

Highway  
and  
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News

# AUTOMOBILE NEWS

## Safe Driver Defined By A.A.A. Seven Experts Agree On Point

WASHINGTON, D. C.—In line with its policy of developing a code of motoring ethics to offset and replace the plethora of over-regulation, the American Automobile association announced today the verdict of a jury of nationally known traffic and safety experts on "what and the characteristics of a good and safe driver."

An analysis of the opinion submitted on this vital problem disclosed that the seven men to whom this question was submitted by the A. A. A. are in accord on six major essentials, as far as good driving is concerned. These are:

1. The good driver has a high degree of self control at all times, this control manifesting itself in various ways.
2. The good driver always maintains his car in such shape that it responds easily and quickly, thus

of the jury to which the matter was referred as follows:

Ray McNamara, service engineer of the Chrysler motor sales corporation, who has driven more than 1,000,000 miles without an accident, without an accident and without an insurance claim of any kind.

Bennett Hill, one of the greatest speedway drivers of the age.

George M. Graham of the traffic and safety committee of the national automobile chamber of commerce.

Colonel A. B. Barber, of the United States chamber of commerce, also director of the Hoover conference on street and highway safety.

Dr. H. C. Dickinson of the heat and power division of the bureau of standards, who has made a special study of safe driving.

Dr. P. A. Moss of George Washington university, a nationally known psychologist.

Officer E. W. Smith, who for ten years has regulated traffic at one of the most congested intersections of Washington, and who is now on duty at the White House.

"If you are hitting on all six," said Mr. Henry, "you are doing your part to promote safety, in so far as your personal responsibility is concerned. The points stressed are not intended to be exhaustive, but they certainly embody some of the main moral and physical factors involved in safe and sane driving. By taking them to heart the average motorist can do much to relieve himself and other users of the highway of the multiplicity of laws and regulations which instead of solving the accident problem is proving a serious impediment to progress. As I see it, the universal acceptance by the motorist of a high degree of personal responsibility is fundamental."

## Guarantee Costs Low On New Chevrolet Car

A canvass of 6,000 Chevrolet dealers service stations throughout the United States showed that during 1925 less than \$3 per car was the expense incurred by them for repairs and adjustments during the 90-day period covered by the factory guarantee on new cars.

## FRANKLIN CUT IS ANNOUNCED

Price reductions ranging up to \$315 have been announced by the Franklin Automobile Company, Syracuse, N. Y., effective May 2. Continuing the practice originated by this company with the introduction of the Series 11 Franklin, the new prices will include complete equipment, making the car "ready for the road" with only tax and transportation to be added.

Standard equipment on the Franklin includes Watson Stabilizers, balloon tires, Zerck high pressure oiling, front bumper, car bumpers, tubsum demountable rims, automatic spark advance, reserve gasoline gauge, automatic windshield wiper, rear vision mirror, automatic stop light, adjustable sun visor, transmission lock, fuel transformer, electric primer, air cleaner, gas-cator, Waltham speedometer, and clock, oil gauge on dash, hood emblem, spare tire and rim, tube, tire cover and tire lock.

Sedan Reduced \$300

An outstanding feature of this change is the fact that the price of the Sedan, the leader of the Franklin line, has been cut \$300.

## OVERLAND SALES SHOW INCREASE OVER LAST YEAR

Retail sales of the Overland Six throughout the country for April were 50 per cent over the sales for the same month last year and at a total rate for the year which, if maintained, will bring this popular model well up to the position of the largest selling motor car in the light six field, according to word received here by Gettings and Hanks, local distributors.

The sales increase is not confined to any one section but is general in all parts of the country and with the opening of the roads in the northern sections a noticeable spurt in the total volume of orders received at the factory has developed within the past two weeks.

Dealers stocks in this model throughout the country are somewhat below normal for this period of the year, the demands on the factory having been of such a nature as to eliminate any possibility of the dealers stocking up although it is not unusual for dealers supplies of cars on hand in early May to be large in anticipation of the usual heavy rush of orders at this time of the year.

The advanced engineering principles presented by Willys-Overland in this Overland Six have been the reason back of the heavy buying demand which has been maintained steadily since the introduction of this model slightly over a year ago.

Among the conspicuously new engineering features are the low hung motor with a straight line drive, the low weight of the car which has produced a condition of static equilibrium that has given in this car a marked ability on the road, and the proportioning of the body dimensions which have given it an unusually comfortable riding quality and seating convenience.

The local representative reports a heavy demand.

## UNION OIL WINS HUMANE SOCIETY LINCOLN AWARD

For the first time, the Abraham Lincoln humanitarian award has been won by a corporation. This unique honor goes to the Union Oil company of California in recognition of its "Be Careful" campaign. Announcement of this effect was made yesterday by the Oregon Humane society which made the award.

In a telegram to W. L. Stewart, president of the Union Oil company of California, Mrs. F. W. Swanton, of the humane society, stated: "I take great pleasure in informing you that your fine posters on safety first when driving have been noticed and commented upon favorably all over the country. You have won the great honor of receiving the gold and bronze Oregon Humane society Abraham Lincoln humanitarian award for cooperation."

The Union's safety campaign was inaugurated some months ago when investigation showed that the automobile accident situation was becoming acute. The Union officials went on the premise that automobile drivers were not, as a general rule, deliberately careless, but rather were victims of the urge for greater speed, which is inherent in so many motorists.

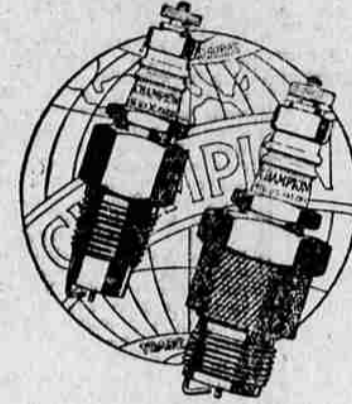
It was felt that if some means could be evolved which would bring home to the careless motorist the folly of his actions, a halt would be called to the growing total of automobile accidents. The present campaign which provided for the utilization of 1,500 posters on the Pacific Coast typifying motorizing situations in which careful driving is necessary and which carry a direct and positive appeal to observe safe driving practices was therefore inaugurated.

The ad that spoke in Bible times didn't look back and yell, "Let's see you pass me."

## Champion National Change Week—May 7 to 9

# Install CHAMPIONS Now

Champion X—Set of four exclusively for Fords—packed in the Red Box 60 cents each.



Champion—Set of four for cars other than Fords—packed in the Blue Box 75 cents each.

Now

Hundreds of thousands of motorists will make certain of better engine performance for another year by installing new spark plugs during Champion National Change Week, May 2 to 9. If you have used your spark plugs more than 10,000 miles, install a full set of dependable Champions now. They will bring back engine power and speed, forestall tinkering and costly repairs; and save their cost many times over in less oil and gas used.

Your own dealer, who is one of the 100,000 who sell Champions, will be glad to serve you.

# CHAMPION Dependable for Every Engine

Toledo, Ohio

**Think of It!**  
One of the best-known tires—now sold at carload savings

## CARLOAD Sale

### Diamond Tires

Here's our sales secret—we'd rather make a lot of small profits than one big one!

So we buy Diamond Tires by the carload. Straight from the factory. At a big saving of shipping charges and handling charges. Every tire new, fresh, full of life and long-lasting toughness.

Then we price them low. We sell them fast—because motorists know real tire values when they see them—and THESE ARE REAL VALUES!

Equip your car with Diamonds from this shipment. Get the type of tire you want at a saving. Save money on tubes, too. Read the prices below. Remember, they're Diamond Tires—a standard value for 32 years. We're putting our reputation back of their performance.

**Our Plan Cuts High Costs**

SHIPPING COST  
HANDLING COST  
SELLING COST  
STORAGE COST  
BUYING COST

Why we offer these values is shown by this picture. Our carload purchases cut down the costs all along the line—and give you remarkable values.

**Sale Prices on Ford Sizes**

30 x 3 Cl. Double Diamond Cord	\$ 8.70
30 x 3 1/2 Cl. Double Diamond Cord	\$ 9.75
30 x 3 1/2 Cl. Reg. Size Diamond Cord	\$12.30

**Balloons**

29 x 4.40 S. B. Balloon Cord	\$13.35
31 x 4.40 S. B. Balloon Cord	\$13.95

(Replaces 30 x 3 1/2)

### READ THESE SAVINGS!

Look at these prices—and remember, they're Diamonds

Balloon Cords	Standard Cords
Carload Prices	Carload Prices
29 x 4.40 S. B. ....\$16.60	30 x 3 1/2 Reg. Size Cl. ....\$12.30
30 x 4.75 S. B. ....\$23.30	30 x 3 1/2 Ex. Size Cl. ....\$14.35
30 x 4.95 S. B. ....\$26.45	30 x 3 1/2 Reg. Size S. B. ....\$17.50
31 x 4.95 S. B. ....\$27.25	30 x 3 1/2 Ex. Size S. B. ....\$18.90
30 x 5.25 S. B. ....\$29.30	31 x 4 S. B. ....\$23.35
31 x 5.25 S. B. ....\$30.20	32 x 4 S. B. ....\$26.85
30 x 5.77 S. B. ....\$34.35	33 x 4 S. B. ....\$27.55
32 x 5.77 S. B. ....\$41.00	32 x 4 1/2 S. B. ....\$35.10
33 x 6.00 S. B. ....\$41.00	33 x 4 1/2 S. B. ....\$36.10

**Oregon Hardware & Implement Co.**  
La Grande, Oregon

for Economical Transportation

## Always Consider what you get for the Price you Pay

**Low Prices—amazing values!**

Touring or Roadster **\$510**

Coupe or Coupe **\$645**

Four Door Sedan **\$735**

Landau **\$765**

1/2 Ton Truck **\$395**  
(Chassis Only)

1 Ton Truck **\$550**  
(Chassis Only)

All prices f.o.b. Flint, Michigan

In Chevrolet you get more for your money than in any other car built.

You get every essential improvement developed by automotive engineers during the last twelve years of progress.

You get the greater flexibility of Chevrolet's 3-speed transmission—the greater power and smoothness of Chevrolet's valve-in-head motor—the easier, safer handling of Chevrolet's semi-reversible steering gear—the greater comfort of semi-elliptic springs.

Buy no other low-priced car until you have compared it with Chevrolet. Check point for point—feature for feature. Know what you are actually getting for the price you pay. Let us give you a demonstration.

**so Smooth—so Powerful**

**Blue Mountain Garage**  
M. A. HARRISON, Mgr. Opposite Postoffice

QUALITY AT LOW COST