

# AUTOMOBILE NEWS Of The WEEK

## CAUSES OF AUTO WRECK STUDIED

### Relatively Small Number of Factors Enter Into Traffic Accidents

WASHINGTON, Aug. 2.—The great number of motor vehicle accidents, resulting last year in the deaths of 31,000 persons and injuries to a million or more, are due to a comparatively small number of causes and circumstances, virtually every one of which are preventable by the exercise of care and caution.

This is the finding of the third National Conference on Street and Highway Safety after a detailed study of the accident and fatality situation and the causes and circumstances that are involved.

Fifty-five per cent of the automobile deaths in 1929 were of pedestrians who were run down by automobiles. Available statistics indicate also that more than one-half of the accidents involving motor vehicles and pedestrians took place at street crossings and intersections.

**Definite Indication**

These figures give a definite indication also of the places where safety activities and measures can be concentrated with the prospect of the largest measure of result. With pedestrian-vehicle accidents, "crossing the street at intersections" where there were no traffic lights or signals, and "crossing the street between intersections," are the most productive of injuries and deaths among all of the causes and circumstances that lead to or involve accidents on the streets and highways.

**Reports of the police departments and motor vehicle bureaus of some of the states and cities of the country covering a large number of accidents in 1929, were carefully tabulated and analyzed, showed that the number of injuries where the pedestrian was crossing with the traffic light or signal amounted to 4,244, while 37,081 were injured or killed while crossing against lights or signals or at crossings where there were no lights or signals. These figures are believed to reflect the general condition for the country as a whole, but covering only a fractional part of the accidents and casualties of this nature for the year.**

The circumstances of pedestrian-vehicle accidents where the pedestrian was crossing the street at an intersection are found to be:

No signal, 27,177; against the signal, 9,022; diagonally across the intersection, 1,402; and with the signal, 4,244. Of this number, 1,438 were killed.

Accidents due to crossing the street between intersections, resulting in injury or death to 27,092 persons while "playing in the street" caused the injury or death of 17,193 others.

**Speeding Takes Toll**

In the list of accidents involving the occupants of motor vehicles, and not involving a pedestrian, are the following:

Exceeding the speed limit, 17,564; on the wrong side of the road, 17,842; did not have the right of way, 34,197; drove off the roadway, 11,816; failing to signal, 9,169; and cutting in, 7,349. Among the 96,427 involved in these classifications, 3,920 were killed.

On the whole, as passing street cars, passing on curves and hills, improper turning and double parking, caused the injury or death of 10,808 persons.

Violation of the right of way was one of the most productive causes of vehicle accidents, caused in some instances by collisions between two cars where one of them had just previously been forced from the right of way by another car that escaped the accident.

The conference, in its findings on this point, says:

This demonstrates the need for adoption of definite right of way regulations as set forth in the Uniform Vehicle Code, and, furthermore, that enforcement and education should be particularly directed to such regulation.

"Another most productive cause of such accidents is driving on the wrong side of the highway. This likewise points to the need of enactment and enforcement of restrictive measures requiring operation on the right half of highways.

"In a large number of motor vehicle accidents the operator drove off the highway and overturned. This illustrates the need for enforcement of standard rules of the road, requiring safe practices and particularly the need for education of motorists as to the hazards incident to operation at excessive speeds on curves or narrow embankments, or excessive speed for the conditions as they exist."

Safety education and the strict enforcement of regulations and driving rules is the recommendation of the conference as a means of curbing and checking the accident and death toll.

The conference points out at the same time that the adoption of the Uniform Vehicle Code by the states, and uniform traffic ordinances by municipalities, as sponsored and urged in the three sessions of the conference that have been held, will go far toward reducing the accident toll.

Primarily the adoption of such laws and ordinances will, in the view of the conference and traffic experts of the country generally, serve to eliminate confusion among both pedestrians and motorists, whether at home or away from home.

Legislatures of the various states at their next sessions will have before them the Uniform Vehicle Code for consideration and adoption, which is already in operation in a particular state. Cities likewise have the opportunity to amend their traffic ordinances to conform to the standard and uniform provisions of the Model Traffic Ordinance of the conference.

## Marathon Car Hits 12,500-Mile Mark

During the first 21 days that it has been on the road, the Dodge Eight Mileage Marathon car has traveled 12,500 miles, an average of almost 600 miles a day, according to a factory announcement.

"The 12,500 miles turned up by the marathon car in 21 days is more than the average motorist drives in 14 months," said K. T. Keller, president of the Dodge Brothers corporation. "In spite of extremely hot weather, especially in the western part of the country the car has been running splendidly and our records show that the cost of operation has been surprisingly low."

## HUPMOBILE VISITS "CRIMELESS CITY"



Not even the driver of this fact, 123 Horsepower Hupmobile Eight dares ignore a summons when presented by a policeman in a crimeless city since 1921. England is perhaps one of the best known policemen in the west.

## Tourist Camps More Sanitary, Traveler Finds

By Ray Priest  
(A. A. Contest Board Official Observer with Dodge Eight Mileage Marathon Car)

Inquiry along the route on the first trip across the country and back with the Dodge Eight Mileage Marathon car has revealed great strides in improving sanitary conditions in tourists' camps and roadside tourists' lodges in every state. Nearly everywhere some sort of supervision over these places is exercised and in many states regular inspection of drinking water, kitchens, bath houses, etc., is conducted by specially delegated representatives of the public health department.

It is safe to state that those who love to spend their vacations in a motor car on the open road seeing the places of interest and visiting the famous resorts of this country can now do so with the assurance that conscientious public officials are safeguarding their health. In many states warning and instructions regarding the use of local drinking water are posted conspicuously along the highways. The tourist, by obeying these instructions and by exercising ordinary precaution and good judgment can easily avoid exposure to any ill caused by impure water or unsanitary conditions.

Hiding as an unsanitary of the A. A. Contest board, the writer has not

ed particularly that the rates now charged by the great majority of hotels in cities along the highways are more uniform and reasonable than in the past. Clean, well-cooked food is available everywhere and is also reasonably priced. Motor oil and gasoline prices in various sections of the country were found to vary according to proximity to refineries. The highest price paid anywhere on the first transcontinental round trip of the Dodge Eight Mileage Marathon car was 36 cents per gallon. The lowest was 5 cents per gallon. These prices in both instances included state gasoline taxes.

One of the most interesting phases of Dodge Brothers unprecedented mileage marathon so far has been the surprisingly low cost per person of long distance automobile travel as shown by the daily reports submitted by the drivers. It is expected that when this longest of all automobile runs is completed, it will have established a standard of cost per mile per person that the tourist of the future may safely accept as reliable and authentic.

All Spain knows King Alfonso's love of fast driving and his ability to handle a car is genuinely admired.

**Avoid Fatigue, Motorists Urged**

Satisfaction in motoring should not be measured by the volume of mileage, according to a suggestion for vacation motorists by the Oregon State Motor association, pointing out that it is a good plan to rest from driving as soon as fatigue is felt. The rule is also urged as a protection against accidents.

At the beginning of 1930 the number of motor vehicles in the world has reached a total of more than 35,000,000, according to figures compiled by the Oregon State Motor association. Upwards of 26,000,000, or seventy-six per cent of the aggregate, were in the United States.

**35,000,000 Motor Vehicles**

**Shipment of Tires Sent By Zeppelin**

When the Graf Zeppelin slipped its moorings at Lakehurst and pointed its nose seaward for Friedrichshafen, it carried a shipment of Kelly-Springfield registered balloon tires destined for Alfonso XIII, King of Spain.

St. Don Carlos De Salamanca, of Madrid, Kelly distributor for Spain, received the order for these tires and immediately cabled it to the Kelly export office in New York city. It was decided to ship via the Graf Zeppelin since this would mean that the tires would be ready for royal service days sooner than if shipped in the usual way.

**Wrong Side of the Road**

Many motorists who would deny they ever drive on the wrong side of the road in fact do offend in making a wide turn or in passing other cars. It is pointed out by the Oregon State Motor association.

## BUYING POWER IS NOT GONE CLAIM

### President A. R. Erskine Issues Optimistic Statement During Week

The following statement has been issued by A. R. Erskine, president of the Studebaker corporation of America:

"These are great days for business forecasters. Every one has taken a liking at telling us when 'general business' would recover—and they are still at it.

"What is this mysterious specter 'general business'? Nothing more or less than the sum total of a great many individual businesses. General business is good when a sufficiently large proportion of individual businesses are good.

"There is no basic reason today why many businesses which are still in the doldrums should not be prosperous. Let us admit that people generally are pessimistic, far from a buying mood, perhaps on a buyer's strike; What of it? The buying power is still present. In every community there has been a far greater impairment in buying than in income. That is just another way of saying that there are individuals in your territory who can and should buy a new or used car but have not done so. They have been 'hold outs,' hoarding instead of spending normally and sensibly.

"The greatest deterrent, the most vicious obstacle to recovery, has been the attitude of most business men. They have been following the forecasters, waitfully waiting for that mysterious entity 'general business' to assert itself. What is needed is more individuals working in an intelligent and aggressive manner to make their own businesses prosperous.

"There is an especial note of challenge in the present situation for Studebaker and Studebaker men. Studebaker has throughout its seventy-eight years, helped lay the nation back to prosperity by making its own business prosperous. Tough going has always inspired Studebaker men to greater effort. Studebaker was among the first to emerge from the gloom of 1873, 1894, 1907 and 1921.

"Studebaker is answering the challenge of 1930 by making the most determined drive in its history for business. New free wheeling Presidents and Commanders were an-

nounced on July 10th, together with new lower prices on Studebaker Sixes. A million dollar advertising program has just been released. We have gone the limit in providing both products and exploitation.

"We expect every Studebaker distributor, dealer and salesman to measure up to the opportunities of the new program. Competition was never weaker—you have never been in a stronger position. This is your inning, a chance to show your mettle. We expect you to put Studebaker in the position of leadership in your territory immediately. Noth-

ing short of record-breaking sales, commissions and profits should be satisfactory."

**Safe for the Present**

There is consolation in the thought that the North and South poles will never be knocked down by reckless drivers.—Des Moines Tribune-Capital.

**Road Programs**

Governors of sixteen states announced road contracts for the first

quarter of 1930 one hundred per cent or more in excess of those for the same period in 1929, according to the Oregon State Motor association.

**Applause**

Conductors of orchestras are said to prefer silence after a selection. Applause disturbs the inspired moments and breaks the spell. The deepest emotions are quiet. Possibly band leaders know that applause is simply applause with three letters omitted.

How About YOU ?



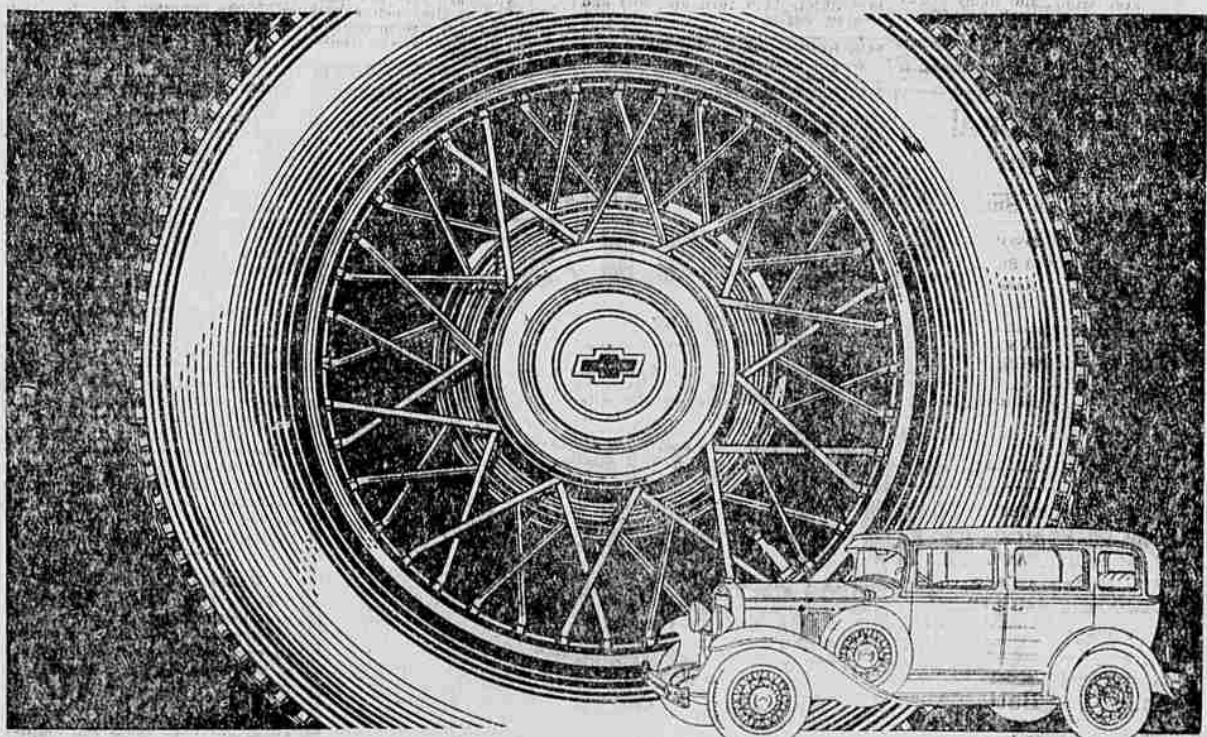
HAVE you the right to drive on the highway? Not unless you have insurance on your car! In fairness to yourself, your family, and your fellow citizens you should have complete insurance, for a single accident might cause years of worry and financial difficulty. Play safe! Ask us how you can buy protection with easy monthly payments.

## United States Investment Co.

United States National Bank Bldg.  
La Grande O. W. WARNOCK, Mgr. Oregon



## CHEVROLET ANNOUNCES DE LUXE WIRE WHEELS at no extra cost



Chevrolet again adds extra value to the Chevrolet Six! Those who prefer may now have any passenger model equipped with beautiful de luxe wire wheels—at no additional cost! These wheels incorporate many important features that have won favor on cars much higher in price—large chrome-plated hub caps, bolts located inside the hub, and an unusually large number of spokes.

### A variety of attractive new colors

In addition to this de luxe wire wheel equipment, Chevrolet now makes available a wide choice of new color combinations on all models—colors that are rich and distinctive. You are invited to come in—NOW—and attend the first showing of six-cylinder Chevrolet models with these new extra-value features.

Sport Roadster..... \$555	Club Sedan..... \$665	ROADSTER or PHAETON	Sedan Delivery..... \$595	1 1/2 Ton Chassis..... \$520
Couche..... \$565	Sedan..... \$675	\$495	Light Delivery..... \$365	With Cab..... \$625
Coupe..... \$565	Special Sedan..... \$725		Chassis..... \$365	Price of J. & K. Plans
Sport Coupe..... \$655	6 wire wheels standard on Special Sedan		Roadster Delivery..... \$440	Mich. Special equipment extra

## LARISON CHEVROLET CO.

G. L. LARISON, Manager Phone MAIN 2

SIX-CYLINDER SMOOTHNESS AT LOW COST



## Put Your "PUNCTURE-MONEY" into new GOODYEARS

TIRES are now selling at the lowest prices in history—so why put up with punctures and delays? It is cheaper to equip your car with new Goodyears than to be constantly repairing your old tires.

DOUBLE EAGLES, ALL-WEATHERS AND PATHFINDERS

On Our Convenient

### EASY PAYMENT PLAN

YOU CAN enjoy the safety and satisfaction of these great, new tires by making a small down payment, and distributing the remainder over a period of months. Come in and ask for details of this convenient plan!

Fresh Stock—Free Mounting—Full Guarantee

ALL TYPES All Sizes All Prices

## W. H. Bohnenkamp Co.