

RURAL ACCIDENTS RIVAL OF CITY'S

Auto Wrecks in Country Increasing, According to Statistician

Automobile accidents in the country have been increasing as much faster than those in the cities, the rural death rate due to such accidents has risen sharply in the last year and now threatens to pass it.

This fact is brought out in a summary of automobile accidents in city and country made by R. L. Forney, statistician for the public safety division of the National Safety Council, and printed in the National Safety News, the council's official publication.

Forney considers the deaths from auto accidents in city and country from 1918 to 1927, and shows how the rate in the country has been speeding up much faster than that in the city until last year both rates were about equal. At the same time, signs pointed to the probability of the rural death rate passing higher than the urban.

Reasons Are Many
Forney doesn't go into the reasons for this, but there are not hard to discover. Sunday driving, carelessness at railroad crossings, recklessness on hills and at turns—especially at the bottom of the rising rural roads—accidents. At the same time, stricter traffic control in the cities tends to curb the urban accidents.

In 1927, Forney shows, the death rate from automobile accidents in the cities excluding collisions with heavier vehicles such as trains and street cars, was 13.1 per 100,000 population. In the country it was 5.7 per 100,000.

Rural Start Is Low
By 1924, the urban death rate had risen to 20.6, while the rural rate was up to 11.1. This showed, points out Forney, that while in 1918 the rural death rate was 42 per cent of that in cities, in 1924, it had risen to 54 per cent. Also, while the city death rate in 1924 was 57 per cent above that of 1918, the rural rate of 1924 had risen 95 per cent.

Since 1924, taking figures furnished by the U. S. Census Bureau, Forney shows the rural death rate from auto accidents climbed at the same increasing rate. Yet some of the accidents which the census bu-

OUT OUR WAY

By Williams



WHY MOTHERS GET GRAY
HIS FIRST PAY DAY.
AND THE MONEY
NEEDED FOR J.R. WILLIAMS
OTHER THINGS. © 1928 BY J.R. WILLIAMS

from ascribed to cities actually occurred in the country, for the bureau charged deaths against the localities where they occurred rather than where the accidents occurred.

Cities Over-Taxed
"The inference of this procedure," says Forney, "is to charge to cities thousands of automobile deaths which were the result of rural accidents. The injured victim of an automobile accident is often taken from country to city but almost never from city to country for hospital treatment."

The extent of this difference, Forney figures at about 13 per cent. Thus, by considering the

place of accident rather than the place of death, the rate of the cities should be reduced one-eighth and that of the country raised accordingly.

"From the viewpoint of prevention," Forney concludes, "it is the place of the accident that must be considered. Accidents must be prevented at the place of their occurrence, not where the victims are taken to die. Rural areas, from the standpoint of highway safety, must be charged with all accidents that occur in such areas."

Famous last words: "I believe that's his left headlight burning."

AIR VICTIM DIES

CHICAGO, Sept. 5 (AP)—William Scintia, 26, River Forest, Ill., died today, the second victim of an airplane crash last night in Meigs park when William Schroeder, 26, River Forest, Ill., was killed and Carl Schroeder, 27, also a policeman and pilot of the plane, was injured. Schroeder is expected to recover.

But always claimed the right of way.
But now he's out of luck.
He tried to take it yesterday from a ten-ton gravel truck.
—New York American.

GARAGE GOSSIP

Automobile Sale

Automobile agencies in La Grande have been busy this week selling a large number of automobiles to La Grande and vicinity people. The Automobile Sales Co. this week sold a Buick car to Mr. McAdory. The coupe recently came from Pendleton, a distributor for the company. The Blue Mountain garage has sold a Chevrolet truck to the Grande Ronde Meat company. The truck is a late model with an attractive former body. It is a one-ton truck painted with dark letters.

Three Whippets Sold

The Whippet garage has sold three cars this week, a coupe to Mayne C. Walker, of Enterprise, a coupe to Joseph C. Burgess, of La Grande, and a sedan to James H. Perry, of Palmer Junction.

Green Buys Pontiac

W. H. Green, of Enterprise, has purchased a four-door sedan at the Jennings-Klumpp garage. Mr. Jennings was in Baker yesterday on business for the garage.

Mr. Ledbetter To Enterprise

E. L. Ledbetter, of the Ledbetter Hudson-Essex garage, made a business trip to Enterprise Thursday returning Friday evening.

High Business Good

E. C. Gettings, of High, of the Gettings & Hanna garage, was in La Grande yesterday. He reports that the automobile business in Blaine is good. From the factory at Toledo, Ohio, Gettings are sending two Whippet four-door sedans and a Whippet-Knight six-door. Two are men were visitors today at the garage.

Adjustable Driver's Seat

At the Chrysler garage two new cars have been received. One is a town sedan and the other a royal sedan. They came from the distributing center at Pendleton. The town sedan has an adjustable driver's seat—something new in automobile.

Complete Line

The Blue Mountain Garage announces that they now have a complete line of all the closed Chevrolet models. Three hundreds of new Chevrolets are expected in soon and its equipment will include closed models and trucks, all from Oakland, Cal.

New Fords To Come

At the Peckling Garage it is rumored that a carload of new Fords will arrive Monday from Seattle. Mr. Peckling is at Portland this week on business.

Visits Morelock Garage

M. M. Foss, of Portland, representative of the International Harvester company has been a visitor at the Morelock garage today. He was in North Powder, yesterday. George Wallace, of Wallace Brothers of Spokane, distributors of Studebaker is visiting in La Grande this week.

Polly: Really, we wouldn't be driving to California, if Uncle John hadn't cleaned up that fortune in crooked dough.

Kate: What was he, anyway, a counterfeiter?

Polly: Oh, no, a prize manufacturer—Remmie Red Cat.

Albie: Yet is he idea of raising the price of gasoline all the time?

Garage man: What do you care? You haven't got a car.

Albie: No, but I got a cigar lighter.

—The Motorist

Miss Volstead And Her Fiance

Miss Laura Volstead, daughter of Ex-Congressman Andrew J. Volstead of Minnesota, who introduced the prohibition enforcement act, and Carl J. Lomen of New York, are to be wed in October. Lomen, son of Judge and Mrs. G. J. Lomen of Nome, Alaska, is president of an Alaskan company which takes lumber on its huge scale. Miss Volstead, a law graduate, is president of the Women's Republican Club at St. Paul.

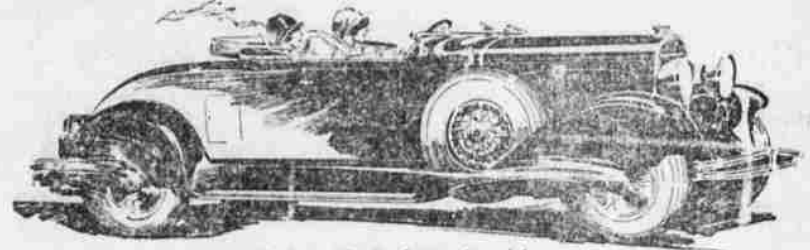
Car Production In Kenosha Runs Heavy

KENOSHIA, Wis., Sept. 8.—Nash Motors company officials announced today that quality production of the new "400" Series cars in the great Kenosha, Racine and Milwaukee plants has reached the record total of more than 1,000 automobiles daily—the highest production mark recorded in the history of the company.

The record peak, which closed the month of August with a total production of more than 21,000 cars, and which attained a one-day peak of 1,629 cars on August 22, has been developed in little more than two months after the introduction of the new Nash Series to meet the greatest sales demand ever experienced by Nash interests.

"But how will I know when I come to the cross roads?" You can't miss the place. It has only five filling stations." "Heaven! what does a single man want with two cars?" "One for himself and one for himself."

New "75" and "65" -- a glorious escape from obsolete fashions



New Chrysler "75" Roadster with rumble seat, \$1555 (Wire wheel extra)

AFTER nearly four years of imitation and emulation Chrysler now brings to the price groups of the new "75" and "65" a lavishness of beauty which was never there before.

The style of yesterday, still living in many new cars, is rendered obsolete because it is succeeded today by Chrysler cars so completely new in design that they establish new measures of beauty and style.

New slender-profile, chromium-plated radiator, arched-window silhouette, the

grace and sweep of its "air-wing" fenders, the luxury of fitting and appointment single these new Chryslers instantly as the new style that re-styles all motor cars.

Surely the mere evidence of the eye—because performance is assuredly the very name of Chrysler—proves at once that both the new "75" and the "65" have been lifted up to an intrinsic value which hundreds of dollars—yes, even a thousand—more than their selling price could not have secured before.

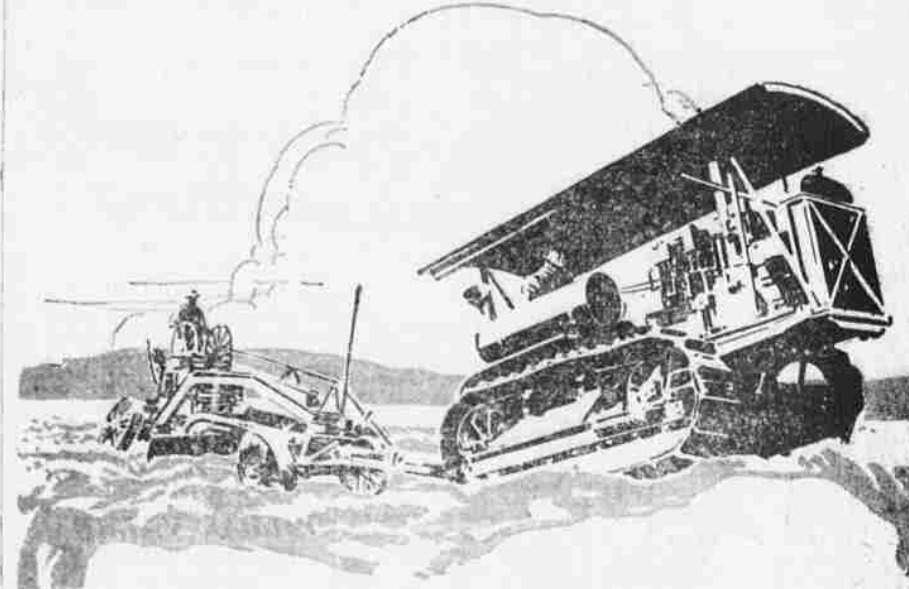
New Chrysler "75" Prices—Royal Sedan, \$1555; 2-Door Coupe, \$1555; Roadster with rumble seat, \$1555; Touring Car, \$1555; Town Sedan, \$1555. (6-ply full-balloon tires). All prices f.o.b. Detroit.

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster with rumble seat, \$1040; 2-Door Sedan, \$1040; Touring Car, \$1040; Sedan, \$1040; Coupe with rumble seat, \$1040.

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Own a "Caterpillar" and earn the "bonus."

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First Choice of the Nation for 1928!

The COACH
\$585

The Touring or Roadster \$495
The Coupe \$595
The 4-Door Sedan \$675
The Convertible Sport Cabriolet \$695
The Imperial Landau \$715
Vulture Truck (Chassis only) \$520
Light Delivery \$375

All prices f.o.b. Flint, Mich.

Check Chevrolet Delivery Prices

There include the lowest handling and financing charges available.

Although the Bigger and Better Chevrolet offers elements of beauty never before thought possible in a low-priced automobile... although it offers the features of advanced design and completeness of detail demanded in the world's finest cars... one of the fundamental reasons for its tremendous success is found in its amazing performance—

—so smooth, so powerful and so unfailingly dependable that it has literally captivated more than three-quarters of a million buyers since January 1st!

No matter where you drive this car—whether you thread the traffic of city streets or open the throttle on the

paved highways—every mile at the wheel is a delight and a revelation. The world-famous Chevrolet valve-in-head motor delivers its power with an ease, a smoothness and a surety that thrill the most experienced driver. Hills and grades on country roads... quick acceleration on the boulevards... starts and stops on downtown streets—all are mastered with an ease which proves anew that here is the most powerful motor of its size the world has ever seen!

Come in and drive this car! We know that you'll say what hundreds of thousands have already said this year—that no other car can give you so much... at prices so amazingly low!

Blue Mountain Garage

M. A. HARRISON, Mgr.

Opposite P. O.

QUALITY AT LOW COST