY GLASS

YOU'VE got hold of a thrilling man-size bundle of get-up-and-travel when you lay hands on the wheel of this sleek, swift, solid car.

You've got the power to do what you will when you press the treadle that bosses this Buick's silk-smooth valve-in-head straight-eight engine.

You've a car that sheds punishment like a mallard sheds rain, so sound and stout and husky is this sturdy traveler from its rugged backbone up.

You've certain-sure brakes to keep you out of trouble—lullaby springs and cushions to cradle you in comfort—a body that's steel fused with steel for safe security—yes, you've all a man can ask in a car and more.

But you make a sad and sorry error if you hold back because this brilliant Buick looks too rich for your budget.

The fact is, this great-powered eight, smooth and steady and ready to thrill, actually costs less than some cars with two fewer cylinders! You've got what it takes to own one—why be satisfied with less?

TUNE IN! BRADDOCK-LOUIS CHAMPIONSHIP FIGHT
BROADCAST BY BUICK
June 22nd, N.B.C. Red and Blue Networks—consult your paper for time and stations.

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

SKINNER'S GARAGE
143 SOUTH RIVERSIDE PHONE 102

THERE IS SOMETHING NEW IN AUTOMOBILE PERFORMANCE! LET US SHOW YOU

No.1 Performance



The Bachelor... he loves to GO
With lots of power and pep... and so
His car takes second place to none...
Stock car performer Number One!

Step on this accelerator... and meet a new driving thrill. You're boss of power that's No. 1 in the low and moderate price fields. And smooth power, too! You're driving a running mate of the cars that broke 40 official American Automobile Association records out on the Utah Salt Flats... in the most punishing stock car test of all time. Cars that also have certified acceleration marks of 0 to 50 m. p. h. in 9.4 seconds for Hudson and 10.4 seconds for Terraplane! Cars that can take any hill on any main traveled highway in America in high gear. Take the wheel yourself and see!



HUDSON No. 1 CAR OF THE MODERATE PRICE FIELD **TERRAPLANE No. 1 CAR OF THE LOW PRICE FIELD**

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31 South Riverside Phone 159

HYDRAULIC HILL-HOLD
(An optional extra on all models)
KEEPS YOUR CAR FROM ROLLING BACKWARDS WHEN STOPPED ON UP-GRADES

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