

UNIFORM SET OF TRAFFIC RULES AIM

Visitors Often Get Into Difficulties Because of Unfamiliarity With Laws.

CODES OF COUNTY VARY

Even Portlanders Are Violators Because of Mistaken Ideas, but Adherence to "Courtesy First" Policies Is Advised.

With a total of 2,400,000 automobiles in the United States, with transcontinental and intercity touring on the increase and with thousands of "jay-walkers" in all the large cities, including our own Portland, there is an imperative need of a standard code of traffic regulations to be adopted throughout the United States.

Of course it would be impossible to lay down general rules that would fit every situation in the respective cities. For instance, there are puzzles that crop out now and then at the traffic intersections in Portland.

Trailing behind a Portland Heights car on Fifth street as it turns west to Washington street it is mighty easy for the motorist to imagine that he should follow the traffic and keep to the car-tracks in behind the streetcar.

Motorists' Cases Not Same.

But such a course is bound to place the motorist at the mercy of the traffic officer, for the streetcar cuts inside the officer's station whereas all motorists are compelled to turn square at corners, so to speak, by crossing a majority of the street before turning to the left.

Many Portlanders stumble up on this very point every day as the traffic officers can testify, and also Louis von Klein, of the Howard Auto Company, who fell into the clutches of the law only last week.

A like situation prevails at the corner of Washington street and Broadway. A motorist coming south on Broadway and desiring to turn east on Washington is very, very apt to follow directly behind the bulk of a St. Johns car as it makes the corner. But here again the car runs on a track inside the course prescribed for the motorist, just as it does at other corners where turns have to be made to the left.

Standard for Rules Difficult.

So it would, perhaps, be impossible to work out a standard set of traffic rules that would govern every situation in the country over, but the Safety First Federation of America has undertaken to eliminate as far as possible conflicts between the traffic regulations in various localities on the fundamentals and the results of this work should be watched with personal interest by motorists and pedestrians alike.

Meanwhile the Wolverine Automobile Club of Detroit has outlined a set of rules, based on the idea of "Courtesy First," that should attract the support of all classes in society.

In many respects this "Courtesy First" code is just as commendable and just as important as the "Safety First" rules. Following are the rules in the "Courtesy First" code which already have been adopted by the National Automobile Chamber of Commerce:

First, do not hog the middle of the street—give the other fellow room to go by and when he attempts to pass you do not speed up and perhaps crowd him into a safety zone. Be courteous.

Keep out of the safety zones—they are for the pedestrian. It is up to you to make them safe. Be courteous.

When a fellow comes in from a side street, give him room to get into the main traffic. When you park behind another car, remember he may wish to leave before you do. Give him room to get out; don't crowd him when you expect to stop or turn do not keep your intention secret; think of the fellow behind. Be courteous.

Do not dodge in and around cars in the traffic. Remember they were there first and have just as great a desire to get through as you have. Be courteous.

Do not presume too much when you have the right of way—perhaps the other fellow does not know it. Be courteous.

Do not cut in front of a streetcar—remember the motorman is human and most of them will learn all the courtesies you will teach them. Be courteous.

When you get the "Go" signal from a traffic officer, remember to give the pedestrian time to get out of the way. Be courteous.

When you see people on the curb trying to reach a car or vice versa, slow up, stop, if necessary, but let them cross without danger. This is one of the courtesies that will pay the motoring public best. Be courteous.

When a pedestrian does not or will not pay any attention to your horn it is well to remember that the deaf, hundreds of them, use the streets as well as you. Be courteous.

When you have an insane desire to speed remember the other fellows you are passing have just as much right to break the law as you have. Think of the sentiment you are creating against motoring by your mania. Think of the accidents that may happen by your hitting some other driver coming in from a side street or pedestrian who does not see you coming.

When a pedestrian sees you coming and deliberately pays no attention to you, remember that some are meantly deficient and you cannot tell them from the clothes they wear. Be courteous.

When you see a child or a dog slow up. Remember the child can start quicker than you can stop. Be courteous.

Do not open your cut-out on the streets during the day. Remember there are many sick people and people on their death beds, whom such a sound greatly disturbs. Do not open your cut-out at night, for you probably remember some night when you were disturbed when trying to sleep by some fool whose engine claim to fame was his noise. Be courteous.

Remember that your horn is just a few times worse than your cut-out. Be courteous.

Be courteous to police officials and they will more than repay it. And if you feel like swearing at the ordinances or if you do not like the traffic arrangements, remember that perhaps you may be wrong, as most cities of the United States today have the very arrangements and ordinances which are in operation here.

CADILLAC NEAT IN DESIGN

Exterior Appearance of Cars Is Simplified by Makers.

An example of the successful efforts of motor car makers to simplify the exterior appearance of their cars is noted in the Cadillac Eight.

Among points which may be cited is the manner in which the frame of the wheel is set into the corners of the fender and securely anchored, thereby eliminating the necessity for stay rods or braces. It is also observed that the running boards are perfectly clear, the battery box being concealed in

a compartment behind the dust shield alongside the running board, on one side and the detached accessories, such as wheel jack, tire hose and gas tank filler on the opposite side.

EXTRA TUBE COMES IN HANDY

Inner Portion of Tire Susceptible to Destruction by Exposure.

A spare tube in addition to one in the extra tire which most motorists carry, is a pretty good insurance against trouble. Nearly all motorists now have at least one extra tube as a part of their equipment, especially when making a trip of any length, but they sometimes find the spare tube in poor condition just when they need it most.

According to the adjuster at the John A. Walter Company, as the local Service Tire store, many inner tubes are rendered worthless by exposure to light and atmospheric conditions and by being kept deflated and folded together. Most rubbers deteriorate rapidly when exposed to light and atmospheric conditions. This is especially true of inner tubes, because of the high percentage of pure gum used in their construction.

The spare inner tube should be kept

STATISTIC LIST OUT

Many Portlanders Have Four or More Autos.

CITY IS OPERATING 38

M. O. Wilkins Announces Figures Prepared for Publication in Quarterly Issue of Automobile Record.

In making out his lists last week to be used in publishing the quarterly issue of the Automobile Record, which is to come out about March 1, M. O. Wilkins, the unofficial automobile statistician of Oregon, discovered that a large number of Portland firms and persons have registered four or more automobiles.

Up to the last count a total of 16,560 automobiles had received 1916 license

Jones Market	1
Lee Taxi Company	1
Lipman, Wolf & Co.	1
Marshall-Wells Hardware Company	1
Mason, Ehrman & Co.	1
Metz & Frank Company	1
Mitchell, Lewis & Staver Company	1
Multnomah County	1
Northwest Electric Company	1
Olds, Warman & King	1
Oregon Motor Car Company	1
Oregon Taxicab Company	1
Pacific Bridge Company	1
Shell Company of California	1
Standard Oil Company	1
Suburban Investment Company	1
Talbot, Larry	1
Townsend Creamery Company	1
Union Laundry Company	1
Union Oil Company of California	1
United States Bakery	1
United States Laundry Company	1
Wadhams & Co.	1
Warren Bros. Company	1
Winters, C. L.	1

CAR UPHOLSTERY REMOVABLE

New Marmion 34 Is Equipped With Innovation.

Formerly automobile manufacturers thought it was necessary to attach the upholstery securely to the body, upholstering the body after it had gone to the paint shop. All of this is changed now, as is clearly shown by the Nordyke & Marmion Company in the new Marmion 34, which is said by many to be the sensation of the year. The up-

OAKLAND CAR IS BUILT UP ON ITS "HIND LEGS" TO PROVE THAT IT CAN GET "JUICE" AND OIL AT ANY SLANT.



E. D. Van Dersel is in Tonneau, H. A. Conger and W. H. Wallingford From Left to Right in Front Seats and E. A. Mitchell, of the Oregon Oakland Shop, Impersonating a Hobo Riding the Brakes; Standing in Front of the Car With His Arm Elevated is C. B. Miners, Pointing Out the Height of the 45 Per Cent Angle.

holstery of this new car is removable. It is made in sections, each section on a special form, and after the parts are finished they are hooked into the car and fastened on securely.

It is said by the Marmion makers that this method of construction allows much better upholstery than could be secured formerly, and it is more uniform and finished. If desired it can be taken out and cleaned, or replaced by some other kind of upholstery. For instance, a man can have a set of leather upholstery and a set of tapestry, and can alternate them as he desires.

IRISH LIKE CADILLAC

AUTO IS DECLARED BEST FROM AMERICA SENT THERE.

Ability of "Some" Car to Meet All Emergencies Pleases Motor Publication Writer.

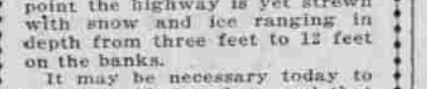
"So far as my experience goes I can pronounce the Cadillac Eight the best thing in the shape of a motor car that has yet come to us from the land of the Stars and Stripes."

COLUMBIA HIGHWAY IS OPEN NEARLY TO CROWN POINT TODAY.

For the first time since the recent snow storm the Columbia River Highway will be open to automobile travel today to a point within a quarter of a mile of Crown Point. Practically all of the main roads of the county again are passable, according to the announcement of the county road officials, and it is possible that the Columbia Highway will be open to Stone by next Sunday.

Sensation of Portland

"The Product of Experience."



You Will Know It by the Sign

Who has not heard of this wonderful car, THE CHEVROLET? The GREATEST FOUR-CYLINDER CAR ever built, and has the MOST POWER of any four-cylinder in the world. Come and see for yourself; we will out-demonstrate any four-cylinder in the market.

Equipped With Electric Starter, Lights and Horn, \$650, Portland

Chevrolet Motor Cars

J. J. DeVaux Distributor

Fourteenth and Couch Streets, Portland, Or. Telephone Main 6829

Some Territory still open. Write, wire or call

numbers and if the pleasant weather of last week is to be repeated all of the cars soon will come out of hiding.

As a matter of fact, the total of 16,560, checked over on last Thursday, with only a month and a half of the new year zone, is greater than the entire number of cars registered during the entire 12 months of the year 1914.

Following is a list of the Portland firms which own and use four or more automobiles:

Nano	No. cars
American Express Company	4
Associated Oil Company	4
Baggage, O. & T. Company	11
Bellamy, Ben A.	14
Blake-McCall Company	14
Broadway Dyeing & Cleaning Works	14
Cascade Investment Company	14
Bank-Shell Company	14
City of Portland	28
Columbia Contract Company	4
Coryell Creamery Company	4
Crystal Ice & Storage Company	4
Funder, Fred	4
Duke, H.	4
Field & Houghton	4
Finley, J. P. & Sons	4
Foster & Kleiser	4
Fulmer, W. P. & Co.	4
Gault Company	4
Hazelwood Company	4
Hensman Hardware Company	10
Hoover, A. A. & Son	6

Dodge Firm Progresses Rapidly.

Dodge Bros. Motorcar Company sold \$35,000,000 worth of cars in the first year of operation. It is the sixth largest producer of automobiles in the world.

More Autos Crash With Cars.

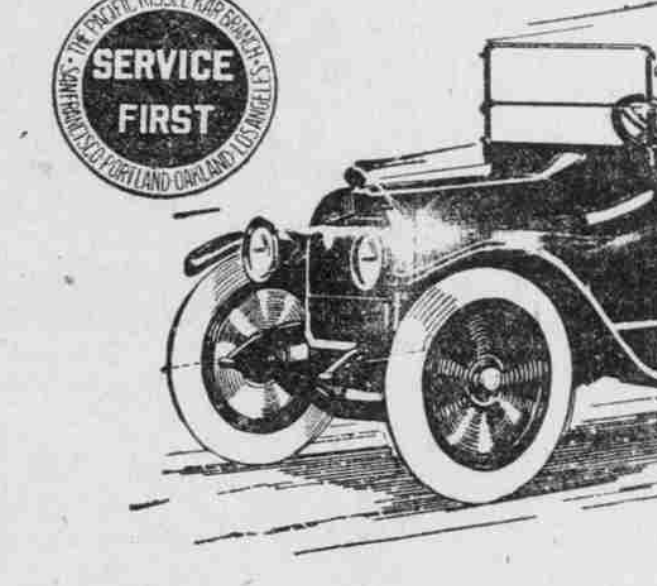
Officials of the Detroit United Railway Company declare that during 1915 there were 5275 automobiles that col-

The KISSELKAR is an entity—a thing apart. It is not one of a dozen or a car-load. Each KISSELKAR is built to stand upon its own merit. It is made, not just to sell, but to perpetuate KISSELKAR reputation. It is as near motor car perfection as man can build.

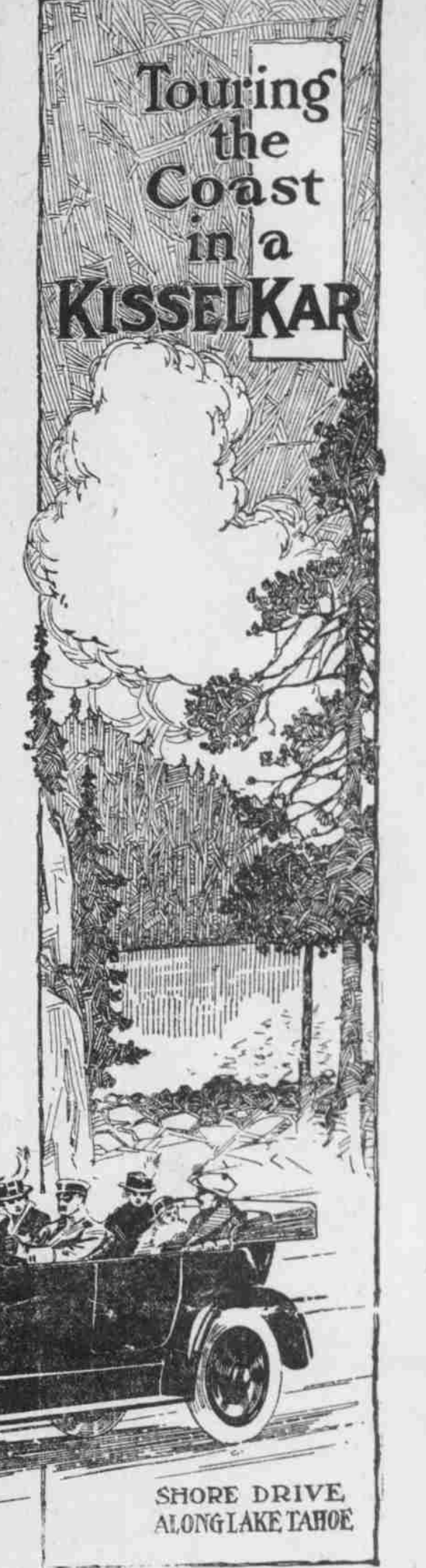
The same care is shown in every style, from the 32-Four 5-Passenger Touring car at \$1050 to the 42-Six 7-passenger Sedan with the "All-Year" body and top at \$2100, f.o.b. factory.

The Pacific KisselKar Branch

Pacific Coast Distributors of the KisselKar
58-60-Twenty-Third St., Portland
Telephone Main 6214
San Francisco, Oakland, Los Angeles, Pasadena, San Diego



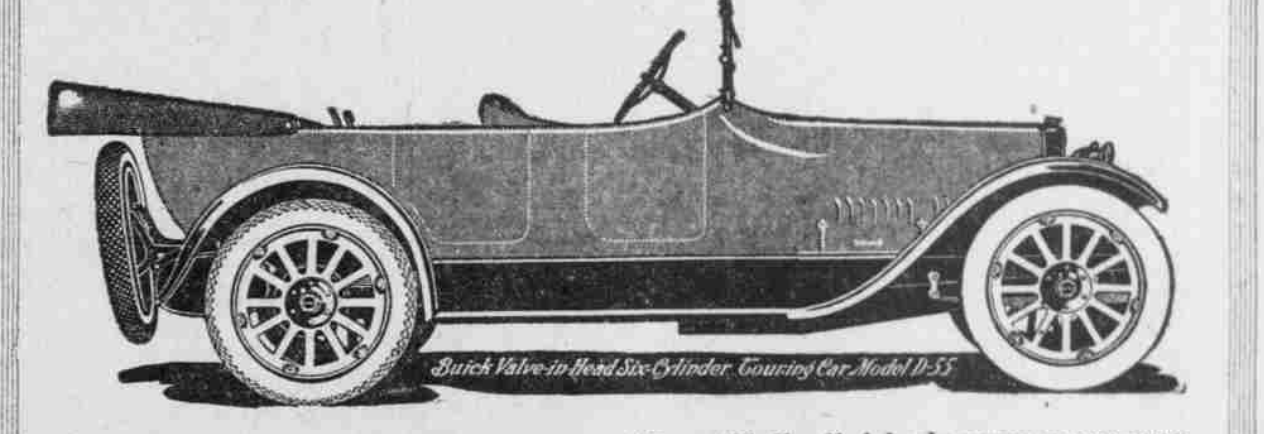
Shaded with streetcars, an increase of caused the death of 22 persons. Investigation showed that in 99 instances out of 100 the fault was that of the driver of the automobile.



Valve-in-Head

Seven Passenger

\$1635



Under the head of this large, roomy and beautifully-finished, seven-passenger, six-cylinder car there is the Buick Valve-in-Head 55-horsepower motor. This car has a range speed from three to sixty miles an hour on high gear.

The long wheelbase, 130 in., 36x4 1/2 tires, cantilever springs, upholstery of genuine leather and real hair over deep coil springs, give it that luxurious riding quality so much desired.

Only large production with the latest improved machinery, backed by years of experience in automobile building makes this wonderful car possible at such a low price.

Ask for a demonstration at our expense, then judge for yourself

PRICES—F. O. B. PORTLAND, OR.
Roadsters \$1100 to \$1600 Touring Cars \$1170 and \$1635

Howard Automobile Co.

FOURTEENTH AND DAVIS STS. MAIN 1130, A 2550.