

Highway
and
Auto
Dope

AUTOMOBILE NEWS

Traffic
and
Tourist
News

LESS DEATHS IN THIS STATE

Obtaining exact reports from communities comprising 83 per cent of the population of the United States the national automobile chamber of commerce publishes herewith the most complete survey to date of automobile fatalities, recording a grand total for the country of 13,828 in 1925, or 19 per cent over the preceding year.

The figure given is for the entire country, 83 per cent being actual figures and the remaining 17 per cent being estimated on a pro-rata basis.

Complete state returns have been totaled to date by 38 states having total fatalities of 15,525. The additional figures bringing the total up to 19,525 are from large cities not in these states and from hundreds of county cards outside of these states, submitted by county medical officers.

The 1925 motor fatalities are the actual automobile fatal accidents as defined by the U. S. census bureau. They do not include cases where the automobile is involved in street car or railroad accidents since these are attributed by the census to the heavier vehicles. Neither do they include other highway accidents unrelated to automobiles.

New York, Minnesota and Oregon are the states which win the honors in the reduction of accidents this year. The Empire State cut down these figures 10 per cent when the national record was 10 per cent heavier.

Fifteen cities having more than 100,000 population likewise being on the safety honor roll. These are Pittsburgh, Los Angeles, Buffalo, San Francisco, Washington, D. C., New Orleans, Minneapolis, Denver, St. Paul, Birmingham, Syracuse, New Haven, New Bedford, Cambridge and Kansas City, Kansas.

Says Records Give Challenge

"This 10 per cent increase in motor fatalities during 1925 is a challenge to every American citizen," says George M. Graham, chairman of the traffic planning and safety committee of the national automobile chamber of commerce, in commenting on the year's figures.

"The fact that vehicle registrations increased 12.7 per cent while fatalities increased 10 per cent is no palliative.

"There are two encouraging factors, however. One is that three great states and 14 large cities have shown that they are meeting this situation.

"The other is that each year we have increasingly complete and prompt records by which to check performance.

"At no time in the past have there been reports available from 83 per cent of the communities within two months after the close of the year. This in itself shows the increasing scientific approach to the situation and gives promise that this problem will be handled with increasing efficiency.

"New York state registrations increased 14.3 per cent during the year, yet here fatal automobile accidents were cut from 2,216 to 2,320.

"Constructive newspaper publicity has been one of the important factors in better traffic in New York.

"It has piloried the careless driver.

"It has published the names of

AUTO NEEDS A SPRING TONIC

(By G. Clark Mathew)
Chief Engineer, Paige-Detroit Motor Car Company

The time of the year is approaching when men returning home in the evening will find their ordinarily restful homes as inviting as a storage warehouse—spring house-cleaning time, in short. That should be their cue to do a little spring cleaning on their own account, giving their automobiles the benefit of an intensive check-up. This not only greatly benefits the car, but has the added advantage of offering the man of the house something to do in that trying period when his presence in the house is quite undesired by the women-folk.

Winter is the hardest season of all for the motor car. It's hard on every unit—carburetor, battery, generator, engine, tires, brakes, etc., carry their heaviest loads in the season of low temperatures, rough travelling, long nights, and hard usage.

At the end of the winter, an automobile is certain to be improved by a few simple operations that remove the ill-effects of the cold-weather running. Some of the things done to a car to make it operate effectively in the winter actually handicap it when warm weather comes, and the driver should consider these effects early in the spring.

Non-freeze solutions of any sort, no matter how effective, are not so good for the engine and cooling system as plain water. Therefore, instead of merely draining the system and refilling with water, the spring cleaning should include a thorough check-up on the entire cooling system. Especially should the rubber water connections be inspected. Make sure that the inside of the hose is smooth and clear, so as not to obstruct the flow of water. Flabby connections should be thrown away.

Flushing Necessary

Both the radiator and the cylinder block should be thoroughly flushed out, to remove sediment and scale. This can best be done with the hose connections removed, letting the water flow directly from a hose through the radiator and the cylinder block. If much scale is present, fill the radiator with water containing a small quantity of soda or lye, then running the engine for a short time to loosen the scale and rust. After using this solution, care must be taken to flush out the entire system thoroughly with clear water.

Not only should the engine oil be changed, but the oil pan should be removed, scraped, cleaned with kerosene or gasoline and thoroughly dried.

Light Oils Best

Similarly, the transmission and the rear axle housings should be cleaned thoroughly. Many motorists fill these units with a light oil for winter use, to insure easy flowing at very low temperatures. For warm weather use, there is no need to go to the other extreme. Thick heavy oils are not essential. Light oils are best, but if they are too light, they will leak from the housings. That is the test. If it leaks, it's too light. Use an oil just heavy enough to prevent leaking; there is no advantage in heavier lubricant.

All screens and strainers, of course, should be cleaned. They are to be found in the engine oil-

LESS DEATHS IN THIS STATE

those whose licenses were revoked or suspended.

"Credit to be sure cannot be allocated to one source.

"Charles A. Harnett, motor vehicle commissioner, is deserving of great praise in the reduction which has come about during his administration.

"He has enforced the law rigorously.

"He has had a good law supporting him.

"He has had intelligent backing in the various municipalities.

"The combination of these elements in removing the reckless driver from the highway, plus the activity of the newspapers in publishing these lists is, we believe, one of the most helpful demonstrations in the progress of traffic control.

Force of Public Opinion

"Persecution of the careless driver, however deserved, would tend to bring a reaction.

"But the calm, constructive attitude of the press in simply publishing the facts, listing the persons who have lost their licenses is, I believe, one of the most potent measures that can be used.

"It is hard to enforce full sentences and in a large city traffic fines do not have much news value. But the drivers of communities have food for sober thought when they see hundreds of their neighbors listed for revocation of licenses.

"Nobody on that list receives sympathy.

"The average motorist will take particular care to keep off that list.

Child Fatalities 28 Per Cent

Compilation of the reports submitted by more than 325 newspapers giving detailed analysis of over 5000 accidents indicates that 28 per cent of the fatalities occurred to children.

Accidents to the pedestrian continue to be the predominant classification. Sixty per cent of all persons killed in automobile accidents are those on foot.

Speed, violation of the rules of the road and inattention continue to be the chief faults of the motorist, while jay-walking by adults and playing in the street on the part of children, are the predominant causes in cases where the reporter has charged the blame to the pedestrian.

C-T-C AGENCY LOCATES HERE

Location of a Columbia Tire corporation agency in La Grande was arranged for Thursday when L. E. Dill, district sales manager, of Portland, arrived here in company with J. S. Johns, formerly of Walla Walla, Wash., who will be in charge of the La Grande unit in the C-T-C line.

Mr. Johns will have headquarters at the corner of Adams avenue and Hiemlock street and will deal in tires and tire repairing. He expects to open shop about the first of the week.

About May 1 E. H. Johns, now manager of the Mutual Mercantile company of Portland and formerly an automobile salesman, will come here and will be associated with his brother in the business. In Walla Walla J. S. Johns was connected with the Modern Tire shop.

REFINED STAR FOUR APPROVED BY THE PUBLIC

The refined Star four has made a tremendous impression on automobile owners and buyers, and the interest in the newly-developed four cylinder product is being judged by many orders taken, and the great number of people who have been present during the first days this car was shown, according to Jim Morelock, local Star car dealer.

"The interest in the refined Star four and the many engineering and design advancements registered by Star engineers bids fair to be greater even than the interest shown in the Star six," he stated yesterday.

Being a crowd isn't worth half so much as it costs.

Parts -- Storage
LA GRANDE
WRECKING CO.
Adams Ave.

Used Cars

One 1923 Dodge Sedan, rebuilt.
One 1923 Studebaker Light Six, excellent condition.
One Ford Truck with cab and delivery body.
One Dodge, screen body.
One 1923 Dodge Touring, \$350.00.

Smith's Garage

LOOK OVER OUR WANT ADS FOR BARGAINS

Franklin Reports a Tremendous Increase in Retail Deliveries

SYRACUSE, Apr. 3.—Merchandising Manager John W. Lee Jr., of the Franklin company reports that March retail deliveries to date are 131 per cent ahead of the same period in February, and that February of this year was 65 per cent ahead of February in 1925. The firm's retail business thus far this year is 25 per cent ahead of last year to date.

The Franklin company's action in making the tax rebate immediately available to Franklin customers has had a strikingly favorable influence upon retail activity, according to Mr. Lee.

In this connection it is noteworthy that the Franklin company introduced its sensational style car one year ago and that the firm's business during the twelve months period following its introduction is 83 per cent ahead of the previous corresponding twelve months period.

A leather washer placed underneath the metal washer not only helps to eliminate unnecessary noise but gives a sort of elastic comparison that prevents stripped threads when the bolt is a little small for its job.

Do You Know This?

STUDEBAKER uses 35 formulas for steel. On many alloys a premium is paid to insure better than the "commercial run" used in many cars costing twice the price of Studebaker. That's a big reason why Studebakers are breaking in when cars of cheaper construction are breaking up.

M. J. GOSS

ONE hundred million dollars and a 74-year record as manufacturers of quality transportation stand back of the Studebaker you buy. That is your assurance that when you buy a Studebaker you are making a safe investment.

Studebaker

THE lack of vibration so conspicuous in Studebaker cars costs Studebaker \$600,000 a year in the complete machining of crankshafts. Because of the savings in One-Profits manufacture, Studebaker gives you this costly-car feature without added cost.

MANY of the country's largest industrial concerns standardize on Studebaker cars for their salesmen. When the cost of operating motor cars comes down to "brass tacks" figuring—Studebaker wins on economy.

THE chief difference between Studebaker and many cars selling at twice its price is this: Studebaker produces quality cars in quantity for those who want value, as against producing cars of equal quality, in small quantity for those who want "exclusiveness." The quality is the same.

YOU can buy two Studebaker Big Sixes for the price of any other car of equal rated horsepower. If you have a two-car family and a two-car garage—think this over, then come in and let's talk it over.

THERE are only two kinds of automobiles today. Economically produced cars which give you most for your money. And uneconomically produced cars which give you less. Studebaker has reached the highest degree of efficiency in quality car production. Which explains why Studebaker prices are so low.

IN a recent test a Studebaker Duplex curtain was raised and lowered more than 500,000 times without showing signs of wear. Studebaker curtains are made to last for years, like the rest of the car.

Attention!

Ford Drivers

Starting — Stopping — Backing

Any operation of your Ford transmission will be free from grabbing and chattering if you use VELTEX Anti-Chatter Oil. Any dealer selling Veltex will return your money if it fails to give complete satisfaction. You CAN'T buy better oil, so why not support your own home company.

FLETCHER OIL COMPANY
First Independent in Oregon.

STUDEBAKER excels the world in Coach making. In the great ten million dollar Studebaker body plants, fathers and sons and grandfathers vie with each other, working side by side, in upholding a 74-year-old tradition for fine Coach building.

A finer car than Studebaker cannot be built. Finer materials cannot be used, finer workmanship employed. The only fair comparison of a Studebaker is with cars selling at 25% more to twice the price of a Studebaker.

STUDEBAKER'S labor standards are as high as its manufacturing standards. The cream of all labor is engaged in making Studebaker cars. Over 21,000 people are employed in the great Studebaker plants—a city in themselves. They are paid top wages, then a bonus above to insure superlative workmanship.

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