

WRONG IDEAS HELD ABOUT ACCIDENTS

Investigations Show Autoists to Blame Only in Relatively Few Cases.

FOOTMEN MOST AT FAULT

If People Would Look About Them Before Crossing Street or Road, Number of Mishaps Would Be Lessened Very Greatly.

Much public misapprehension regarding the causes of street and road accidents persists, notwithstanding official records and statements that are available to anyone who cares to ascertain the truth.

Recently the New York State Commissioner of Health issued a statement at Albany showing that while deaths from typhoid fever in the state during September were less than the average for the same month in past years, the number of fatalities due to automobiles showed a marked increase and was greater than the combined deaths from typhoid and scarlet fever.

"These figures," he said, "emphasize the imperative need for stringent enforcement of traffic regulations against reckless drivers as well as education of pedestrians in carelessness on streets and highways, which they must share with vehicles."

New York Police Differ.

The Health Commissioner apparently overlooks or ignores two important facts: First, that while automobile accidents increased, the number of automobiles in use had also increased, but the ratio of accidents to cars did not increase; second, that the increase in use of motor vehicles and the decrease in deaths from typhoid and scarlet fever and other infectious diseases through reduction of the fly danger.

New York City enforces vehicular regulation more stringently and efficiently than any other city in the country, yet after years of study of the problem it says in its annual report for 1916:

"Should a law be passed giving the police some control of the movements of pedestrians, and should the enforcement of the law be supported by a proper public sentiment, it is quite likely that not only will the increase in street accidents be checked, but that a decrease in the present number may be accomplished."

Persons Hurt to Blame.

This is a very modest statement. In its 1916 report the Police Department refrained from tabulating the records showing the number of accidents and deaths due to the fault of the injured, but in its report for 1915 the figures showed that 90 per cent of the accidents were attributable to the injured. This is conclusive evidence that no further amount of regulation of vehicular traffic can possibly reduce street accidents more than 10 per cent.

An exhaustive investigation of all facts connected with the more serious motor vehicle accidents in Massachusetts during the past eight years has been made by the State Highway Commission, which employed trained investigators for the purpose. Six investigators spent the past year in a careful study of 675 selected cases of serious accidents and compiled a report, the results of which are published in extensive in the annual report of the commission for 1916, just issued. As a result, the commission makes the following statement:

Women Careful Drivers.

"The public has many erroneous ideas as to why automobile accidents occur. . . . The impression gets abroad that most of the accidents are caused by reckless or drunken operators running at excessive speeds and that many operators are never caught. These impressions are not correct in fact in any large proportion of the accidents."

"Out of the 675 cases examined, the operators were believed to be intoxicated in 42 instances only, or in just about 6 per cent."

"Women are usually careful operators, being involved in only 4 per cent of all the accidents, although they constitute about 8 per cent of the licensed operators. They were held 'not at fault' in seven out of eight fatal accidents."

"In the 265 cases in which 243 pedestrians and 22 others were killed, the pedestrian or other user of the highway was wholly at fault in 162 and partly to blame in 42. The operator was wholly at fault in 21 cases and partly to blame in 43."

Pedestrians Fail to Look.

"Two hundred and five deaths out of 265 would not have occurred if reasonable care had been exercised by the deceased. In more than half of all the cases in which pedestrians and other users of the highway outside of the motor vehicle were killed or injured, the accident would not have occurred if the ordinary precaution had been taken of looking before crossing."

"In 422 of the nearly 700 cases of these cases, the motor vehicle was going at less than 15 miles an hour (and in 218 was going at less than 12 miles). In 1915 there were 1,000 fatal accidents for every 251 registered motor vehicles, while in 1916 there was one fatal accident for every 468 motor vehicles registered. This certainly indicates more care and caution on the part of some."

"The number of automobiles and trucks (in Boston) increased over 22 per cent during the year, while the number of deaths caused by them only increased 7 per cent and the injuries only 15 per cent. Taking the state as a whole, the increase in the number of fatal accidents caused by motor vehicles (including motorcycles) has not been nearly as great as the increase in the number of motor vehicles registered. The fatal accidents increased only 7 per cent while the motor vehicles registered increased over 27 per cent."

WINTER TRUCK MAY COME

C. W. Danie, Assistant Sales Director, Looks Over Territory.

C. W. Danie, assistant director of sales of the Winthrop Motor Truck Company, of Winthrop Harbor, Ill., is in Portland looking over this territory with a view to obtaining representation here for the well-known Winthrop truck. The Winthrop is one of the big trucks concerns in the East, though it has not yet entered the Northwest, and the name Winthrop on a truck stands for efficiency and service. Winthrop trucks are made in from two-ton to seven-ton sizes and the company also makes a four-wheel drive ten truck up to six tons, the largest four-wheel drive ton made. Mr. Danie expects to name a distributor for the Oregon territory shortly.

OREGON STATE MOTOR ASSOCIATION HELPING MOTORISTS BY PUTTING UP ROAD SIGNS.



SPARK PLUG IMPORTANT

CYLINDERS THAT MISS FIRE ARE EXTRA LOAD.

Albert Champion, Maker of AC Plugs, Tells What Constitutes Spark Plug Excellence.

Albert Champion, manufacturer of AC spark plugs, in a recent article brings out some facts on how gas consumption is increased due to poor spark plugs.

"When your motor is missing a good part of the time, when only three cylinders are hitting in your four-cylinder car and four or five in your six-cylinder car, the throttle has to be kept open to get sufficient power. Cylinders that miss fire are an extra load, as not only are they 'dead,' but are sucking in gas just the same, which means a great waste of gas," says Mr. Champion.

"When the spark plugs are not of good quality they only deliver a weak spark, because most of the current leaks through the insulator, which results in having to shift to a lower gear on hills or in heavy pulling, and consequently means a higher gas consumption. For city driving, when a quick pickup is needed in traffic, the motor frequently misses. Why? Because the spark is so weak that it will not ignite the entire range of mixture, and of course when the gas does not ignite it is lost completely."

"On the other hand, if a plug is used, such as the AC, with its new insulation that performs its function of insulating the entire spark and not losing a large proportion of it, there will be at all times a big hot spark which will ignite the gas unflinchingly and will not improve the performance of your car to a great extent, but on account of smooth running will be easier on your motor, eliminating missing, knocking and saving a good deal of gas."

"There is a new AC plug designed for Ford, Overland and Studebaker cars which is named the AC carbon proof, and is all that the name implies—absolutely carbon proof."

"AMBU" DEVICE IS INSTALLED

Auto Light Adjusting Station Prepared for Electrical Troubles.

The Auto Light Adjusting Station, at 238 Burnside street, of which W. W. Ferguson is manager, has recently installed an "Ambu" electrical testing instrument that enables the operator to locate and adjust all the electrical troubles to which the modern automobile is heir. "Ambu" is a recent invention which is most unusual in operation. It is a small device that instantly hunts down and locates the seat of electrical trouble as a detective hunts down a criminal. It is most surprising that any such fresh and blood hunt could be.

The Auto Light Adjusting Station has a free testing station for automobile owners to have their lights tested free. He carries a complete line of all the standard makes of automobile lamps, such as the Warner lens, Ritella, Legalle, MacBeth, Conophore, McKee and others.

CHARACTER BIG FACTOR

REPUTATION OF CAR COUNTS MUCH WITH BUYER.

Public Goes Much on Name and Established Name of Company, Says C. L. Boss, Hudson Dealer.

"Any company builds character into its product very much as a man establishes character for himself. The product of an automobile manufacturer is judged by the character of the average product it has turned out in the past," says C. L. Boss, of the C. L. Boss Automobile Company, Hudson dealers for Oregon.

"As a result a personality for the company is developed, just as a personality is created for a man. One man gains a reputation for one thing about his car; another has a reputation about good, but of an entirely different character."

"The public is motor wise nowadays. Each company has its reputation for a particular make of car and the buyer, with a certain amount of money to spend for a car, generally knows what make he is going to purchase before he enters the salesrooms. No one is interested much in the interior workings of an automobile except the man of a mechanical bent, the great majority of the buyers being more interested in performance and appearance of a car than in what a salesman can tell him about the mechanical details."

"When a man goes into a jewelry store to buy a watch he doesn't ask to see the mainspring, but relies upon the maker's reputation to give him satisfaction. He wants to know that it will keep time and that it is of good appearance. So it is with an automobile's reputation. The buyer wants to know that the car will take him where he wants to go, when and how he wants to go and that the appearance of the car will meet with the approval of himself and all his friends."

"When such men as General Pershing and Herbert C. Hoover, as well as a number of other great men, drive Hudsons, it is plain to see just what is meant by reputation, as applied to the Hudson car. The appearance of the new 1918 model, backed by its reputation, is responsible for the fact that it has been necessary for us to wire to the factory for 25 more cars than our allotment for February delivery."

You may go for six months without changing a tire if you care to take the trouble to run your car carefully.

AMAZON TIRE IS STURDY

SPECIAL BREAKER STRIP PROTECTS FROM BLOWOUTS.

J. H. Almsough, of Amazon Tire & Supply Company, Sells Four Carloads Since January 1.

Four carloads of Amazon super-tires sold since January 1 is the record to which J. H. Almsough, of the Amazon Tire & Supply Company, Broadway and Ankeny streets, points in evidence of the way in which the Amazon is appealing to motorists of Oregon.

Mr. Almsough obtained the agency for the tire only a few months ago, but the demand has been so heavy that he has made one trip back to the factory already to arrange for blazer shipments than he was getting. His mission was successful and he says he will be able to fill all orders for the Amazon.

One of the features of the Amazon super-tire which is proving immensely popular with car owners is its special protection against blowouts, through an extra fabric "side breaker" strip. This breaker strip is built into the side walls of the tire at the place where the greatest strain comes on the tire from continual flexing. This reinforcing on Amazon tires, which are hand built, has proved itself an absolute insurance against blowouts, says Mr. Almsough, and is increasing his business every day.

THRIFT STAMP SUGGESTION

KisselKar Owner Charges Himself Nickel a Trip in Stamps.

"A rather novel plan adopted by a Kissel owner to get his full quota of thrift stamps is that of charging himself up with a 5-cent fare for every trip he makes in his automobile," said Del Wright, manager of the Portland branch of the Pacific KisselKar Company.

"Imagine the number of thrift stamps this would yield if this plan was adopted by every one of the 4,555-

900 passenger car owners in the United States! At an average of five trips a day, \$34,537,500 worth of thrift stamps would be sold per month, or more than \$410,000,000 a year."

"And, in the same case, if the owners of each one of the 435,000 trucks in this country would charge themselves up with a 5-cent per ton freight charge for every ton their trucks carried, they would be able to buy \$543,750 worth each day, figuring 25 tons to each truck. In one year the thrift stamp sale from this source would be nearly \$200,000,000. And if we combine a full year's totals of these 5-cent fares and 'freight charges' from both passenger cars and trucks, Uncle Sam would be selling an additional \$600,000,000 worth of thrift stamps."

INDIAN RACES THROUGH MUD Motorcycle Sets New Mark Between Seattle and Everett.

Although rain fell the greater part of the trip and the roads were a slough of mud, Albert Burns, a Seattle motorcyclist, established a new 24-hour record for the state of Washington recently. In 23 hours and 43 minutes he rolled up a total of 552 miles on his light Indian Twin over a 24-mile course lying between Seattle and Everett, beating the previous mark by slightly more than 10 miles.

Liberal doses of hot coffee had to be administered to the rider as he rolled back and forth over the slippery, treacherous roads. Soaked to the skin, with the wind aiding his high speed in making the task uncomfortable, he steadily plugged along, at times reaching a speed of 52 miles an hour.

"I regard the record as a high tribute to the non-skid qualities and all-around excellence of the Firestone tires with which my machine was equipped," said Burns after his victory. "At such high speed over these slippery roads, a skid would have been fatal to the record, if not to myself. But the Firestone gripped the road securely and gave me all the confidence in the world to 'let 'er out' and took the championship safely away."

weather conditions. If he has the proper protection to make him comfortable and keep him in good physical condition, it becomes a matter of pride that he is able to maintain his schedule irrespective of the cold, storm or other climatic elements that usually tie up trucks.

CAB PROTECTS DRIVER

LOT OF TRUCK PILOT IS MADE EASIER BY KISSEL.

Maintenance of Service in Any Weather Helped Greatly by the All-Year Cab.

"With the growing scarcity of experienced truck drivers and mechanics, motor truck owners have of late been giving considerable study to increasing their present truck drivers' efficiency," says Del Wright, of the KisselKar. "This would so equip their drivers that they could in a measure do more and better work so as to make up for the absence of other drivers."

"Again, truck owners have noticed that unless their drivers are pleased with their jobs they have no trouble in finding other berths. Especially in this time of winter, when the main problem of the truck driver is to keep his truck in operation irrespective of

By Frederick T. Hyskell

THE FATEFUL HOUR

—for you
—for your family
—for your country

—THE TIME TO SUBMIT OR CONQUER

Is Here!

Which shall it be—submit or invest in LIBERTY BONDS?

No American has ever yet been conquered. No American ever will be conquered unless it be he who fails in this supreme hour to Fight or Buy Liberty Bonds. Therefore, says Uncle Sam:

Invest or Go Under!

LIBERTY BOND SACRED JUBILEE AUDITORIUM, 3 P. M.

THIS FREEDOM'S CALL LEND YOUR ALL!

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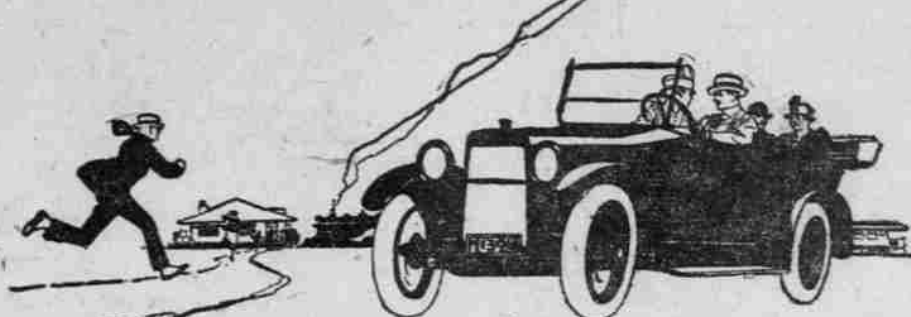
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The Practical Car



SAXON "SIX"

Last Call!
Price Goes Up April 10

Just three days more. Midnight April 9 registers the very last minute you can buy a Saxon "Six" at its present price.

April 10 sees a new and higher price set. Place your order now and take the saving offered.

Saxon "Six" is the greatest motor car value on the market. No car in any price-class offers more value per dollar.

In performance, beauty and quality it matches cars that cost \$1400.

It alone has all these quality features:—genuine Continental six-cylinder motor, Timken axles, Timken bearings, Fedders radiator, Remy ignition, Stromberg carburetor, Spiral bevel gear, Warner steering gear, Semi-floating axle, Exide battery, and Wagner 2-unit starting and lighting system.

And until April 10 you can buy it at the price now quoted.

You can't afford to miss this chance to save. Let us place your order today and make you certain of a Saxon "Six" at this price.



Twin States Motor Car Co.

514-516 Alder St.

Broadway 494

(545)

does in the industrial and business world."

EVEREADY BATTERY IS HERE

John A. Walter Made Distributor for Oregon: Service Station Opened.

John A. Walter has been made the distributor for Oregon of the Eveready storage battery and has installed an Eveready service station in his quarters at Sixth and Ankeny streets. The Eveready battery comes for all shapes and sizes of storage boxes and for all makes of cars. Mr. Walter is completely equipped for battery testing and announces that he will inspect batteries free. He is ready to give service in recharging and repairing batteries.

Noisy Gears.

When it is desired to overcome the noise of badly worn gears, it must be understood that the replacement of one of the gears will not do the trick. Only by replacing both members can it be hoped to quiet the noise.