



# LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



## MUNICIPAL IMPROVEMENTS BEING MADE

By George A. Kissel.

"That America is waking up to the necessity of not only building more good roads or patrolling and keeping present highways in the best condition, but improving boulevards, avenues, street extensions and widenings was proven in those states that held elections the early part of November.

"Most every city in America today has a 'City Beautiful' plan, generally fostered by either public spirited citizens, commercial clubs, chamber of commerce or other organizations of a like character.

"These 'City Beautiful' plans are the result of growth, aimed to facilitate traffic—by widening streets that are too narrow for the continuous stream of motor vehicles, thus relieving congestion in the more densely populated sections, or to distribute or divert traffic by double-decking the streets.

"More and more each year, sees greater traffic towards the suburban and country districts. To take care of this increase, it is necessary that all main avenues and roads leading out into the suburban and agricultural districts adjacent to the cities, are not only wide, but are highly improved roads, so laid out that they connect with one another, thus providing short cuts to destination.

"This desire for increased suburban and agricultural travel springs from the economical and convenient automobile and motor truck, which, together with good roads, makes the owning of a suburban home just as desirable as one located in the city as far as convenience, health and home life are concerned.

"Then, again, good roads leading out or into cities are absolutely necessary to facilitate the transportation of food products produced on the farms adjacent to the big centers and permits their economical transportation by motor truck as well as by the individual housekeeper who utilizes her motor car for buying direct from the farmer.

"If every municipality does not watch out it will wake up one morning to find that its growth and industrial expansion has been stopped through short-sightedness in not providing traffic space. Those municipal improvements for quick and convenient traffic communication between all parts of the city are a necessity, and those civic organizations that are back of the schemes to anticipate congestion in the business centers, and remove it before it reaches that point where stagnation and confusion result, should be fully co-operated with by not only the business interests but the entire population of that community.

"No transportation equipment, no matter how versatile or adaptable, can exert its greatest capacity and become an efficient transportation carrier, unless provisions are made whereby its scope of operation is not curtailed by street limitations.

"This includes those narrow streets that have outgrown their former usefulness as side streets and have blossomed forth as part of the main arteries of the community, and should be widened immediately.

"Uniformity of thoroughfare work is very necessary. I have in mind a certain section of a city in the middle west, which by widening certain streets, the width of which in nineteen different places varied from 30 to 100 feet, to a given uniform width of 84 feet, would afford a direct avenue of travel to the city proper, thereby facilitating traffic and creating a transportation efficiency of which it is badly in need of.

"It is common also in a good many cities to find a street originally laid out, to come to an abrupt end for a block after which the street is continued. No doubt the founders never dreamed that snow and wider streets would be necessary and thought that in laying them out they were anticipating all possible road expansion for hundreds of years to come. Where such streets by continuing them through the block, would create an outlet for additional traffic, thereby eliminating congestion and confusion, the property owners as well as city and government officials should take immediate steps to rectify it.

"The automobile and motor truck has been found practically 100 per cent efficient for city, inter-city and interstate traffic, and inasmuch as the manufacturers have perfected their product to such a high degree, it is up to the business interests as well as the civic interests of every community, every possible chance to make good by providing continuous thoroughfares of sufficient width to accommodate not only motor traffic but all traffic in both directions. By doing this, economical transportation will keep pace with the natural expansion of their community without creating expensive congestion and confusion."

cover leather, such as is used in shoes, the cloth used in clothing, hair, and spring cushion material such as furniture manufacturers use, and many other raw materials. We are, therefore, in position to check closely the increased costs that shoe, clothing, and furniture manufacturers are paying.

"We have come to the conclusion that there is absolutely profiteering in other lines. Nearly every item that people buy and wear has advanced 100 per cent or more. This includes shoes, hats, gloves, clothing and furniture. After making a close check of our cost figures, the Moon company has found it necessary to advance the cost of Moon cars only 25 per cent over the pre-war price. By comparison of our costs and those of the shoe and clothing and furniture industry, it would certainly appear that anything more than a 25 per cent rise in price is absolute profiteering."

**PHONOGRAPH REPAIRING. WORK GUARANTEED. PHONE 173. LYRIC MUSIC COMPANY.**

**LITTLE BENNY'S Note Book**  
By LEE PAPE

We was having langwidge in skool this aftnoon and we came to the werd essential, Miss Kitty saying, Whoever knows the meening of essential, please raise their hand.

Wich nobody did, and Miss Kitty ser, There are meny things in our life that we could do without, because they are not absoolutely necessary, but on the other hand there are serien things that we simply must have, because our very existents depends on them, and these things are therefore called essential things. Now who can name sumthing that is absoolutely essential?

I can, sed Puds Simkins raising his hand.

Well Charles? sed Miss Kitty.

Pretails are essential, sed Puds.

For mersy sakes, wy? sed Miss Kitty, and Puds sed, Because there aint noything else like them.

How ridiculises, who ets 'hinks he can name sumthing that is essential? sed Miss Kitty.

Me, sed Sam Cross, roller skates is essential.

Roller skates, the leder, couldent you live without roller skates? sed Miss Kitty.

Yes man, but you wouldent want to, sed Sam Cross.

How meny boys in the class agree with Samuel Cross that roller skates are absoolutely essential? sen Miss Kitty, and all the fellows raised their hand, some raising 2.

This class is impossible, we will go on to the joggriffy lessin, sed Miss Kitty.

Wich we did.

**Rippling Rhymes**  
By WALT MASON.

**WINTER COMING.**

The winter's approaching, the frost is encroaching, and turning green verdure to gold; the evenings are chilly and Palm Beach looks silly, and are you prepared for the cold? In pomp you go riding your swift motor gliding, I often behold you go past, you surely seem stately, I envy you greatly—but are you prepared for the blast? Is coal in the cellar, oh, joy-riding feller, and have you some spuds in the bin, or are you just burning the coin you are earning, just blowing your salary in? Oh, Winter is mixing its war paint and fixing to give us a joint in the neck; the winds will be blowing, the rain will be snowing, and sleet will descend by the peck. From icy Alaska and far Athabasca the winds will come yammering down; they'll raise the old Harry, the snow they will carry, and plaster it over the town. And are you preparing for winter's rip-tearing, oh, fellows who jaunt in your cars, or are you still burning the coin you are earning for rubber and gas and cigars? Say, have you provided a ham that's top-sided, some bacon and waffles and flour? And have you invested in coats double-breasted? For winter is drastic and dour.

We can't make up our mind as to whether the Bolsheviki denied God or whether God denied the Bolsheviki.

## BIG MONEY AUTO TAXES

Excise taxes paid by manufacturers on the sale of cars and motorcycles for the fiscal year ending June 30 totaled \$17,915,519.81, according to a report made public by the internal revenue collector. Commercial car taxes total for the same period and the revenue derived from taxes on tires, parts and accessories amounted to \$4,905,278.83.

Taxes received in the four months, March 1 to June 30, 1919, from passenger cars for hire totaled \$507,721.01. Excise taxes received by the department of internal revenue for the four months ended June 30, 1919, including all taxes paid on the revenue laws of 1917, 1918 and 1919, totaled \$29,262,864.79.

**THESE DON'T'S.**  
Don't attempt to shift the gears without first releasing the clutch.

**ONLY 25 PER CENT ADVANCE IN PRICE**

The automobile manufacturers of this county are a bit indignant at the excess of profits made in other lines of business," said Stewart McDonald of the Moon Motor Car Company of St. Louis. "The automobile manufacturer is a cost expert, because he is the buyer of a great variety of materials used by shoe, clothing and furniture manufacturers. We employ textile workers, sewing machine operators, leather cutters, metal workers, blacksmiths, machinists, tinsmiths and a dozen other trades. Our purchases

Don't discharge firearms on any public highway.

Don't fail to adjust your headlights as to focus and parallelism.

Don't disregard the child on the curb. Remember he can start quicker than you can stop.

Don't run closer than 15 feet to any vehicle, person or animal moving in front of you.

Don't neglect to sound horn at curves on mountain roads.

Don't tamper with motor vehicles; the misdemeanor.

Do not neglect to change the oil in the crankcase because it is a dirty job.

**TIGHT PISTON RINGS WILL SAVE POWER**

Losses through leaking piston rings commence with the suction stroke, when there is a vacuum of as much as ten pounds per square inch, slightly decreasing and debasing the incoming charge. On the compression stroke the leakage increases under a pressure of as much as sixty or seventy pounds. On the power stroke the pressure is quadrupled and here occurs the greatest losses through leakage. The moral of all this is to keep the piston rings in condition to perform efficient service.

**WATCH ALIGNMENT OF AUTO WHEELS**

Have you ever noticed in driving along the roads how the rear wheels of cars directly in front of you and going in the same direction wobble? or how the front wheels of cars approaching you have an erratic side-to-side movement?

The next time you do see this just let it be a reminder to have your own

wheels looked over, for the wheels on your car may be doing the same thing without your knowledge of it and such a wobbling action of the wheels has a most destructive effect on the life of a tire, wearing off the tread quickly.

Rim and wheel alignment should be frequently inspected, and people will come to realize their responsibilities to one another, and, in so doing, the result will be as with the railroads—increased motoring—which will increase the automobile industry and add to the attraction. The scale below will assist those who wish to give their brakes at least a casual inspection.

That is one of the reasons why railroad travel is so tremendous, and it shows that it pays many fold to guard travel, both from the viewpoint of increase in business and reduction of loss through accidents.

Some day the autoist will come to the same conclusion. Brakes will be regularly inspected, and people will come to realize their responsibilities to one another, and, in so doing, the result will be as with the railroads—increased motoring—which will increase the automobile industry and add to the attraction. The scale below will assist those who wish to give their brakes at least a casual inspection.

**Common Sense Highway Treatment**

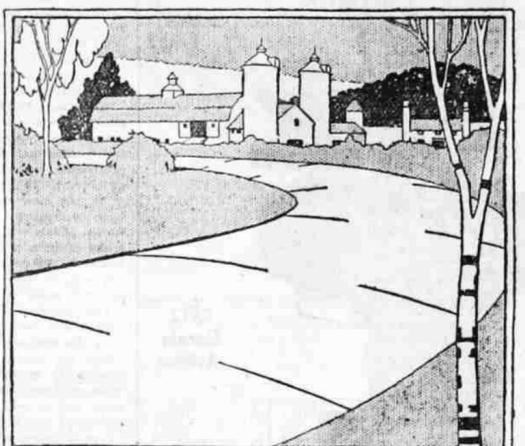
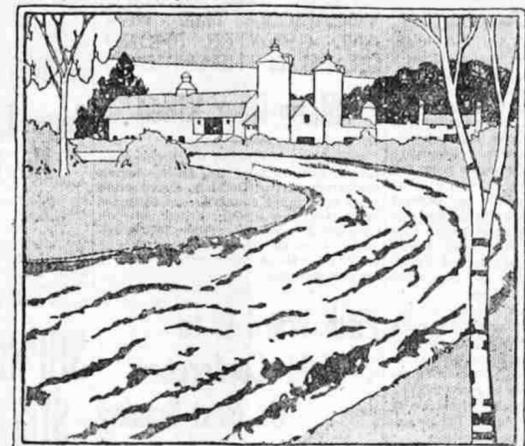
WASHINGTON, D. C., Nov. 22.—The unanimous decision reached at the recent meeting of the American Road Builders' association against the adoption of an exclusive type of foundation for trunk line highways, augurs well for the commonsense treatment of our highway problems," comments George C. Diehl, county engineer of Erie county, N. Y., and chairman both of the A. A. Good Roads board and of the Good Roads committee of the New York State Motor Federation. "This action was that of men having practical knowledge of road building matters, and took into account the fact that local conditions involving the availability of material, the character of the soil, the drainage facilities, and other governing factors might dictate in one case a wholly different type of foundation from that which would be found suitable in another case. In the discussion numerous examples were cited of roads constructed on telford, macadam, cement concrete, and asphalt concrete foundations, which had stood unharmed the severest tests of modern day traffic.

"The larger question which this discussion emphasized is that with our 2,500,000 odd miles of roads, our 3,000,000 square miles of area, and our 120,000,000 population, we must utilize every means of making our highway systems serve the most tonnage, the greatest number of people, and the largest possible number of needs. We must build some highways wider and some thicker than others; whenever possible we must use local materials and conserve every dollar's worth of improvements already made; and we must avoid jumping at conclusions based upon new and plausible theories as contrasted with fully ascertained facts.

"Twenty per cent of our highways, or 500,000 miles, at \$40,000 a mile, the cost of many present day state roads, would aggregate \$20,000,000,000 at the first cost.

"If, within the present, or even the next generation, we are to have a connected and well-developed system of highways, aggregating one-fifth of the total mileage, it is perfectly plain that a large percentage must be built of less expensive types, but every one of the standard proven types has its place in the completed system.

"There is no wholesale method of determining types, materials of construction, cross-sections, etc., but every single section must be designed to meet its own particular needs."



## As It Is As It Seems The Road—In New Overland 4 on Three-Point Cantilever Springs

**YOU** expect a bad road to ride as it looks. It did, until the introduction of the Overland 4 Springbase.

Overland 4 does *not* change the road, but it *does* change the *manner* in which you can ride on it. It gives you comfort instead of discomfort. It gives you a smooth, sailing sensation instead of bouncing and swaying.

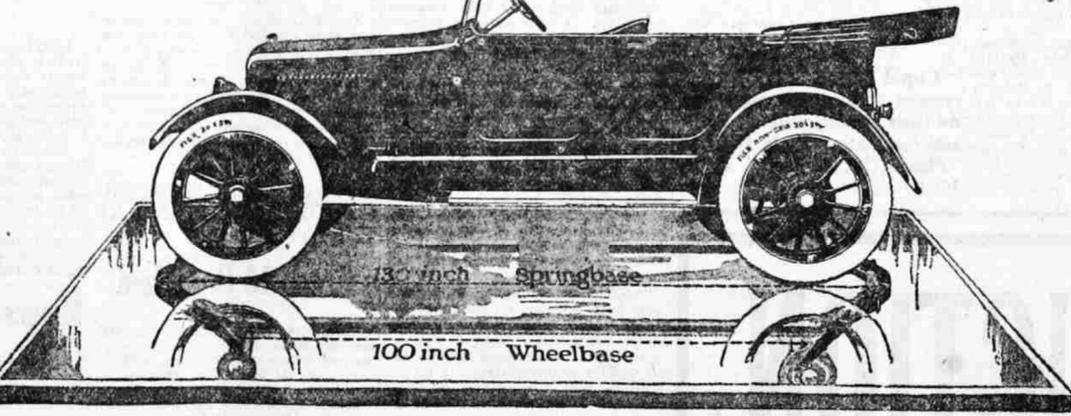
The Diagonal attachment of Three-Point Cantilever Springs at the ends of a 130-inch Springbase gives long wheelbase road steadiness. Yet Overland 4 retains all the advantages—lightness, economy, and ease of handling, of 100-inch wheelbase.

This means an altogether new standard of riding comfort, a noteworthy reduction in the wear and tear which lessens the efficiency of a car. The new springs give longer life to every part and thus minimize upkeep and replacement costs.

Tires wear longer because cushioned against hammering blows. Light weight means marked economy in gas, oil and running expense.

Overland 4's equipment is complete from Auto-Lite Starting and Lighting to Demountable Rims.

Come in and see this remarkable car. Ask for booklet. Overland 4 Touring, \$845; Roadster, \$845; Coupe, \$1325; Sedan, \$1375. Prices f. o. b. Toledo.



**BROWNING AUTOMOBILE COMPANY**  
Phone 2281. 2450 Grant Ave.

**BRAKE INSPECTION ON AUTOMOBILE**

The railroads recently had a safety-first period, during which period it was the aim of every employe to reduce to a minimum, accidents.

The results were indeed wonderful, and it shows what can be accomplished when all hands bend their efforts and focus their aims in any one direction.

Travel on railroads has been made so safe that in bidding a friend or relative good-bye, one rarely gives a thought to their safety, simply because every known precaution is taken by the American common carriers.

**TIRE ECONOMY; HOW ABOUT IT?**

There has been a great deal said and written about the care of tires leading to economy from a standpoint of long service from the tires, but there is one feature in connection with this that seems to have been overlooked, and to which attention is drawn.

It has been said time and again that if automobile tires are not kept properly inflated they will wear away quickly, and this, of course, is true, but there is also another side to this, also, which has an important bearing on the economical operation of the car.

When a tire is blown up hard there is very little of it which comes in

touch with the road and the softer the tire the more surface there is which comes in contact with the road and consequently there is more of a drag to the car, necessitating hard work for the motor and a constant tax on the gasoline supply.

In a day's run this will make a big difference in the amount of gasoline consumed, more than one would think, and is the answer in many cases to the difference of mileage which one car of the make gets over another, so that from every standpoint it behooves the motorist to keep his tires blown up hard all the time.

That is one of the reasons why railroad travel is so tremendous, and it shows that it pays many fold to guard travel, both from the viewpoint of increase in business and reduction of loss through accidents.

Some day the autoist will come to the same conclusion. Brakes will be regularly inspected, and people will come to realize their responsibilities to one another, and, in so doing, the result will be as with the railroads—increased motoring—which will increase the automobile industry and add to the attraction. The scale below will assist those who wish to give their brakes at least a casual inspection.