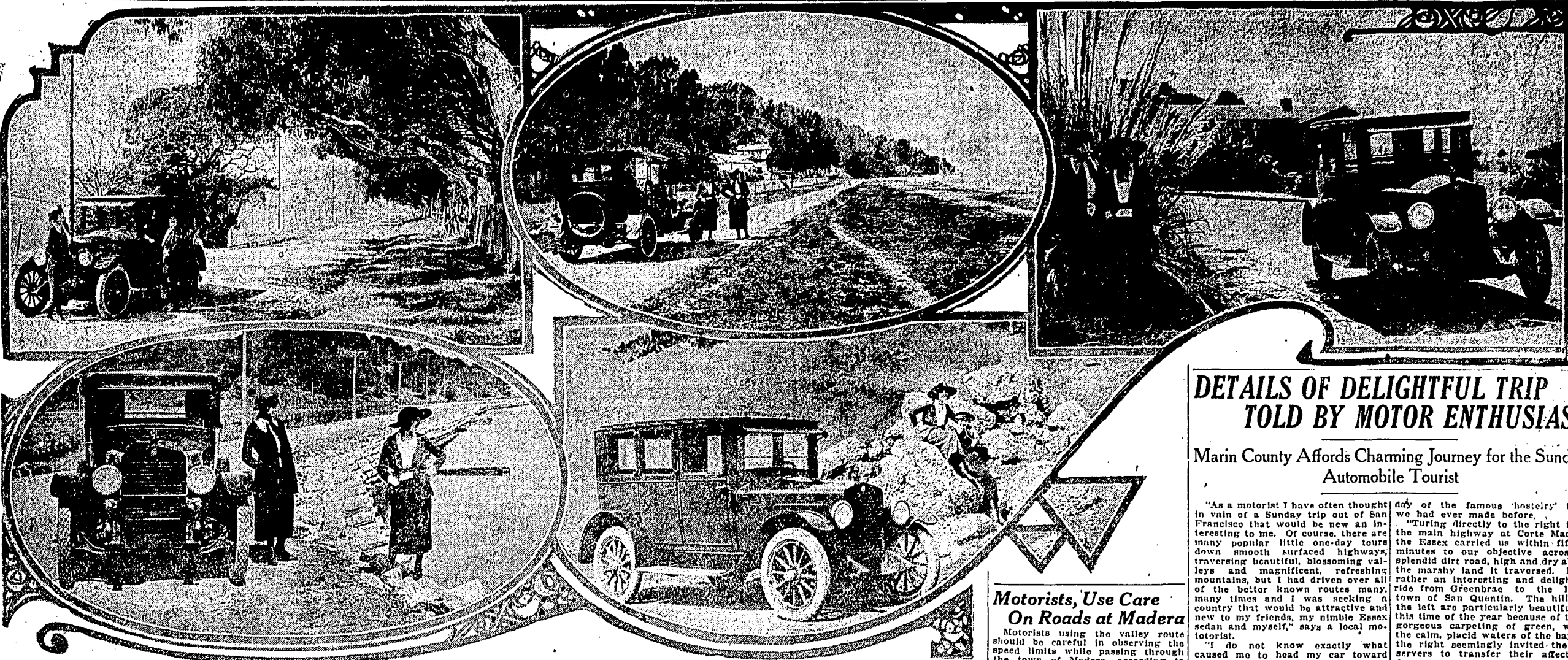


Motorists Urged to Heed National Safety Rules

HERE ARE SOME PICTURES TAKEN OF AN ESSEX SEDAN ON A LITTLE SIDE ROAD FOLLOWING THE BAY SHORE LINE OF MARIN COUNTY. THIS SHORT TRIP IS AN IDEAL SUNDAY JAUNT for those who desire to travel leisurely, making stops wherever the scenery attracts, or to picnic, and permitting an early return to the city without speedy driving or breaking away from a scenic spot before fully enjoying its attractions. The road leads out of San Rafael to McNear's Point and is in excellent condition, allowing safety and comfort in driving.



DETAILS OF DELIGHTFUL TRIP TOLD BY MOTOR ENTHUSIAST

Marin County Affords Charming Journey for the Sunday Automobile Tourist

"As a motorist I have often thought in vain of a Sunday trip out of San Francisco that would be new and interesting to me. Of course, there are many popular little one-day tours down smooth surfaced highways, traversing beautiful, blossoming valleys and magnificent, refreshing mountains, but I had driven over all of the better known routes many, many times and I was seeking a country that would be attractive and new to my friends, my nimble Essex sedan and myself," says a local motorist.

Motorists, Use Care On Roads at Madera

Motorists using the valley route should be careful in observing the speed limits while passing through the town of Madera, according to George S. Grant, manager of the touring bureau of the California State Automobile Association.

San Francisco Auto Owners Asked to Drive Carefully

Traffic Chief Gives Suggestions to Local Drivers to Aid Nation-Wide Safety Campaign

By LEON J. PINKSON

MOTORISTS in common with the general public are especially called on this week to aid in the prevention of accidents, for this is National Safety week.

Attention is called to the ever-increasing number of automobile accidents and fatalities, and much blame is often placed on drivers and motor-car owners for their carelessness in the handling of their vehicles.

The devoting of a lot of special thought and attention to safety first campaigns will do much toward the elimination of accidents through carelessness, and motorists themselves can do much good in aiding the campaign by obeying traffic rules and using greater care in the handling of their machines.

CAMPAIGN IS INDORSED

The National Safety Week Campaign has met with the hearty indorsement of prominent men in police and business circles here, and a concerted effort is being made through Lieutenant Dan Sylvester of the San Francisco traffic squad and William L. Hughson, president of the San Francisco Motor Car Dealers' Association, to co-ordinate the local movement here with the National Safety First Campaign.

The number of preventable accidents in the country and on the highways of the country and streets of the cities has reached an appalling figure—the total of deaths and serious accidents mounting into the tens and hundreds of thousands.

Many serious-minded students of the subject have put forth the query as to whether we were living at too rapid a pace—whether life was moving too fast in this twentieth century of modern machinery. Others declare that blame belongs not on the speed with which we move, but rather on the carelessness of the public in general, and it is to minimize this carelessness that the best publicity campaigns in the country have been concentrated on this week's drive to call to the attention of the people in a forceful and effective manner the necessity for greater carelessness and safety first measures.

MUCH CARELESSNESS EVIDENT

While the motorist of San Francisco have not been notorious in their carelessness, neither have they been clear of indictment and there is plenty of room for further improvement.

Among suggestions made by Lieutenant Dan Sylvester to motorists of the city, which will prove invaluable in cutting down the number of preventable accidents are the following:

Secure a copy of the Traffic Rules now in force and carefully study them.

Obey them carefully in every detail paying especial attention to the signs and the manner in which they should be given.

Stay well within the speed limits set by the law not only to avoid punishment but to help in the prevention of having your car under control at all times.

Before crossing any railroad tracks—stop, look and listen. Don't try to beat a locomotive, it's dangerous and may prove fatal.

Don't take any unnecessary chances in disputing the right of way with trucks or other passenger cars. Being right won't help you in case of accident or fatal injury.

Even if your car can make sixty miles an hour and you want to show it off, just remember the danger to

San Francisco to Pave Beach Cliff House Boulevard

The road passing in front of the Cliff House, San Francisco's famed resort, is to be paved at once by the city, according to advices received yesterday by D. E. Watkins, secretary-manager of the California State Automobile Association, from Supervisor Joseph Mulvihill, chairman of the Streets Committee of the San Francisco Board of Supervisors.

Mulvihill will introduce an ordinance next Wednesday ordering the paving of the road from the foot of the Cliff House hill to Point Lobos avenue. This stretch of road has been the subject of complaint from motorists for several years and the automobile association has been active in urging the work.

Chairman Mulvihill and other mem-

bers of the Board of Supervisors have also pledged themselves to place in the budget an appropriation for the paving of Pacific street from the Embarcadero to Van Ness avenue. This construction work, which the automobile association has sought for some months, will relieve the present congested traffic situation on Bush and Post streets.

Friction Cause for Big Power Loss

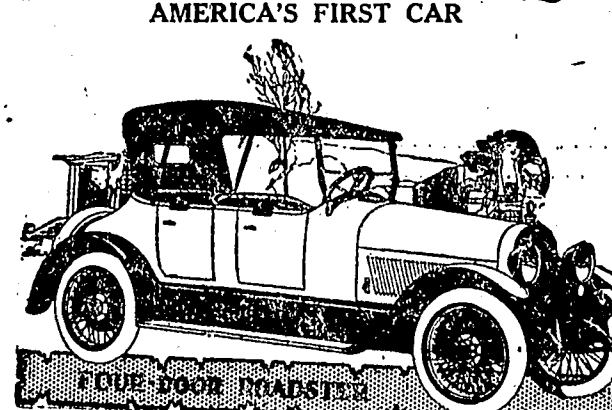
The fact that 25 per cent of the power of a motor car is lost by friction makes motorists who know this realize how important it is that a motor car should be properly lubricated. Grease cups should be thoroughly cleaned and kept constantly filled with a good grease. It is very important that all bearings and working surfaces be regularly inspected, cleaned and lubricated.

State Records Show Progress Of Auto Truck

The development of the automobile as a common carrier of freight and passengers is graphically shown by the record covering the last thirty-one days, compiled by the Railroad Commission. In the month of March, just closed, fifty applications for certificates of convenience and necessity (permits to operate) were filed. The combined applications for the months of January and February exceeded this number by but two. In January and February, the applications granted aggregated thirteen. In March alone, twenty-eight were granted. There were seventeen denials in January and February as against nineteen in March.

Security issues aggregating \$103,630 were submitted to the commission in March as a result of development of the auto as a common carrier.

HAYNES AMERICA'S FIRST CAR



OVER a quarter of a century of designing and building motor cars shows its value in the 1920 Haynes.

The four essentials of car-character are admirably presented in its graceful beauty, its balanced strength, its velvety power and roomy comfort.

HAYNES AUTO SALES CO.

Turk at Polk St.—Phone Franklin 1054 PHILLIP S. COLE, 25th and Broadway, Oakland

(Continued on Page 2a, Col. 5.)

SERIES 20

Studebaker BIG-SIX

ALTHOUGH the Series 20 BIG-SIX has a wheelbase of 126-inches and seats seven passengers in perfect comfort, it is not a heavy car. It weighs but 3125 pounds and is so accurately aligned and so flexible that the touch of two fingers on the wheel keeps it in the road. Its silent, long-stroke demountable head motor of 60-horsepower, delivers the power to take you uphill, and over any highway as easily as on the city boulevard.

Standard equipment includes cord tires, shock absorbers, Gypsy top with one large beveled plate glass window in rear, improved straight-side windshield with storm-proof ventilator base with integral side lamps; extension tonneau lamp. Trimmed in hand-buffed genuine leather upholstery.

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