

UNIFORMITY IN LAWS OF TRAFFIC SOUGHT

Wide Difference in Requirements Makes Many Tourists Unknowing Offenders.

PROTECTION ISSUE IS FIRST

Owner and Driver of Machine Share in Responsibility for Safety of Pedestrians—Cooperation for Safety Is Urged.

Even before the advent of the motor car it was found necessary in practically every community of any size to make rules and regulations governing the use of the streets for the safety of the public at large. With the coming of the motor car and the corresponding increase in traffic, additional rules were needed to care properly for the conditions which arose, and these rules have become as diversified as the geographical positions of the cities which originated and enforce them. The standardization of these various laws which govern the movement of traffic in American municipalities seems to us to be of vital importance and the only positive method of solving the present traffic difficulties.

It not only will simplify the problems of the tourist, just as the standardization policy has simplified the problems of the motorist of today, but will give additional strength to the safety first movement.

Standardization Road Difficulties.

How difficult it is for the tourist who travels by motor car from one city to another to be compelled to follow a variety of rules which, from the standpoint of efficiency, might just as well be standardized.

It is discouraging, indeed, for the touring motorist—and the number is increasing constantly each year—to find that he is the unconscious transgressor of the regulations of another city simply because he is ignorant of any change in the rules. The law does not receive the importance as an excuse. With the traffic regulations standardized these difficulties would be eliminated and the cause of safety further advanced.

Out of wide experience, the big cities of the United States have created, devised and re-created rules which form the foundation stones of the safety first movement, assisted by the Safety First Federation of America. This federation keeps in constant touch with these cities which enforce traffic regulations and gives its full cooperation toward bettering conditions wherever possible. In a recent report on the traffic rules which were discussed with 50 of the large cities, it is shown that a majority are aware of the situation and have well defined ideas as to the laws and ordinances needed to increase the safety of the public.

Regulation Ideas at Variance.

Twenty-nine of the 50 cities favor regulations compelling motorists to stop on the "near" side of the street. Twenty-seven favor the regulation requiring all vehicles to carry lights at night. Forty-six would have the traffic officers control pedestrians at street crossings, while 41 favor the construction of safety zones in the street proper.

Rules pertaining directly to the motorist also are discussed and 21 cities favor the plan of requiring automobiles to stop while streets are being repaved or while streets are being repaved or while streets are being repaved.

Twenty-three demand that rules governing the street crossings be made so strict that a motorist who fails to make sure that long and hard traffic is stopped before he crosses, which breaks while the car is in motion, might mean the destruction of life and property.

Responsibility Put on Driver.

In this connection, the Supreme Court of Vermont, in handing down a decision, says: "There is nothing inherently dangerous about an automobile—any more than about an axe." From this statement it can be seen that the court feels that the driver of a motor car, just like the wielder of an axe, is the responsible party in case of an accident.

The same application may be made to the street car or any other mechanical means of conveyance.

The growth of safety-first movement during the last two years throughout the United States has been exceedingly rapid and comes as a surprise to those who have not kept in close touch with the campaign. First inaugurated by the Northwestern Railroad and then taken up and advanced by the present efforts by the Safety First Federation of America.

The enormous strides which have been made for the protection of the traveling public, by the different states and the various municipalities of the country can be realized only when one stops to think how much more serious the traffic when traveling by motor car than it did only a few years ago.

Large Cities Recognize Importance.

In the larger cities a great improvement can be seen in handling the crowds on the main thoroughfares. One or two years ago the sidewalks with the heavy, velvet-wear of the motorist, if he desired to monopolize the sidewalk, was in great danger. Now it is entirely different. Traffic laws, with the blessing of officers, have been changed in all, and the small vehicles have the same rights as the large ones. The pedestrian, also, is no longer to be crowded by the traffic officers' signals, will be as safe in crossing the street as he is on the sidewalk.

Gradually the entire population of the country is learning the rights in relation to those on foot have equal rights at street intersections and that these rights are being protected. However, it is the responsibility of the motorist to protect the pedestrian and the acknowledgment of these rights will eliminate the danger of accident in a great degree.

Traffic Officers Now Appreciated.

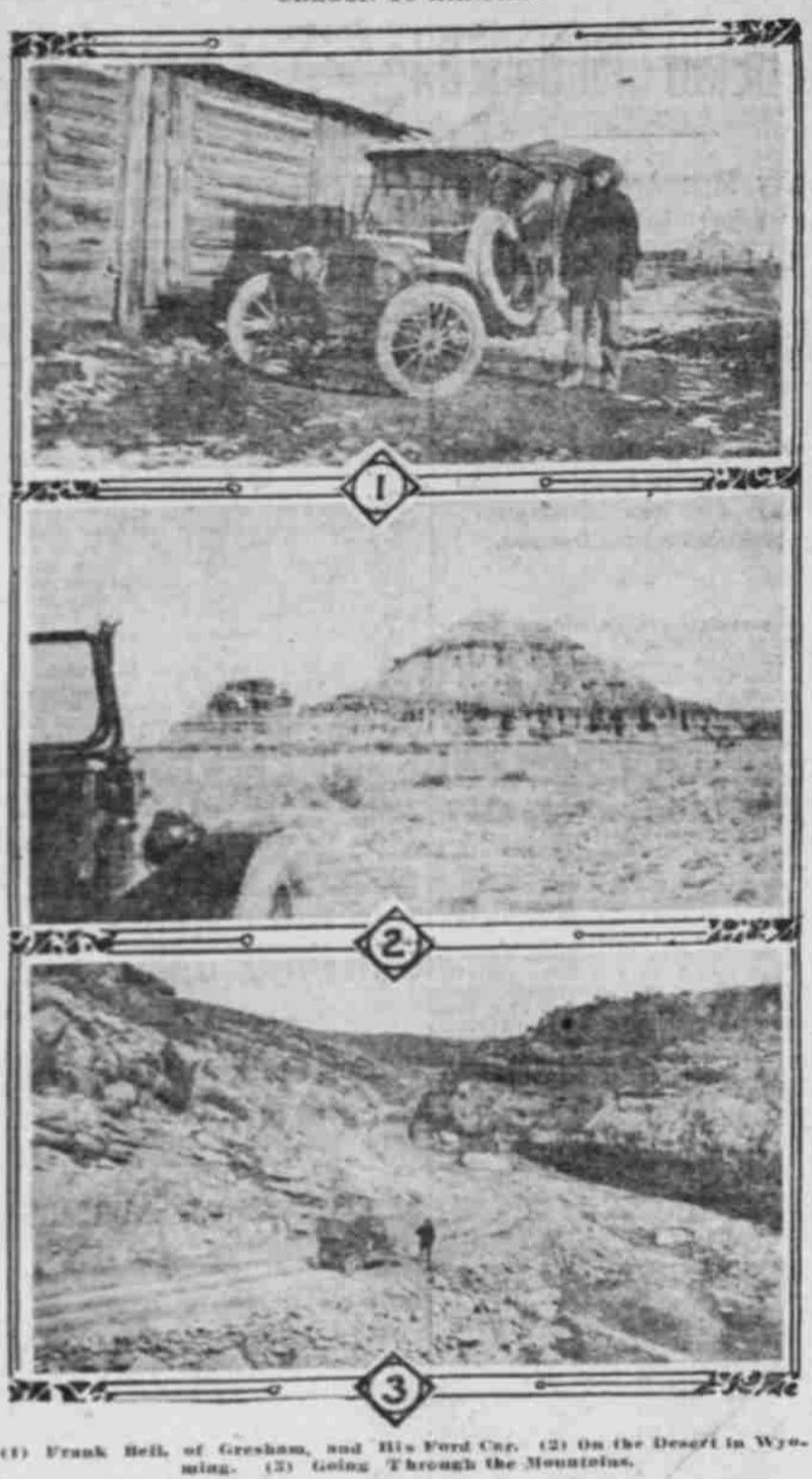
First in the campaign for safety came the slogan "Keep to the right," which, next to the caution, "Stop, look and listen," is one of the oldest rules of the road. As traffic increased, the need arose for regulation. Systems were devised, and the authority of the street took up his station at each busy corner.

The traffic officer, while at first not understood, is now not only obeyed but also appreciated. The people have come to realize that his station is to protect them and to facilitate their movements.

Owner Also Is Responsible.

It becomes apparent, when one considers the question of safety from its various angles, that no one man or

VARIETY OF ROADS AND CLIMATE ARE MET ON TRIP FROM OREGON TO KANSAS.



(1) Frank Bell, of Gresham, and His Ford Car. (2) On the Desert in Wyoming. (3) Going Through the Mountains.

TRIP HAS ITS THRILLS

The owner of an car or vehicle has a certain responsibility as well as its driver. The municipalities must do their share by creating the proper regulations, while the local authorities must see that they are obeyed.

Until that time when traffic regulations shall have become standardized throughout the country, it behooves us all to live up to the present rules, for only by the complete co-operation of all concerned can the safety first movement reach its highest state of efficiency.

2000 MILES ARE COVERED

Mad Flight of Runaway Machine Is Halted by Letting Car Bump While Proceeding Down Incline to Hood River.

J. W. Boyer, of Bear Camp, Tillamook County, is now more than ever convinced that the proper thing, for wasn't it due to his punctuality that he called at the store of the Northwest Auto Company, distributors of the Reo and Cole cars, just at a time when they could offer him one of their biggest bargains in a 1915 Cole car.

He little dreamed when he arrived in Portland that he would leave that evening for a long-desired trip up through Eastern Oregon to a brand-new car. Nevertheless, this he did, taking with him Mrs. Boyer, their son, M. O. Boyer, who drove the car, his wife and Mr. Boyer's father.

Leaving Portland, they drove to Stevenson, where that road was closed, ferried across to Cascade Locks, then drove to The Dalles. From The Dalles they continued on to Pendleton, where they passed a few days. They drove from Pendleton to Walla Walla, Wash., then back to Umatilla County, where they viewed the irrigation project.

Returning, they went to Prineville, across approximately 600 miles of sand, from Prineville to Burns, Klamath Falls, Crater Lake, Bend, Redmond, Shanks to The Dalles and then to Portland, their entire trip comprising in the neighborhood of 2000 miles.

Regarding the trip, Mr. Boyer advised that he found the roads in some places almost impassable with mud and in other places so dry and hard that the going was extremely difficult, it being necessary to drive no faster than six or eight miles an hour for long stretches. At a time, a good deal of this was due, he said, to the heavy hauling of wheat, which was being done in the vicinity of Pendleton. The roads between Pendleton and Walla Walla were practically all hard-surfaced and in excellent condition.

En route to Prineville from Hermiston they traveled over some of Oregon's most mountainous roads with no accidents whatever. A good many of the grades ranged from 5 per cent to 22 per cent and were from three and one-half to seven miles in length.

On the way to Hood River from The Dalles they had what Mr. Boyer considered an amusing incident.

They were going down an incline of about 23 1/2 per cent and some three and one-half miles long, when they heard a commotion behind them, and upon looking around they saw a small car coming at a good rate of speed down the hill.

It was quite apparent that the brakes on this car were out of commission and nothing on earth would stop it unless the car ran into something or was dashed off the side into the gully below. The driver called out to Mr. Boyer to stop and thereby served as a brake for his car, but instead of stopping entirely, he drove on slowly and presently the car struck the rear of Mr. Boyer's Cole and stopped.

Machine Bumps Along Behind.

But as Mr. Boyer was moving on slowly, so did this other car, bumping along behind him and thus they proceeded on down the hill safely for all parties concerned and on into Hood River, where the brakes on the car were repaired and it continued on its way.

Mr. Boyer was thanked profusely by the owner for saving his life and that of his family but that man seemed only to take the matter as a huge joke.

Upon his arrival in Portland, Mr. Boyer found that his car was in as perfect condition as if he had not made this hard trip at all. In fact, he did not even experience a puncture during his entire journey.

Mr. Boyer owns a store and operates a toll gate up in the Grand Ronde territory. He also owns a farm which is called Bear Camp, because of the large number of bears killed in that locality in the early days, and his farm served as a camp for many parties of hunters who came there annually. Mr. Boyer's farm is also a summer resort of considerable favor.

DE PALMA IS SQUARE RACER

Lesson Taught During Early Part of Career by Suspension.

Ralph De Palma is, perhaps, one of the squarest automobile racing drivers who ever steered a car. Ralph got into the racing game a score of years ago, when he won a bicycle race at Buffalo, and with the proceeds he paid for the mount which he pedaled to victory.

He learned his lesson with regard to squareness, in one of his first motorcycle races, the first contest in fact, which was run by the Federation of American Motorcyclists at the old Manhattan Beach track of Long Island, back in 1901. In that meet Ralph ran under false colors, donning the Jersey hat and goggles of another driver, only to be disqualified and suspended.

His suspension, which lasted several years and which kept him out of not only motorcycle contests but automobile and bicycle races as well, was a bitter pill to the then young speed artist, and it likewise cost him a pretty penny. But he learned his lesson, and not since that time has Ralph De Palma done a thing deserving of even reprimand from a race referee.

ADDRESS ON LETTER AMUSES

Hupmobile Company Gets Message With Nameplate Inscription.

Automobile companies which have big foreign trade get many interesting and peculiar inquiries. A recent letter received from Duran, Cuba, was particularly addressed.

POWER—Increased to FORTY horse power;
MOTOR—Increased from 3 1/2 x 5 to 3 7/8-inch bore x 5-inch stroke;
WHEELBASE—Increased from 108 to 112 ins.
TIRES—Increased from 33 x 4, to 34 x 4 Goodrich;
FINISH—Number of body-finishing operations increased from 20 to 25;
CAPACITY—Increased from Five to SEVEN passenger;

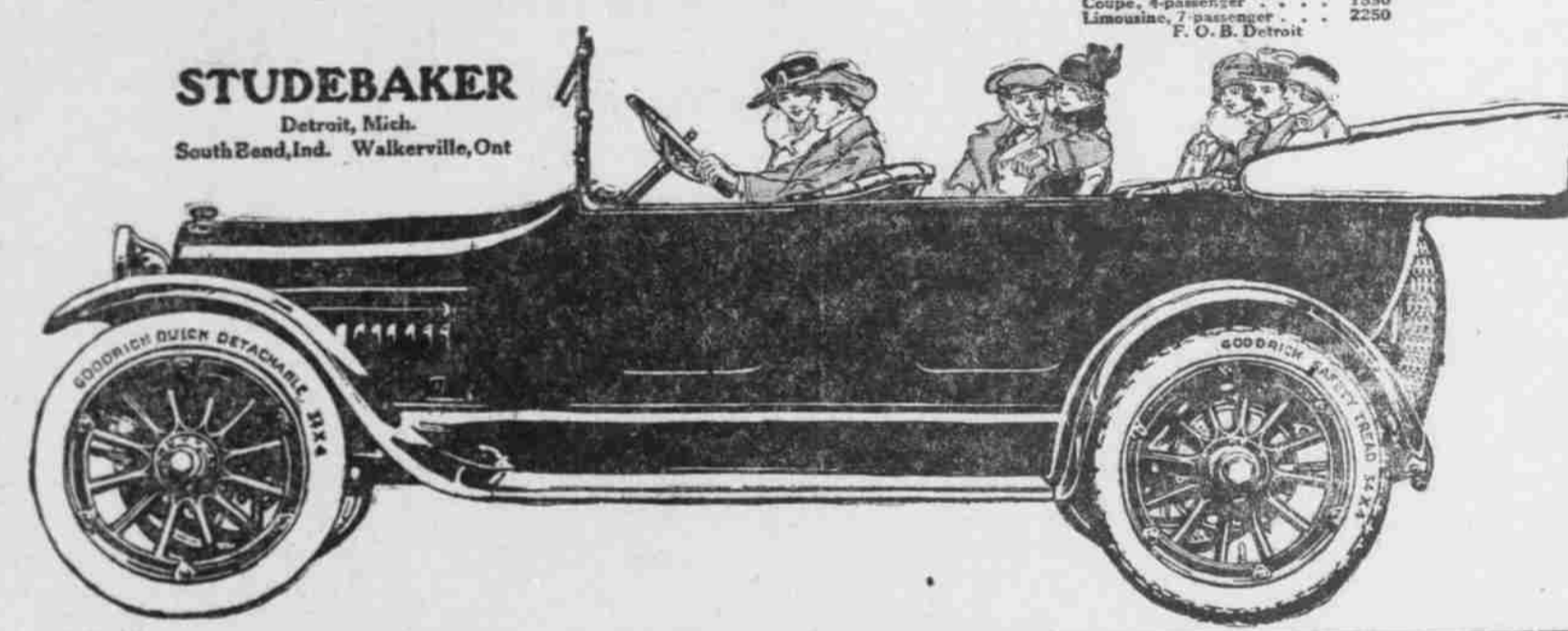
UPHOLSTERY—Deepened and of the finest, hand-buffed, semi-glazed leather purchasable;
REAR AXLE—Safety-insuring FULL-floating axle, designed and built in Studebaker factories;
ELECTRICAL SYSTEM—Studebaker-Wagner Starting and Lighting System, in use FOUR years and tested and proved on more than 150,000 cars.

Dollar for Dollar. What car gives as much?

It is the ONLY 7-passenger, 4-cylinder car with a 3 7/8-inch bore x 5-inch stroke, FORTY horse power motor that has ever been offered in America or Europe for less than \$1000. And it is the ONLY car of the season that has accompanied a \$100 reduction in price with such a SUBSTANTIAL INCREASE in quality.

But all that we ask is for you to see the car. And it won't take but a few minutes for the car to convince you that dollar for dollar, it gives MORE than any other Four on the market.

OREGON MOTOR CAR CO., Local Distributors
Chapman and Alder Sts. Main 9402, A 7656



STUDEBAKER Detroit, Mich. South Bend, Ind. Walkerville, Ont.

CAR VALUE RECOGNIZED

REASON FOR MARVELOUS GROWTH OF AUTO TRADE GIVEN.

Kissel Car Dealers Report That More Than 85 Per Cent of Owners Regard Machine as Utility.

Many people declare they cannot understand the marvelous growth of the automobile business. Yet there are many plain reasons why it is year after year smashing to smithereens its own previous records.

One of these is found in the fact that the American business men generally have come to realize that the motor car is indispensable to the economical conduct of affairs. The sales of cars to manufacturers and commercial houses for the use of their salesmen has grown to big proportions and these are positive indications that this class of trade will continue to expand.

Careful inquiry by leading Kissel Car dealers in various parts of the country recently disclosed that more than 85 per cent of Kissel Cars are regarded by their owners as a utility, as well as a pleasure. They found that while the average owner thoroughly appreciates that there are splendid benefits affecting to an inestimable degree the health and contentment of the domestic circle—he also has come to know that his car can earn its own keep by serving business purposes as well.

"Next to the increasing employment of cars for business purposes, the all-year car idea has been a potent factor in the automobile trade," said H. C. Skinner, manager of the Pacific Kissel Car branch. "Next to the increasing employment of cars for business purposes, the all-year car idea has been a potent factor in the automobile trade," said H. C. Skinner, manager of the Pacific Kissel Car branch.

NEW KISSEL TRUCK ARRIVES

Considerable Interest Is Caused by Three-Quarter-Ton Car.

In accordance with an announcement made by the local Kissel Car branch a short time ago, the new three-quarter ton Kissel truck arrived in this city Tuesday, according to H. C. Skinner, manager of the Pacific Kissel Car branch.

Considerable interest has been aroused in this new Kissel truck, it is said, principally on account of the fact that it will sell for a price said to be considerably under that of many other trucks of similar capacity and also to the fact that it is equipped with the popular David Brown worm drive. Mr. Skinner predicts that it will enjoy a wide patronage in both the city and farming districts, as the capacity of this sturdy model is exactly adapted to so many different lines of industry that its field is practically without limit. This high efficiency truck, the latest product of the Kissel factory, is marked with the same careful attention to detail in construction that has so long distinguished the Kissel pleasure cars.

DETROIT BRANCH WINS HONOR

Studebaker Reliability Run of 100,000 Miles Is Finished.

DETROIT, Nov. 20.—(Special)—The Detroit Studebaker branch took the honors of the Studebaker 100,000-mile reliability run, held recently, according to reports so far received from

different states in which the events were held. The course of the tour was changed, the car being driven to Toledo and return, the 250 miles being covered in five hours and 58 minutes actual running time. This was about seven minutes under the running time of the previous day, showing an average in excess of 42 miles an hour. During the four days' running the car had only to change a tire.

Many of the cars were forced to combat mud and slippery roads, but all covered the required distances, and frequently in excess, within the allotted time of 12 hours by one or two hours on the average. The Atlanta, Ga., car completed its 1000 miles with gears locked in high, while Columbus, Ga., used a four with top and windshield up. The official observer on this trip was a one-armed man, and he drove the final lap, making a speed of around 47 miles an hour in stretches.

The reports, which include driving over mountainous territory, through snowstorms and over mired roads, show the Studebaker cars participating in this remarkable test averaged 29 miles an hour, and 12.2 miles to the gallon of gasoline. The only troubles experienced by the drivers were from tire punctures, none whatever of a mechanical nature.

DEMAND FOR ROADSTER GAINS

KisselKars Adapted to Requirement for Business Purposes.

The demand for roadsters this fall is much greater than that of any previous season, due largely to the increasing use of the automobile for business purposes and the wider utility afforded by the new three and four-passenger bodies.

One of the most useful cars on the market is the 1915 four-passenger KisselKars roadster with which a detachable coupe top may be obtained. It is an ideal car for both business and pleasure and one of the most attractive of the Kissel all-year car models.

Old as the hills but still rambling along

"We can save you money"

This advertising expression undoubtedly dates back to the beginning of barter and sale, and as a talking point is hard to beat.

The only trouble about its use is that some people are impetuous and want to see the saving quick.

So far as tires are concerned, and if it is the immediate dollar right in hand that is wanted, you can beat Diamond Squegee Tread Tires for a quick saving at the start.

BUT if it is the big saving that comes from accumulated mileage that's most inviting, we can truly save you money on Diamond Squegee Tread Tires.

DIAMOND "FAIR-LISTED" PRICES:

Size	Diamond Squegee	Size	Diamond Squegee
30 x 3	\$ 9.45	34 x 4	\$20.35
30 x 3 1/2	12.20	36 x 4 1/2	28.70
32 x 3 1/2	14.00	37 x 5	33.90
33 x 4	20.00	38 x 5 1/2	46.00

Diamond "SQUEEGEE TREAD" TIRES

ARCHER and WIGGINS

Sixth and Oak Streets
DISTRIBUTERS DIAMOND TIRES