

CAREFUL CROSSING CAMPAIGN IS BEGUN

Save Human Life, Is Appeal to Motorists.

DEATH TOLL APPALLING

Little Thought, Little Care and Moment's Time Only Needed to Avert Disaster.

CHICAGO, Ill., July 28.—Under the auspices of the American Railway association a nation-wide campaign is under way which is known as a "Crossing Campaign." The slogan is "Crossing with Caution." The object is to save human life and there is consequently a human appeal to this undertaking that should find immediate response in the hearts and minds of every inhabitant of the country over.

Approximately 1800 persons are killed on railroad grade crossings throughout the country each year and in round numbers approximately 5000 sustain painful and crippling injuries. In the last 30 years the country's population has increased only 58 per cent, while fatal crossing accidents have increased 345 per cent and injury cases have increased 452 per cent. Just about 75 per cent of the persons killed and injured in these deplorable railway crossing accidents are occupants of automobiles.

Rail Crossings 251,000.
There are at present over 251,000 railroad grade crossings in the United States. To eliminate all of these crossings by grade separation would require a sum of money in excess of \$12,500,000,000. Constant work is being done in this direction and 391 grade crossings were eliminated in 1919. But even at this rate, it would take 623 years to abolish all the crossings in the country.

The immediate need, therefore, of some other method of cutting down crossing accidents is apparent. The only remaining solution of the problem is in safety education. Accidents to railroad employees have been greatly reduced in the past few years by safety lessons designed to teach the men working on the railroads how to work safely. It is felt that if some of spirit of co-operation which the safety movement has injected into those who work on the railroads can also be injected into motorists and others who cross railroad tracks at highways, many of these lamentable crossing accidents will be prevented.

Crossing Place of Danger.

"Remember this, then," says a bulletin issued by the association, "a railroad crossing, no matter whether it is a protected crossing or not, is a place of danger where no chances should be taken. If you are driving a car, slow down approaching every railroad crossing, look carefully both ways before entering upon the tracks, and do not proceed until you have made sure that no train is approaching in either direction. If a train is coming—wait. Do not attempt to cross ahead of it. Many lives have been snuffed out because the driver of a car thought he could beat the train to the crossing and the race was a tie. This seems to be an age of too much hurry. People don't take time to insure their own safety."

The old, familiar slogan, "Stop, Look and Listen," is about the best piece of advice that was ever written. Few who heed it will come to grief. Remember it and practice it. Help the campaign along by repeating it to your friends. Pass the word along that this bit of precaution is an ounce of prevention that will save many loved ones from the suffering and sorrow which inevitably must follow a serious grade crossing accident. That is what is meant by the slogan "Crossing with Caution." This remedy for crossing accidents is sure and is within the reach of everyone. It takes only a little thought, a little care, and perhaps a moment's time to use it. Will you do it? Will you help this humane movement by your earnest co-operation, and stop or slow down at railroad crossing—look both ways and listen for trains and help save human life?

HIGHWAY ARCH IS URGED

Movement Started at Cottage Grove for Valley of the Gods.

COTTAGE GROVE, July 28.—Construction of a beautiful arch over the Pacific highway at some suitable point south of Cottage Grove to let the thousands of tourists know when they enter and when they leave this Valley of the Gods is advocated by R. W. Tripp, well known automobile enthusiast and booster.

Mr. Tripp would make the structure permanent and beautiful in design so that strangers would be sufficiently impressed with the grandeur of the section they were about to enter. On one pillar or in some suitable location there should be a relief map of the Willamette valley, showing the territory which it embraces.

It is further suggested that at the point, marked as the southern entrance to the valley, there could be a rest station in which exhibits from the various valley counties could be placed for tourists to examine. So many cars pass through the valley without even glimpsing its resources or possibilities, that some concrete picture would give them a broader idea of this territory and furnish a valuable medium of advertisement for the valley.

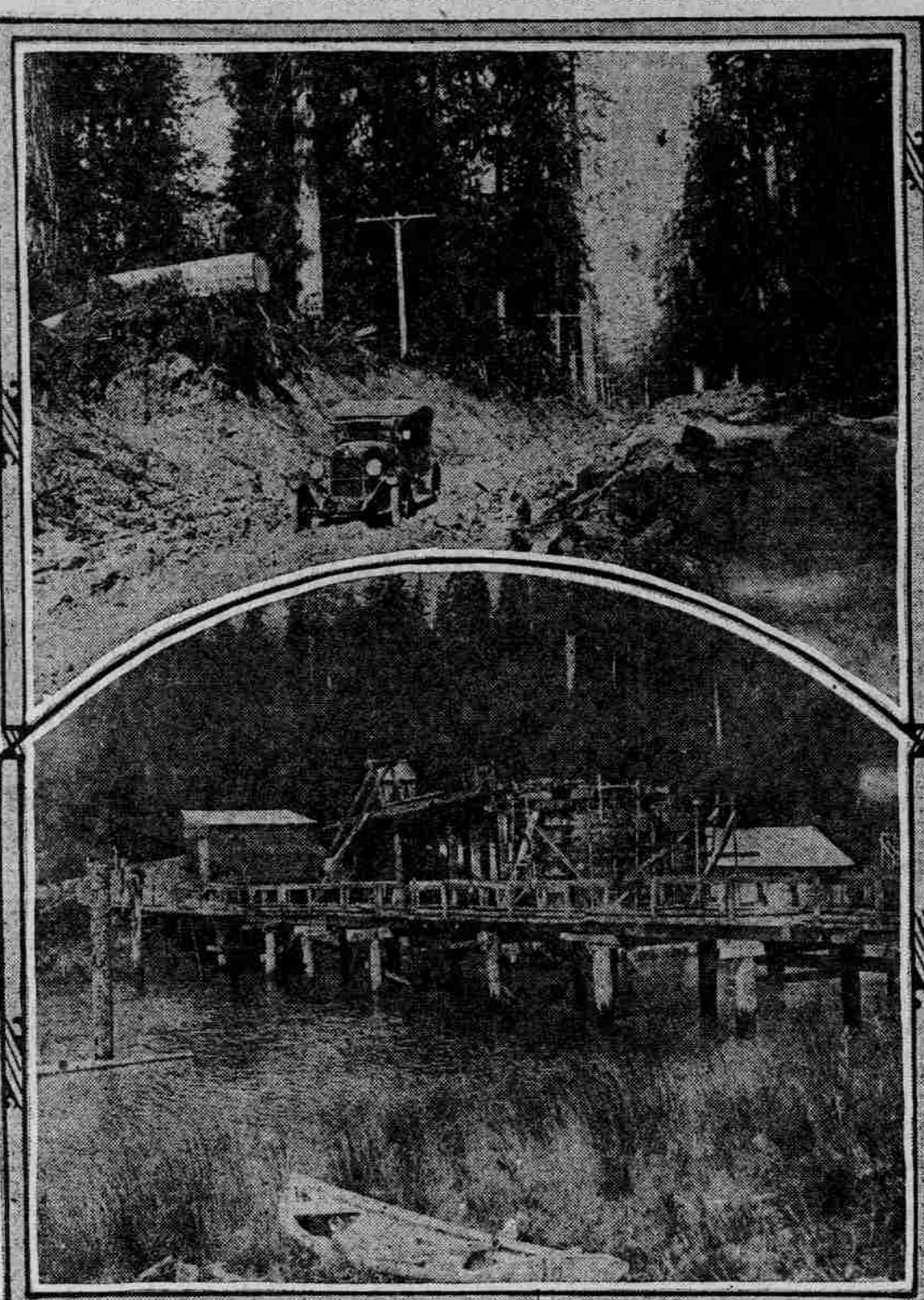
The methods of financing suggested are that county courts might make appropriations for the work or that it could be handled by co-operation of chambers of commerce of the valley. The suggestion to build this arch is considered a good one and has been brought up in the Albany chamber of commerce, which will probably initiate any move made.

Timely Tips.

Keep the engine clean.
Flush the radiator occasionally.
Test the valve springs for strength.
Grease the wheel bearings at intervals.
Drain the vacuum tank of impurities.
Keep spark well advanced and save gas.
Wash the car with a light stream and a sponge.

Dry graphite rubbed on the inside of the casing and on the outside of the inner tubes will prevent sticking and deterioration from heat. Dry graphite applied on a piece of cotton waste, moistened with gasoline or water, to the steel rims, will prevent rusting and the sticking of the casing to the rim.

NEW OCEAN BEACH HIGHWAY IN WASHINGTON BEING IMPROVED.



Above—New grade under construction near Lebam, Wash., on highway from Chehalis to Washington beaches. The car is a Maxwell. Below—New frame and concrete bridge being built over Bear river on highway between South Bend and Seaview.

MANAGERS ON LONG TRIP

GOODWIN, SANFORD TOUR STATE IN FORD COUPE.

Heads of Ford and Goodyear Oregon Branches Make Investigation of Business Conditions.

W. H. Goodwin, manager of the Ford Motor company, and D. W. Sanford, manager of the Portland branch of the Goodyear Tire & Rubber company, have just returned from a trip, during which time they covered a distance of 1600 miles in a stock Ford coupe, through eastern and central Oregon.

They left Portland on Sunday, July 8, and arrived the next day at Bend, where they found business conditions excellent. While at Bend they received an invitation to visit the camp of H. M. Covey of the Covey Motor Car company and C. E. Francis of the Francis Motor Car company at Elk Lake and, hearing that there was a short cut to the lake, although no one had broken the trail during 1922, they decided to give it a try and although the snow in many places was drifted six feet deep they arrived at Elk Lake without any mishaps.

At Elk Lake they found Mr. Covey and Mr. Francis comfortably established and after one of their delicious meals they agreed that "Covey service" satisfied beyond the shadow of a doubt.

From Bend they drove to Ontario, making the entire trip of 216 miles in a day, at an average speed of about 30 miles an hour. From Ontario they visited Baker, La Grande, Enterprise and Pendleton, and from the latter point returned to Portland.

Mr. Goodwin has been with the Ford Motor company for many years and worked up through the organization to his present important position. He assumed the management of the local Ford branch last fall. Mr. Sanford has also risen from the ranks, having originally been a salesman out of the Goodyear branch at Phoenix, Ariz., and later manager of the Phoenix, Salt Lake, El Paso and San Francisco branches. He was appointed manager of the Portland branch of the Goodyear Tire & Rubber company in January, 1922.

Women Run Taxi Firm.

Vancouver, B. C., has a taxicab or-

PHYSICAL DIRECTOR IN AUTO BUSINESS DURING VACATION PERIOD.



—Photo by Steffens-Colmer.

Leon Fabre Jr., Physical Director Leon Fabre Jr. of Washington and Jefferson high schools, who has joined the sales force of the Milwaukee Motor Car company, Ford dealers, during the summer months.

PACKARD SERVICE FIXED

STANDARDIZED SYSTEM IS FINALLY ADOPTED.

New Method to Be Put in Effect During This Summer, Say Company Officers.

DETROIT, July 15.—After nearly two years of the closest study by its factory executives and distributors in every part of the country the Packard Motor Car company has adopted a system of standardized service, one of the first manufacturers of quality cars to take such a step.

The new system will be put into effect this summer, it was announced by officers of the company in Detroit Saturday. Operation of the plan, it is expected, will be watched with keen interest, because of its wide departure from nearly all service methods in the quality-car field. Through the co-operation of the largest distributors and the factory, this permits Packard service being performed throughout the country on a definite price basis with standard Packard specifications developed by the largest distributing points and checked through time studies at the factory.

"This," said H. N. Davock, head of the service department at the Packard factory, "gives the owner, in advance, the exact cost of his repair work. It gives him also the protection afforded by having the cost of repair work checked and the price approved by the Packard factory. The cost of the repair work involves both labor and materials."

"We have listed 400 repair and other service operations and not only determined on the specifications to be used but the time allowed to be given each operation. Based on cost surveys, we have set a standard price for each one of these operations."

"The plan means just this to the Packard owner: He will know when he takes his car into a service station and orders some work done exactly what his bill is going to be by anyone other than experts, thus prolonging the life of the car."

"This new system should bring the car owner and the service station closer together and give the car owner greater confidence. It should eliminate entirely work on the car and sightseers."

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Twenty-five or more states in the Union are planning to be "at home" this summer to several million motorists. "In-can tourists," campers eliminate entirely work on the car and sightseers.

Progress was slow until 1894, when a Paris journal held a race from Paris to Rouen, and from this time racing played a big part in the development of the motor vehicle.

In 1902 in England the speed limit was 20 miles per hour and 10 miles per hour in town limits.

In the year 1899 in the United States there were 30 manufacturers of motor vehicles and the total output was 600. In 1909 there were 200 manufacturers with a total output of 114,891 vehicles.

Road Programme in Tennessee.

The state of Tennessee has inaugurated a new federal aid road-building programme involving the expenditure of \$8,000,000 for 281 miles of roads in 20 counties. While this programme is being carried out a campaign is under way to increase the state highway fund by means of a gasoline tax and a bond issue. This movement has the support of the automobile clubs of the state and the Tennessee Good Roads association. The highway department of the state recently let contracts for 153.86 miles of bituminous macadam roads in the vicinity of Alamo, Ashland City, Elizabethtown, Erwin, Greenville, Huntington, Kingston and Dandridge, the cost of which will be \$4,854,500.

May Eliminate Streetcars.

Street cars in Paris may be eliminated because they cause traffic jams. Committees are considering the financial problem connected with supplanting the trolley cars with motor busses.

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CYCOL MOTOR OIL

Free from destructive "sulpho" compounds

The importance of the Lubrication Chart

Different brands of motor oils have different bodies. The safest, surest way to get the best performance from your motor is to use the grade of motor oil specified on the Cylcol Lubrication Chart.

Cylcol is the motor oil free from destructive "sulpho" compounds. The new Hex-con process, used only by us, removes them. Destructive "sulpho" compounds cause ordinary motor oils to break down and thin out rapidly under engine heat.

Cylcol has greater stability. It maintains the oil film between moving parts. It retains its "body" under high operating temperatures. It lessens loss through heat evaporation.

Flush your crank case with fresh lubricating oil and refill with Cylcol.

CYCOL MOTOR OIL

ASSOCIATED OIL COMPANY

Executive Office 79 New Montgomery St. San Francisco

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What is Buick going to do August first

The Prices Are Lower But the sensationally tough tread is just as good as ever!

Seiberling CORD TIRES

\$12.50 buys 30x3 1/2

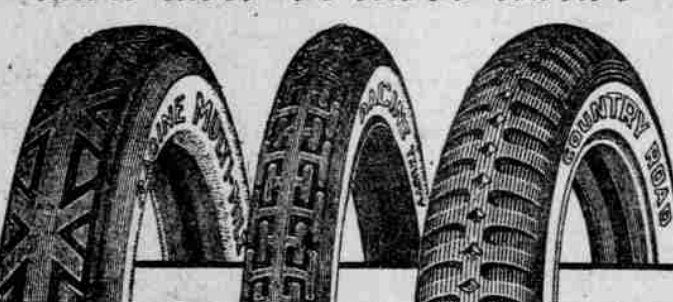
\$28.40 buys 32x4

Peerless Tire & Rubber Co.

15th at Stark and Burnside

RACINE TIRES

KNOW THEM - BY THESE TREADS



ASK FOR THEM - BY THESE NAMES

RACINE Multi-Mile Cord
A CORD TIRE OF EXTRA-TESTED QUALITY

RACINE Trusty Tread
A FABRIC TIRE ONLY IN 30x3 and 30x3 1/2 SIZES

RACINE Country Road
A FABRIC TIRE GIVING SUPERIOR SERVICE

IDENTIFY THEM - BY THIS NAME ON EVERY TIRE

Made by RACINE RUBBER COMPANY RACINE, WISCONSIN

We are distributors for Racine tires and recommend them to you

Distributed by

Ballou & Wright

Portland, Tenth and Flanders Seattle

Dealers: Write us for facts about a very fine opportunity for you