

PORTLAND AMONG SAFEST OF CITIES

Only Louisville, Ky., Has Lower Accident Rate.

CRASH LIST INCREASES

3837 Killed by Automobiles in 1921 Against 3637 Year Before, Says Safety Council.

A tabulation of the traffic fatalities for 1921 in 50 cities of the United States shows that the automobile death rate continues to increase, according to the Oregon division of the National Safety Council. A total of 3837 deaths were reported, or 15.5 deaths to a 100,000 population.

These figures compare with 3637 deaths in 1920 for the same cities, and a death rate of 14.9 a 100,000 population. Portland has an enviable record compared with other cities, according to figures furnished by Hugh H. Herdman, vice-president and general manager of the Oregon division of the National Safety Council.

Portland Among Lowest.
Of the 50 cities whose records were taken, eight may be fairly compared in size to Portland, having between 200,000 and 300,000 population. Of these eight only one, Louisville, Ky., has a lower death rate from traffic accidents than Portland. The nine cities and their number of deaths a 100,000 population are:

Louisville, 8.9; Portland, 10.2; Jersey City, 12.2; Rochester, 12.4; Toledo, 14.2; St. Paul, 14.7; Denver, 15.2; Akron, 15.3; Providence, 16.3. Louisville, however, based the fatalities from 8.8 a 100,000 population in 1920 to 8.9 in 1921, while Portland decreased its number from 11.2 in 1920 to 10.2 in 1921.

The average of the entire 50 cities was 15 a 100,000 in 1920 and 15.6 in 1921. Portland is, therefore, 5.3 a 100,000 lower than the average.

Safety Work Successful.
"There is no doubt that the safety work which is being done here in Portland is getting results," said Mr. Herdman in commenting on this report. "The National Safety Council, the newspapers, the traffic department of the police bureau, the street railway company and other agencies have a big work to do, and the results show that they are making good progress. There always will be much to do, however. This problem of accident prevention, both public and industrial, is one that demands constant attention. Only by persistently hammering away at it may we hope, not so much to reduce the record of fatalities, but to keep it from mounting to staggering proportions."

Trenton, N. J., for example, with a population of only 119,000, jumped in 1920 to 22.8 in 1921. And Los Angeles, with 575,000 people, has a rate of 22.1 a 100,000, the highest of any of the 50 cities reported. Only by continued educational work among both drivers and pedestrians and by proper law enforcement can we, or any other city, escape a similar bad record."

STATE BODY IS PLANNED

STEP TAKEN TO UNITE AUTO INDUSTRY OF OREGON.

Dealers and Trades Body of City Affiliates in New Multnomah County Association.

As an important step toward the formation of a state automotive association, to include within its folds the various organizations of automobile dealers, accessory men, men of the trade, etc., of the state, and to take up problems affecting the industry at large, the Multnomah County Automotive Trades Association was launched last week by the election of members to the board of directors from the Automobile Dealers' association of Portland and the Portland Automobile Dealers' association. The elections occurred on Tuesday evening, one prior to and the other following the meeting held with Gordon Lee, chief of the automotive division of the United States department of commerce, who addressed a body of nearly 100 automobile-men of the city that evening at the Multnomah hotel.

The county association will be a loose affiliation of all associations within the automobile industry in this county. It is named, and the dealer and the trades bodies have formed the nucleus. Each body will continue to maintain its separate identity and to be self-governing according to the constitution which has been drawn up. Other associations in the automobile industry within the county are expected to join.

After a flourishing county association is under way it is expected that a state body will be formed, to be known as the Oregon Automotive Trades association, which will bind the various bodies throughout the state in a similar loose federation for the benefit of the industry as a whole.

Directors from the two associations who were elected last week are: For the Automobile Dealers' association, Jack Crittenden of the Covey Motor Car company, A. B. Manley of the Manley Auto company, C. L. Ross of the C. L. Ross Automobile company; for the Automotive Trades association, Fred Dundee of the Dundee machine shops, C. H. McGirr of the Union Depot garage, A. E. Foss of the Ross-Russell Battery company, R. D. O'Brien of the Union Avenue garage and Edward Burke of Burke's garage.

BANKERS MAKING AUTO TOUR
Stockton Men Attend Convention, Then Start for Yellowstone.

Bankers may be conservative about many things but when it comes to automobile trips at least three men of the profession from California showed last week they are not conservative about that. J. W. McHugh and L. M. Westphal of the Bank of Italy, and George S. Pinkböhner, assistant cashier of the Sacramento-San Joaquin bank, all of Stockton, Cal., motored to the American Institute of Banking convention here last week from their California city, and then, following the convention, struck out for a trip to the Yellowstone.

The party left here bound for Spokane, according to the itinerary explained before their departure.

and from Spokane will go to Yellowstone park, where they will spend several days. From there they will make the run through the mountains to Salt Lake City and from that point will return to California by way of the Lincoln highway through Nevada.

Proper Use of Hammer.
When working around the engine care should be exercised in the use of the machinist's hammer, which forms a part of the tool equipment of every automobile. The amateur repair man can do more damage in a moment with a hammer than a good man can repair in a week.

NORMAL INFLATION BEST

ALTITUDES HAVE NO EFFECT ON TIRES, SAYS EXPERT.

Tourists Advised to Keep Their Rubber Filled With Air No Matter Where They Travel.

Tourists have recently raised the interesting question whether in going from the low altitude of the plains to the high altitude of some of the mountain districts they ought to let some air out of the tires because of the difference in air pressure at the higher level.

In replying to the inquiry the technical service department of the United States Tire company says: "We find that there is a difference of air pressure in tires as measured by a standard gauge, depending upon the altitude, the higher the altitude the greater the air pressure. At sea level a tire with a gauge reading 67.5 pounds to the square inch would have, if the 15-pound pressure of the surrounding air were removed, an absolute pressure of 82.5 pounds to the square inch. At an elevation of 7200 feet, where the atmospheric pressure has fallen to 12 pounds, a gauge pressure of 70.5 pounds would be necessary to raise the absolute pressure to 82.5 pounds."

"A tire which, according to a standard air gauge, carries 75 pounds at 20,000 feet, would, according to the same gauge, register 70 1/2 pounds at 7200 feet and 67 1/2 pounds at sea level.

"This difference is due to difference in weight of the atmosphere at different altitudes. As indicated the weight or pressure of the atmosphere falls from 15 pounds per square inch at sea level to 12 pounds at 7200 feet and 7.5 pounds at 20,000 feet."

"Since the change in gauge reading or tire inflation at 7200 feet, about the highest altitude likely to be reached by an automobile, is only three pounds, it would not be good practice to recommend any change of inflation pressure for tires passing from the lower to the higher level, or vice versa."

HIGH GEAR TEST RUN MADE

Durant Car Covers Distance From Spokane Without Change.

The famous "Rim of the World" Durant car, which has been touring the coast from the northwest for several months past under the direction of the Durant Motors company of California, dashed into Portland unexpectedly last Thursday on the last lap of a high-gear run from Spokane.

On Thursday morning the Pacific Motors company, local Durant distributors, were peacefully and busily carrying on the day's work when the day's programme was rent asunder by a telegram from Spokane announcing that the Durant four would reach Portland at noon on the high-gear run.

Arrangements were made for the reception of the car, and 12:40 the machine arrived, piloted by V. Y. Preston of the March-Strickland company of Spokane. Durant distributors for that territory. The car had been locked in high gear by means of a padlock and chain just prior to its leaving Spokane, and was unlocked after its arrival, in the presence of local newspaper men.

Preston left Spokane at 2:30 P. M. on Wednesday and reached Portland shortly after noon on Thursday. He made no effort to make a record as to time, the test being entirely on the high gear, and he made a stop of three hours at Pendleton, he said. The run was made via Lewiston, Walla Walla and Pendleton.

Road Material Odd.

Pine needles and pine straw are effectively used as substitutes for road materials in certain parts of Florida.

FORMER PORTLANDER, NOW WITH AUBURN FACTORY, IS VISITOR.

W. D. Wallace, western district sales manager of the Auburn Automobile company.

Portland looked like home last week to W. D. Wallace, sales director for the Auburn "Beauty Six" on the Pacific coast, as may be judged from the photo above, snapped in front of the Murphy Motor Car company quarters, new Auburn distributors here. Mr. Wallace was in business in Portland for 20 years or so, having started in the transportation business here with the old Columbia Bicycle company. Later he was with the H. L. Keats Auto company and with other local automobile concerns, leaving here about ten years ago to go into business in California. The Auburn company is looking forward to a big increase in business as a result of more aggressive policies inaugurated by William Wrigley Jr., chewing gum king, and other capitalists who have control of the organization, Mr. Wallace declared.



VELIE

Announces Price Reduction!

Effective July 20th, the price of Velie Six Model 58 Touring Car and Roadster has been reduced to

\$1495.00

Delivered Portland

You can now have the new Velie Six model 58 with marvelous Velie-built motor; smooth, vibrationless performance, at the price of a four-cylinder car.

Everyone is talking enthusiastically of the Velie. The factory is working overtime to keep pace with the increasing demand. Ride in this beautiful car. Without question the greatest motor-car value of the day.

W.R. DeLay Motor Company, Inc.

DISTRIBUTORS
Broadway at Burnside Phone Broadway 3121
Dealers—Wire or write if your territory is open.

MEMORIAL IS DEDICATED

AMOS GRANT BATCHELDER IS HONORED.

Well-Known Motor Writer and Victim of Airplane Accident to Have Great Tribute.

NEW YORK, June 10.—As a memorial to Amos Grant Batchelder, former chairman of the executive committee of the American Automobile association and for a third of a century one of America's best-known writers covering the life of cycling and then of motoring, and more recently of aviation, the more than 10,000 acres lying on Baitulsoo mountain, New Jersey, between what is known as the New Providence road and the Baitulsoo road, has recently been dedicated Batchelder Park.

Mr. Batchelder had planned an impressive estate on the mountain, which is in the first range of the Wachung group, with a plain view of New York and all northern New Jersey. He was killed in the airplane accident May 28, 1921, at Mountville, and Mrs. Batchelder and their daughter, Flora Batchelder, reside in Batchelder Park.

The only other residents of the mountain are F. Edward Spooner, his wife and family and E. Eugene Spooner, wife and family, both of whom make their summer residences at Sunny Slope camp. Most of the land included in Batchelder Park is owned by the Hon. W. G. Peckham, well-known retired lawyer of Westfield, N. J. Two main line roads traverse the park, which is popular with sightseers of New Jersey and tourists from all over the country for its wonderful view. In the dedication of the park little Miss Jane Katherine Miller, in the absence of Miss Marian Spooner, broke a bottle of Baitulsoo spring water at the summit of the mountain near the old tower, from which 75 square miles of New Jersey and New York city and harbor and Staten Island may be seen, and in a neat speech named the park.

At present the mountain presents the wildness of the Adirondacks or Catskills, with only the recently acquired electric lighting and telephone, but without running water, rural free delivery or gas. It is two miles from Summit and one hour's travel from Broadway and Thirty-fourth street and to the heart of the city, especially the dogwood and tulip varieties, and of fox, possum, raccoon and other animals seldom seen within sight of New York, including pheasant, partridge and quail. In connection with his airplane activities, Mr. Batchelder had planned to establish on a part of his property, clear and level, an airplane landing field.

The present year will see several additions to the colony in Batchelder Park, although much of the property, in fact most of it, has not been opened to settlement and will not be without building restrictions.

SECOND CLASS WILL START

Ford Car Instruction Given Under Hughson Co. Auspices.

The second class under the Torbert system of practical Ford motoring, which is being conducted here under the auspices of the William L. Hughson company, authorized Ford dealers, will start on Thursday evening, with the first lesson and lecture at the Hughson company quarters at Broadway and Davis street, it has been announced by those in charge.

The first class, in which about 50 people were enrolled, was begun several weeks ago, and now is well along toward completion. It is stated. This class proved such a success from the start that plans were at once made for a second class, and registrations were taken for the class which starts during the coming week. The course includes ten lessons, one each week until the course is completed.

SHOWING OFF HARD ON CAR
Owner May Shorten Life of His Auto by Doing Foolish "Stunts."

The owner of a high-class automobile who takes great pride in its performance is oftentimes the car's worst enemy.

This is particularly true if he desires to "show off" a great deal. Drivers desiring to show what the car will do, often clamp the brakes too fast and needlessly, thus putting a strain on the car and injuring the tires. Efficient brakes are essential to a car, but they are not playthings.

The same applies to the clutch. The sudden application of the clutch is bad on the car and causes the tires to spin momentarily, thus doing more damage than would result through miles of use.

When Brakes Go Wrong.
The only safe move, if a car should stop or stall while going up a hill

and the brakes refuse to hold, would be to back the car crossway across the road, steering the rear end toward a bank or curve. This should be done immediately the car comes to a standstill, not after it has started backward down the hill.

Tire and Gas Records.
Keep a careful record of the number of miles run, and compare it with the records of each month past for gasoline and tires. In this way it is possible to tell what make of tires gives the best results, and if the number of gallons of "gas" increases, the cause can then be investigated and adjusted.

According to estimates, 250,000 commercial automobiles will be built in the United States this year. The f. o. b. sales value of these trucks will approximate \$250,000,000.

THIS IS A STUDEBAKER YEAR

CORD TIRES Standard Equipment

NEW Low Prices for the Famous Standard SEIBERLING CORD TIRES

the ones with the one-piece tread that CANNOT SEPARATE.

32x4 at \$28.40 30x3 1/2 at \$12.50

Make it a point to see them.

PEERLESS TIRE and RUBBER CO.

13th at Stark and Burnside

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Volume Savings Permit Greater Value

There are hundreds of parts in a motor car. Many companies buy all, some makers build a few, of the parts that go to make up a complete motor car. For every part they buy, a partsmaker's profit must be included in the final price.

Studebaker builds every vital part. Motors, bodies, axles, transmissions, frames, tops and other parts are designed and manufactured completely from raw material to finished product in

Studebaker plants, under Studebaker control and inspection.

The savings, because of tremendous volume, give the buyer extraordinary value.

Complete manufacture also explains the uniform high quality that you get in a Studebaker car, whether it is a Light-Six, a Special-Six or a Big-Six.

And uniform high quality has made Studebaker cars known everywhere for their dependable performance in owners' use.

MODELS AND PRICES—f. o. b. factories

LIGHT-SIX 5-Pass., 112" W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 119" W. B., 50 H. P.	BIG-SIX 7-Pass., 126" W. B., 60 H. P.
Chassis \$ 875	Chassis \$1200	Chassis \$1500
Touring 1045	Touring 1475	Touring 1785
Roadster (3-Pass.) 1045	Roadster (2-Pass.) 1425	Roadster (4-Pass.) 1985
Coupe-Roadster (2-Pass.) 1375	Roadster (4-Pass.) 1475	Coupe (4-Pass.) 2500
Sedan 1750	Sedan 2350	Sedan 2700

Cord Tires Standard Equipment

The Studebaker Corporation of America

Studebaker Building, Tenth and Glisan Sts.
Retail Salesroom Service Department

Studebaker

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Forget
--This Battery for 3 years

Put it in your car and forget it for three years. That's our guarantee—and this statement is made only after three years of grueling, practical tests, under all conditions of automobile starting, lighting and ignition. Positive, uninterrupted battery service for three years. That's the

MACDRY

STORAGE BATTERY

—requires no acid, no water, no attention whatever! The patented crystal filler in place of the solution eliminates need for separators, protects the plates, guards against shorts. Come in and inspect this wonderful new battery. There's nothing like it on the market, and so we know you'll be interested.

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Free Battery Service

MAIL ORDERS We ship anywhere, C. O. D. Give name, year and model of your car.

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