

# TRAFFIC REGULATIONS IN THE CITY INCREASE SAFETY UPON STREETS

While Number of Autos Is Growing Protection to Life and Limb Is Keeping Pace.

## POLICE OF CITY ON ALERT

Commissioner in Charge of Important Work Is Proving Efficient in Coping With Serious Problems.

When state automobile license clerks closed their books at Salem Thursday night, more than 24,000 tags for 1917 had been mailed to motor car owners over the state. At the end of January, 1916—a year, lacking two weeks, ago—there had been but 15,893 licenses issued.

It looks now as though licenses are being issued at the rate of two to one over 1916, and that the total 1917 registration will exceed 50,000. This is not a wild hazard. The total for 1916 was more than 32,000, and it is fair to believe that the increase this year will remain proportionate, or even be larger.

Despite this almost one third increase, as actually indicated by figures to date, the number of accidents and violations of the traffic laws, as indicated by police court, hospital and morgue records, is not so great as it was for the corresponding period in 1916. This looks encouraging to those who are interested in lessening the incidents of death and injury from motoring, for this month has been far better, in weather conditions, for driving, and consequently for accidents than was the month of January, 1916, when Oregon was wrapped in an almost continuous snow blanket.

**City Board Safeguards People.**  
To one thing, more than any combination of circumstances, the attention is due. The untiring efforts of the public safety commission of the city, in its educational program of the past year, have begun to give results. The motorist today is more conscious of every infraction of the law is rechecked. But besides this he knows that even other motorists are using a new system of publicity, is also acquainted with the rigid traffic system here, and that the system not only governs, but protects.

The new traffic law that went into effect December 1 was almost entirely the construction of the public safety commission, following a scientific investigation that has been going on since the beginning of this year, which is working out more satisfactorily than was expected, the commission is responsible for the establishment of a new traffic system at downtown street intersections. In addition, the commission maintains, through its chairman, H. P. Coffin, a card index system which registers violation of automobile accident that occurs in the city is fully recorded.

**Traffic Rules Are Enforced.**  
Unflinchingly, the commission has insisted on the enforcement of the city's traffic regulations. The speed laws were hammered to the extent that nearly 6,000 violations were handled in 1916 in the municipal court. The word and unorganized jitneys of the early part of last year were toned down to the point where scarcely a violation on the part of one of these jitneys is now recorded in a week. Traffic in the congested districts now moves in orderly procession, each completely obedient to the policeman who stands guard on the "corners."

The constant driving on safety points has made these and other conditions possible. There have been more accidents reported already this year than in the same period of 1916, but that is because the law now compels the motorists who participate in them to report all the details to the police as soon as possible. Every collision, no matter how slight, must be reported to the police, and a record is kept of every injury, trivial or otherwise.

**Safety Movement Not Developed.**  
All of these things, however, do not indicate that the millennium of safety has been reached. The safety movement really has just gotten under way. The things accomplished so far have all been accomplished by persistent driving along one line. The police have driven hard on the speeders and on the matter of autos passing street cars that have stopped. These are instances of the manner in which individual phases of traffic regulation have been taken up.

On the other hand, other important lines in the promotion of safety have been largely neglected. Little has been done so far in the enforcement of that provision requiring motorists to stop to signal the machines behind them. This is a frequent cause of serious smash-ups, and on at least two occasions last year was responsible for deaths. Only spasmodic attempts have been made by the police to enforce the glaring headlight provision. Occasionally wholesale arrests have been made, but most of the time the automobilist is allowed to go anyway, just so he has a light or two on the front end of his machine.

**Glaring Light Not Defined.**  
One reason for the neglect of this section, the police say, lies in the fact that none of the provisions that are in the city have ever exactly defined a glaring headlight. Place any three court or police officers together on a headlight inspection, and you will find they will disagree on every car when the light is near the border line.

No attempts have been made to stop "jay walking," as the habit of pedestrians in crossing streets elsewhere than at the proper intersections, is called. This is specifically prohibited in the new law.

Similarly, no attempts have been made to enforce the clause that motorists shall slow down to half the regular speed on crossing city streets. Nothing has been done to enforce obedience of the regulation that automobilists shall not pass at intersections, or overtake one another at these corners. These things apparently are not understood by the police.

Until last week, most drivers know there were such things as safety zones, but that was all. The zones were not defined, and to the limits no attention was paid. Henceforth the zones will be noticed, for the lines defining them were marked in the downtown streets Thursday, and automobiles are being warned to keep out. Commissioner Coffin has asked the police to watch carefully that the zones are protected.

**Drunken Drivers Are Few.**  
Recently there has been an increase in the number of automobilists arrested for driving while intoxicated. While the police have rigidly enforced the city regulation forbidding this, the arrests have been few. Motorists have understood that a conviction invariably means a jail sentence.

## 33 MAKES OF AUTOMOBILES TO BE SHOWN

- Automobile agencies will show 33 makes of cars at Portland's eighth annual exhibit, which opens at the Armory, January 27.
- Boss & Peake Automobile Co. .... Hudson and Maxwell.
  - Bry Auto Co. .... Scripps-Booth and Franklin.
  - Covey Motor Car Co. .... Cadillac and Dodge.
  - Ford Motor Collective Exhibit. .... Fords.
  - Gerlinger Motor Car Co. .... Chandler.
  - Howard Automobile Co. .... Buick.
  - H. L. Keats Motor Car Co. .... Chalmers.
  - H. L. Mann Motor Car Co. .... Haynes Six.
  - Hanley Auto Co. .... Great Six, Hupmobile and National.
  - Mitchell, Lewis Staver. .... Pierce Arrow.
  - Northwest Auto Co. .... Dorr Four, Cole Eight, Marmon and Reo.
  - Oakland Auto Co. .... Oakland Sixes.
  - Oleandria Co. of Oregon. .... Oldsmobile.
  - Oregon Motor Car Co. .... Studebaker.
  - Overland Pacific. .... Overland and Willlys.
  - Paige Motor Sales Co. .... Paige.
  - Pacific Kiesel Kar Branch. .... Kisco and KieselKar.
  - Pierce Arrow of the Pacific. .... Pierce Arrow.
  - Saxon Motor Sales Co. .... Saxon.
  - D. C. Warren Motor Car Co. .... Vello.
  - The White Company. .... Whites.
  - Winton Motor Car Co. .... Winton Sixes.

Under bore the names of five of these offenders. Three of them, by the way, went to jail. Violators of this provision in the law will have reason to fear worse for their liberty in the future, as the state legislature will presently pass a law in a few days making the offense felony, punishable by heavy fine and imprisonment.

Another thing that has been on the increase lately is speeding. When the cops are off the job, the autoist steps on the throttle, and this has been the case recently. The motorcycle patrolmen, who usually ride down all the speeders, have been kept closely at police headquarters since the first of the year for emergency runs in connection with the strikes. As a consequence, the speeders have become active again.

**Six Deaths in Seven Weeks.**  
Two persons have already met death this month in traffic accidents, and four were killed in December. This month two were killed in one accident, and five who were killed in the first five months of 1917, but one of the deaths this month was a suicide, and last month two were killed in one accident. Otherwise the percentage of minor accidents has been about the same as last year, despite the increase in the number of machines that are apparently in operation.

**Portland's Eighth Annual Automobile Show Jan. 27-Feb. 3**  
(Concluded From Preceding Page.)  
The exhibits will range through three great spaces. The first portion

will be just inside the Tenth street entrance, where the Mitchell will be displayed in a line of open and closed cars. It will be an extensive showing, including also some unusual educational features.

Then, in the main drill hall will be about 20 different makes, showing about 50 cars. These will be arranged in the booths around the outside, under a great colored canopy, while in the center will be many more exhibits. In this room will be found all the cars from \$100 up to the most expensive such as the Locomobile and the Pierce-Arrow, which will be on show in aristocratic splendor.

On the second floor, all the cars under \$100 will be grouped. The accessories men have no place as there is no room for them. Fred Dundee, who has always had an interesting exhibition, has secured space for his showing of factory repair methods.

The trucks, which usually had the artillery room to themselves, are to be in an adjoining building now under construction. It will be reached through a special entrance from the drill hall and there will be 20 makes of trucks on display.

## POPULARITY OF LONG RUNS IS RECOGNIZED BY THE CAR BUILDERS

Facilities Provided for the Comfort and Convenience of Long Distance Tourist.

## DRIVER IS ALSO INCLUDED

Improvements in Construction Made for Relief of Strain From Long Period at the Wheel.

An analysis of the conditions combining to send automobile sales records soaring shows the influence of the lure of the open road. America was really discovered last year as a paradise for motorists, and as long distance touring increased with amazing rapidity sales rose in direct proportion. With Europe closed, where American motor tourists formerly left millions annually, they explored their own country to find general touring conditions less ideal perhaps, but a natural charm and scenic beauty such as no other land possesses.

Everywhere in the western country there is an apparent effort to attract the motor tourist trade. That it will rise to unparalleled heights during the coming season is evinced by the reports of the national touring bureaus and the special attention paid by manufacturers in designing and equipping their cars to meet touring demands. It used to be that those courageous pioneers of the cross-country trails had to have all manner of "special" equipment before they could think of starting from one coast to another; in fact, in any trip that contemplated long distance.

**Special Features Standardized.**  
Word meanings, as applied to the automobile, change with the seasons. What was "special" in the way of touring equipment not long ago now comes under the head of "standard" or "stock." An investigation of the models to be on display at the Armory this



### Heart Disease in Motor Cars

A MALADY WHICH ATTACKS THEM ALL TOO OFTEN—

is something that for years has been the special business of our

**DR. SPARK**

Visiting garagemen—and automobile owners are invited to our repair plant, where batteries are rebuilt from the ground up. Our business is to add life to your storage battery.

**Gibson Electric Garage and Storage Battery Co.**

TWELFTH AT ALDER STREET

Service and Sales Station for the following: Gray & Davis, Northeast Electric Co. and Electric Auto-Lite, Starting and Lighting Systems; Edison and General Lead Storage Batteries.

week will quickly convince one that the designer have anticipated the popularity of long tours. Virtually everything in the touring class is particularly adapted for such work, while a majority of the latest manufacturers are preparing additional road comforts for inclusion in those models specifically designated for Marathon runs.

This utilitarian feature is best exemplified by the clever manner in which the builders have provided pockets and places for carrying miscellaneous stuff. On the theory that you cannot provide too much carrying space in a touring car, the body engineers have devised ways and means approaching the unique. Some of the more ambitious designers have gone so far as to arrange their seats so that when wanted are raised in a hurry, and cannot be at the bottom of the whole pack, where it will take the best part of an hour to reach them.

One car, popular in Portland, shows an arrangement changing the seats to make most comfortable sleeping quarters anywhere on the road. All this has not been a sacrifice of any of the comfort of former years; in fact, it has been the means of securing even more.

The driver has been taken care of, and will find most cars today well suited for long journeys. His driving position no longer has him straining at the wheel and the levers.

### Bill to Cover Acts Of Drunken Drivers

A bill regulating the driving of automobiles and other motor vehicles by intoxicated persons has been introduced in the state senate by Senator Dimick. It provides that it shall be a misdemeanor for a driver to be intoxicated, and assesses a maximum fine of \$100 and a jail imprisonment not to exceed 100 days, or both.

## Showing in Our Own Salesroom

The Biggest Value in an Automobile at Any Price

### THE PRODUCT OF EXPERIENCE



Valve-in-Head Motor

Cantilever Springs

# CHEVROLET

8000 Miles to Set of Tires

25 Miles to Gallon of Gas

\$630 F. O. B. PORTLAND

With Complete Electrical Equipment—Two Unit Starting and Lighting System.

Look over the field—then visit our show room and see if it is not an unparalleled fact that no car within several hundred dollars shows these features which mark the Chevrolet as a high quality car at the very bottom of price.

**CONSIDER THE MOTOR**—No car at the show within \$200 of the Chevrolet shows the valve-in-head motor, the most powerful and economical of all types. More than that, the Chevrolet valve-in-head motor has a detachable head, which will cut many dollars from the cost of having valves reground or in the annual overhauling. Our salesmen point with pride to the small bore, the vacuum exhaust and other features which indicate the high order of the engineering forces that back this wonderful car. And, then,

**The BRAKES**—Few cars have the large brakes that make up but one of the safety features of this car. The mechanic will state that they are much larger than practice says is necessary, which combined with the light weight of the car, makes it positively safe on any grade and on any road.


**The OVERSIZE IDEA**—Is just typical of the car from stem to stern. It's the Chevrolet way of building its prize model. All the way through you will find the crank shaft larger than practice says it need be; the propeller shaft is larger than it has to be; the axles are larger than present day standards deem necessary to carry a car of the Chevrolet's weight, over all roads. That is why this little car, that is enjoying such phenomenal popularity in its second year, is being looked to, not as a follower of precepts, but as a maker of new standards.

**COMFORT**—Every salesman at the show will talk of the comfort that has been built into the new model. You will never know how comfortable riding a car of such light weight as the Chevrolet can be made. It is the long cantilever springs in back and a feature of spring construction in front that takes out practically all the shocks. Chevrolet calls it a built in shock absorber. It does for the front end, just what the cantilever does for the back end and looks much the same—but;

We can never tell you all the good things that you will find in Chevrolet. You will have to come and see the new models in our own show.

**BENJ. E. BOONE & CO.**  
514 ALDER STREET MAIN 3966

# LEADERS FOR 1917



\$350 and a Ford or Maxwell

## Smith Form-a-Truck

A Smith Form-a-Truck will perform the work of two teams or three one-horse delivery wagons at a saving of about ten dollars per day. Carrying capacity, 2000 pounds, 50 per cent overload. Length of frame, 168 inches; 4-inch channel steel; heavy springs; heavy wheels; Timken bearings; solid tires on rear. Bring your business up-to-date by placing a Smith Form-a-Truck into service.

**DEALERS**—We have a live proposition for you. See us before some other dealer gets it for your territory.

# VEE-DOL

Gould STORAGE BATTERY

MOST LUBRICATION—LEAST CARBON

The Lubricant unexcelled. We have correct grade for all makes of motors.

STORAGE BATTERY AND MAGNETO DEPT.—Official distributors Bosch Magneto and Gould batteries. Expert service at your call. Dealers' work a specialty.

In Addition to the Lines Illustrated We Are Distributors of All Standard Motor Supplies, Such as Rayfield Carburetors, Klaxon Signals, Hess-Bright Bearings, Champion, Bethlehem and Other Spark Plugs, Weed Chains, Schebler Carburetors, Pyrene Fire Extinguishers, Columbia and Eveready Dry Batteries, Etc., Etc. Out-of-Town Dealers Will Find Our Store Centrally Located and a very Convenient Place to Meet Your Friends. Make Your Headquarters With Us.

### Electrify Your Ford in Two Hours

You can do it with Genolite and Constolite. Finest electric lighting systems for Ford Cars on the market. We have both.

**CONSTOLITE EQUIPMENT**

YOUR LIGHTS AT LOW SPEEDS

FOR FULL OR HIGH SPEEDS

**Constolite \$4.85**

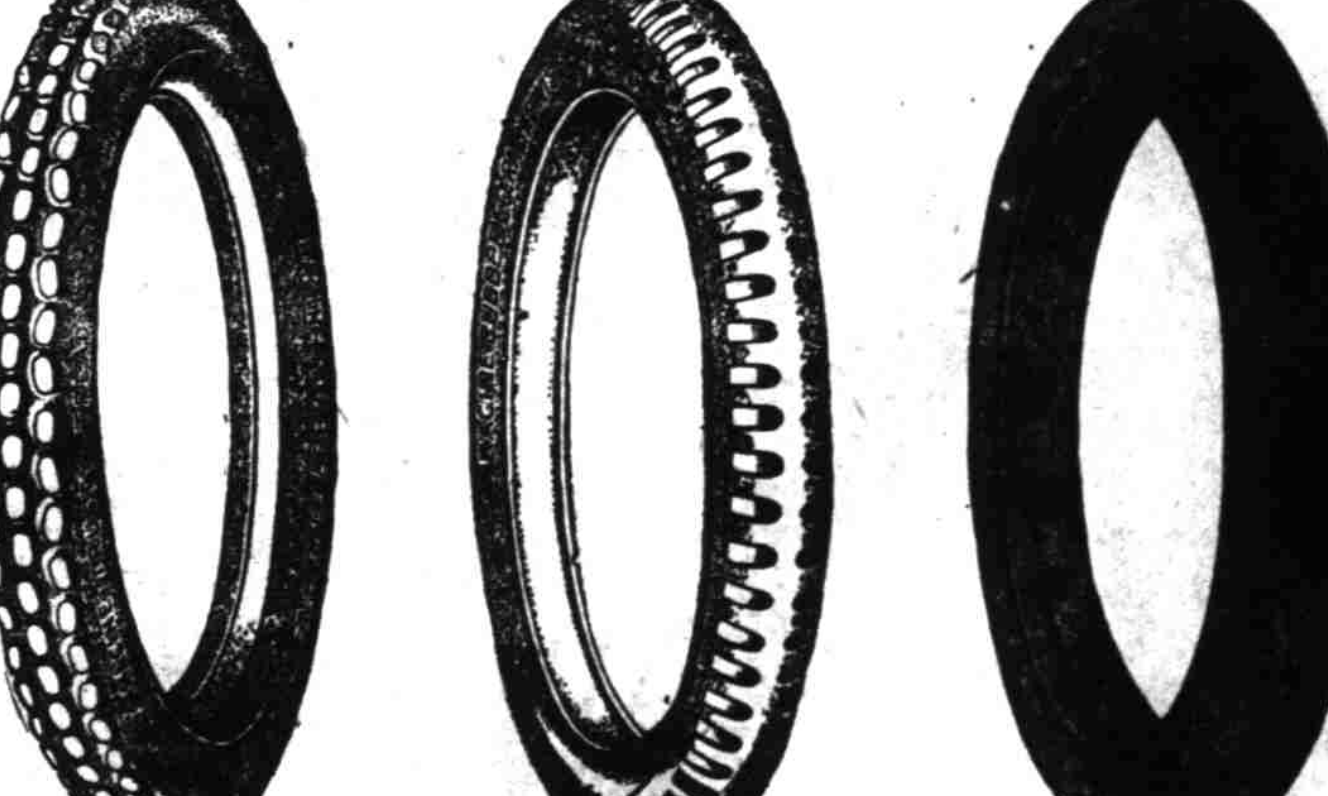
Automatically governs flow of current from magnetos to head lamps. Controlled by convenient switch on steering post. Saves fuel—if one breaks keeps other lighted. Gives many times light brilliancy at low engine speeds. Equal brilliancy at all speeds. Most superior device on market at any price.

**Genolite \$24.85**

In the complete, perfect electric lighting plant. Designed by Detroit Starter Co. for Ford Cars. Six units, same as in \$5000 cars. Continuous light whether motor is running or idle.



**BOSCH**



Trusty Tread 5000-mile guarantee.

Country Tread 5000-mile guarantee.

Plain Wrapped Tread 3500-mile guarantee.

# RACINE

EVERY TREE A GOOD TIRE

Announcing our appointment as exclusive distributors of Racine Tires, we wish to advise our many friends that we decided upon Racine after exhaustive investigation and are willing to stake our reputation upon them. In addition to line shown above we will be able to supply the finest cord tire ever built in about 90 days. Our dealers' proposition will interest you.

## Indian Motorcycles and Bicycles

This popular line still leading all competitors with wonderful improvements for 1917. Get catalogues and agents' proposition.

Announcing our appointment as exclusive distributors of Racine Tires, we wish to advise our many friends that we decided upon Racine after exhaustive investigation and are willing to stake our reputation upon them. In addition to line shown above we will be able to supply the finest cord tire ever built in about 90 days. Our dealers' proposition will interest you.

**Broadway at Oak PORTLAND, OREGON**

# BALLOU & WRIGHT

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