

AUTO DEATH RATE HIGHER

Health Officer Asserts That Total Could Be Cut Down If Injuries Are Treated Properly.

(By Dr. Frederick Stricker) Oregon State Board of Health

The increasing number of fatalities from automobile accidents is alarming and a careful investigation of the facts makes it apparent that many of these victims might have been saved had proper treatment been instituted at once.

In 1922 one hundred and four lost their lives in Oregon because of automobile accidents, or nearly 13 to each 100,000 population. In 1924 the slaughter had been increased to one hundred and fifty-nine, which makes a yearly rate of 20 to the 100,000.

In these days of speed it behooves everybody to be careful, automobile is the cause of accidents every hour, most of which are preventable. Each death is a loss of human asset to our state. What is more, many of the deaths might have been prevented had they received intelligent care at the time of the accident.

It is very important to understand that any one in a state of collapse is actually slowly dying, that precious life is ebbing away. Years ago it was customary to stress in serious accidents only that one should watch out for symptoms of nervous shock. Today we do not limit our warning to serious accident cases alone but rather guard against shock at all times and under all circumstances.

It is computed that in seven out of ten accidental deaths nervous shock is to blame. This distressing figure can be greatly lessened if people only knew how to recognize and treat nervous shock immediately.

The Allied Military Medical Commission appointed during the World war made a distinct study of shock and collapse and emphasized the following four points:

- 1. Rough handling was found to be the most dangerous feature in the treatment of shock.
2. Warmth and quiet outstripped all other methods in healing the case.
3. Administration of hot fluids

States Closing First Decade In Building Of Road System

Suggestions to Curtail Program for Purposes of Economy Serves to Arouse Public Interest; Highway Needs Shown.

WASHINGTON, D. C. — Forty-eight states, in conjunction with the bureau of public roads, department of agriculture are rounding out their first decade of modern road building with gratifying results, according to a statement issued by the American association of state highway officials.

The interstate system, however, on which state and federal governments have been working jointly, is not more than half complete, and suggestions of curtailment of the general program for the purpose of economy have served to arouse public interest in pushing toward completion of the remaining half.

In some quarters the question of federal aid road program has again been raised, which highway officials hold is irrelevant in view of the exhaustive studies that were made before the program was put into effect.

In response to points raised, highway officials in their statement call public attention to the fact that "there were those in the beginning of our national life who had visions of interstate highways as nation developers, for as early as 1882 the Cumberland Pike was planned by congress, Jefferson, Hamilton, Madison, Clay, Calhoun and Webster all maintained a constitutional authority, as well as the national need, for federal activities in highway improvements."

"But a short time after the construction of the Cumberland Pike which likewise became weary and in turn passed it on to toll companies. And then for half a century the much vaunted 'local control' was given a most excellent 'try-out.' The result of all of which was that the only free public highways for years were those which were impassable during the unseasonable weather."

States Began Road Program. — It was not until 1891 that the states began a real program of road construction and New Jersey has the honor of being the first state to create a state highway department. Two years afterwards the federal government appropriated \$10,000 to establish the office of road inquiry and for eight years it kept on inquiring. At the end of this period of time road inquiry was changed to the office of public roads. The constant growth of roads was found to be most beneficial. 4. Shock was always aggravated by the sight of one's wounds.

Santa Claus Buys New Ford Coupe For —?

The Perkins Motor company sold the first car this week to be given as a Christmas gift. The car sold was an improved model Ford coupe and will undoubtedly make someone very happy. It will not be delivered until Christmas.

The idea of giving a car as a Christmas gift is becoming popular rapidly and several will probably be sold before the end of the month for this purpose.

WALLOWA CAR SALES BETTER

ENTERPRISE, Ore. (Special to The Observer)—An increase in automobile sales in Wallowa county during 1925 is noted here in checking up the figures available at distributing points. Incidentally, dealers are thoroughly convinced that the business will hold up during the coming year.

The only two direct agencies in the county report 163 sales in the eleven months which have passed and it is estimated that 75 cars have been sold here by out-of-county agencies, making a total of 238. About 200 of these machines have been light models, which continue to hold the field here as in other rural counties. Business has been unusually brisk during the fall months, whereas the trade reports small car sales slow in the larger cities.

While the majority of buyers were formerly car owners, many new owners appear in the list this year. Garage men say many cars which had stood idle for a year or so were put on the road this year.

In 1920 about 1100 licenses were issued to Wallowa county car owners. That number remained about stationary for three years and then a small gain was made in 1925. Since then there has been a steady increase in the number of machines in service and now it exceeds 1500.

Hit-and-Run Driver Jailed.

MARSHFIELD, Ore. — Hit-and-run drivers get little consideration in Coos county. In Justice Stanley's court at Coquille John Sukuriki, who struck an automobile on the highway between Marshfield and Coquille, and failed to stop and find what damage he had done, was fined \$250 and sentenced to 60 days in the county jail.

None of the four in Mrs. C. A. Johnson's car which he struck, was hurt, but the automobile was damaged.

'GOOD DRIVER' DAMAGES CAR

Motorist Who Masters Machine and Then Gets Careless, Does No Good to Engine.

Americans are fast becoming a race of automobile drivers. The man who does not know how to operate a motor car, and to operate it proficiently, is today the exception rather than the rule.

If any fault might be found with the present 'day driver' it is with his having become "too expert" in the operation of his car. By this is meant that the average driver feels so at home behind the steering wheel that he is likely to become careless and manipulate the controls too adeptly to give them an opportunity to properly perform their functions.

One comes in contact with these "too expert" drivers every day. Just as the bronco buster rides at breakneck speed to within a few feet of some obstruction and rears his horse upon its hind legs to an abrupt demonstration his horsemanship, this type of driver's idea of a demonstration of experience and driving ability consists of riding at full speed to within a few feet of his stopping point and with a grind and squeal of brakes and sliding of tires, comes to a sudden stop.

Abusing a Willing Worker

This man considers it is only the novice who shifts gears on a steep hill. He races the engine of his parked car to see "how she is hitting", to "prime" it for the next start and to warm it up. By continually demonstrating his familiarity with the controls, he plainly shows that he does not fully understand the mechanical make-up of his car nor the effect his acts have upon its potential long and service-free life.

The brakes of the car, properly adjusted, are adequate to cause the wheels to slide on dry pavement. But only a serious emergency should call for a stop of this kind. Apply the brakes gradually and the gasoline throttle fully retarded leave the clutch engaged until the speed of the car drops below five or six miles an hour. An idling motor has a braking effect down to that speed and will contribute much to a smooth stop.

The driver who anticipates most of his stops so that he can let his motor do its share on retarding the car's speed will boost the mileage of his tires and his brake linings. He will also form a habit

that will serve him in good stead in driving on slippery pavements for the car that skids is generally the one which the brakes are too suddenly applied.

Don't Pester Clutch

Keep the foot off the clutch pedal except, of course, when the clutch is being operated. Otherwise you will be constantly finding yourself pressing it hard enough to let it slip. The clutch is so exactly designed that the slightest amount of pressure is often enough to release it. A slipping clutch will wear and waste power. The clutch should only be slipped in getting the car underway.

Do not race the engine without a load to test it. A free engine and one that is propelling the car, operates under entirely different conditions. The practice may have a destructive effect upon the motor. Do not let the engine labor. Shift gears when necessary.

Take Corners Slowly

Do not drive fast in rounding corners or turning around, particularly when driving on well worn tires. When turning a corner fast, the weight of the car shifts from a straight-forward pull on the tires to an angular or crosswise strain which the tires cannot withstand as readily. Often a tire which will run a thousand miles or more if driven so that no undue roads are placed upon it, will blow out under the strain of the first ill-consider-

ed quick turn. In Europe, the battery is known as an "accumulator." That means a more descriptive name for it as this unit serves merely as a reservoir of current. Electrical energy taken out must be replaced if the battery is to serve one continuously. With this regard it is well to know that much current is required to start the motor than is generated in the same time period. The car must be operated at a speed of

about 20 miles an hour for more than 20 minutes the time required to start the motor to replace the energy dissipated. Use the starter and lights as sparingly as possible when doing little daylight driving. Watch the battery water level. Summing it up Taking it all in all, it will be found that the motorist who gets the most in care-free service out

(Continued on page 8)

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LOW TIRE PRICES

ON NEW GOODYEAR PATHFINDER CORDS

- 30 x 3 1/2 Regular Pathfinder Cords ..... \$10.25 Each
30 x 3 1/2 Big Oversize Pathfinder Cords ..... \$11.30 Each
32 x 4 Big Oversize Pathfinder Cords ..... \$19.20 Each
33 x 4 1/2 Big Oversize Pathfinder Cords ..... \$24.70 Each
35 x 5 Big Oversize Pathfinder Cords ..... \$33.60 Each
29 x 4.40 Big Oversize Pathfinder Balloons ..... \$14.05 Each

OTHER SIZES IN PROPORTION.

SEE THESE TIRES!

They meet and beat all competition—mail order or otherwise.

W. H. Bohnenkamp Co.

Truly— 1925 has been a Studebaker Year

50 MOTORISTS In Union and Wallowa Counties are driving Studebakers purchased during the past year.

Let us show you why.

M. J. Goss

Studebaker Sales and Service.

"This is A Studebaker Year"

Morelock Garage Moves Into Bigger Quarters

Because the new location will permit him to install a service and repair shop, Jim Morelock has removed his garage business from the location on Adams avenue next door to the La Grande Electric company to the quarters by the Black Cat on Pie street. The new location is in the Iloesch building—just around the corner from his former stand.

Business growth and the demand for complete star car service prompted Mr. Morelock to make the step. The repair shop will be located in the basement with show rooms and office rooms on the ground floor. The first work of transferring began Wednesday afternoon.

Mr. Morelock leaves today for the factory at Oakland, Cal., where in company with several other Star dealers, he will look over the new Star six, the latest thing out. "We expect the new six to create a sensation in the motor world," Mr. Morelock stated, "and when we get the first model in we wish to be prepared for increased demands. The new model will be ready for delivery after January 1."

AUTOIST SHOULD KNOW FIRST AID METHODS

Every man or woman who drives an automobile should understand first aid methods. The common injuries which occur through automobile accidents are cut arteries, fractures or broken bones, cuts and bruises. Many minor injuries which, through neglect might prove fatal, occur in taking off spare tires. Every wound, no matter how slight, should immediately be washed with iodine. Splints, used in case of fractures, will keep the limb at rest, and relieve the patient much pain until placed in the hands of the physician. When driving, carry a small first-aid kit, know how to use it, and above all things, keep cool in the time of accident. The simplest rudiments of first aid, a handkerchief and a pencil or ordinary stick of wood, can be used as a tourniquet thus stopping hemorrhage until medical help arrives.

WARM ENGINE SLOWLY TO AVOID UNDEW WEAR

Warm up the engine slowly in cold weather. To run the engine fast and race it while warming up is very bad for the engine. Wear takes place in an incredible measure while this warming up is taking place. If the throttle is opened far, an ordinary engine is designed to run at about 150 degrees heat for its best operation, and the oiling system is designed for this as well as other parts.

Another convenience would be to pave the road with rubber and abolish tires.

A 10 Months' Record BUICK

Sales lead all six cylinder cars now selling on the Pacific Coast for \$1,000 or over in both the State of Oregon and Multnomah County.

Table with 3 columns: Registrations, Multnomah County, State. Rows for 1st BUICK, 2nd Car, 3rd, 4th, 5th, 6th.

Figures compiled by Oregon Motor Register Co.

BUICK

Establishes a new record for October and outsells competition, as listed above, almost two to one in both the State of Oregon and Multnomah County.

Table with 3 columns: Registrations, Multnomah County, State. Rows for 1. BUICK, 2nd Car, 3rd, 4th, 5th, 6th.

Figures compiled by Oregon Motor Register Co.

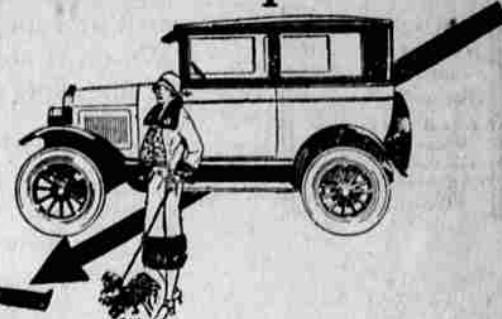
Buick popularity is consistent and the demand for Buicks is steady. Buick dealers know this and this is one of the many reasons they value their Buick franchise so highly.

Almost without exception you will find the most respected and most substantial dealer in every community a Buick Dealer.

Jennings & Shumate

A BUICK FOR XMAS--A GIFT OF GIFTS

A Challenge—where in all the World is there another motor car value equal to this



\$595 OVERLAND Standard Sedan \$799

Delivered Here COMPLETE balloon tires, speedometer, one-piece windshield, cow ventilator; 87 other big car features.

Let's Get Down to Real Facts—here they are, a full size, five-passenger Sedan, with all the room you can find in cars at double the price—molybdenum steel axle shaft, chrome vanadium steel springs, a big car frame, genuine honeycomb radiator, three forward speed transmission,—a beautiful car, with sweeping, graceful body lines, finished in polished lacquer, upholstered in broadcloth, trimmed in nickel—a car with 20 square feet of window space, exceptionally wide doors, the widest seats ever built into a light car, and a motor that has demonstrated unequalled power, reliability, economy and smoothness.

Where can you find its equal?

Your car in trade—easy terms on the balance.

Gettings & Hanks