

SAFETY CAMPAIGN GREATLY LESSENS AUTO FATALITIES

Number of Persons Injured or Killed From Auto Mishaps Declines Since Campaign Opens.

For the first time since accident records have been kept, Portland recently passed 82 days without a fatality from automobile collisions. From November 21 to February 11, not one human life was paid for recklessness.

Since January 1917, only two months were unmarred by deaths from collisions—February 1917, and August 1918. Every other month for the last three years has been marked by from one to five fatalities in accidents.

Because of the alarming increase in collisions, injuries and fatalities. The Journal inaugurated a campaign of accident prevention. Causes of collisions have been explained, the automobile driver and pedestrian have alike been warned against careless action.

CAMPAIGN FRUITFUL

Captain Lewis of the traffic bureau went among the clubs and societies of the city, explaining the toll and the reasons therefor. Lieutenant Ervin is now exhibiting slides and addressing school children throughout the city on safety. Clubs have taken action, vigilance committees have been formed, a licensing drivers law has been passed, law enforcement bodies have been bolstered, and a campaign of education and law enforcement been carried to all corners of the city.

As a result, Portland streets are becoming safe for motorists and pedestrians. Whereas there were 13 deaths in the three months just preceding the campaign and 18 in four, there have been but two since December 1. And in comparison with 472 accidents in September, 423 in October, and 921 in November, there were 584 in December and 721 in January.

ACCIDENTS DECREASE

The decrease in the number of injuries would also indicate that motorists are driving less recklessly and pedestrians are exercising greater care. As against 124 injuries in September, 111 in October and 138 in November, there were 78 in December and 91 in January.

Study of the records indicates that a big majority of the accidents are between automobiles. Automobiles are also in numerous collisions with street cars and motorcycles. The records also show that the pedestrian is responsible in 80 per cent of the accidents in which he is involved, and that most of the serious cases are in the middle of the block. A great majority of collisions between automobiles are at intersections, and 50 per cent are in the congested district, although the serious smashups almost invariably occur in outlying districts where speed is an element.

TRUCK DRIVERS CARELESS

Delivery drivers are the most frequent violators of the law and many trucks are not only piloted by questionable operators, but they are frequently

PORTLAND'S "L" SHAPED AUTOMOBILE ROW



Looking down one of Portland's most prosperous streets. A section of the "L" shaped Automobile Row looking north on Broadway from Ankeny street. There seems to be nothing exciting about the appearance of the thoroughfare, but Portland coffers receive millions from this one industry alone each year.

hops of the road because of the sturdy machine they drive.

Carelessness by one party is apparent in almost every automobile accident. Failure to give right of way, speeding, and skidding are three of the most usually causes of collisions. Although the law is a little hazy as to who has right of way, Judge Rossman invariably rules that the man to the right is entitled to the road unless there is no question that the other man preceded him into the intersection. Speeding often means lack of control and frequently is the cause of failure to give right of way. Drivers skid when they have no control. They know the streets are wet and should make allowances therefor. Failure to signal, defective brakes, cutting corners, and recklessness are other outstanding reasons for smashups.

SAFETY FIRST SLOGAN

If collisions are to be avoided, every driver must be prepared to cope with the other driver, the reckless one, and with sleeping pedestrians. Every pedestrian must cross the street at the intersection at the proper time, and must keep his eyes in both directions. Until every driver and every pedestrian constitutes a committee of safety, we will have smashups. The records for the last two months, however, indicate that Portland streets will be safe for both by spring.

Remove Grease

Don't let oil, grease or gasoline remain on your tires. They all destroy rubber. Wash only with pure cold water and a little soap.

Did Elijah Ride in Ford? Agent Says So in Church

Long and faithful has been the service of "Elijah," a Ford owned by William P. Boynton, professor of physics in the University of Oregon. This machine is of a 1909 model purchased from W. S. Moon and N. J. Blais, agents for the Ford machine at that time in Eugene, on June 14, 1909. "Elijah" was the first machine of its kind sold in Eugene, although its actual delivery was staged in Portland.

Moon and Blais first exhibited an old runabout of the turtleback variety, much like the modern bug, according to Professor Boynton, the next model being a touring car.

The Boynton car has run about 40,000 miles all during its 11 years of service. This average, though small, is large enough when the roads of the first years of the car's use are considered. The most of the entire average of mileage has been since the roads have become more passable.

Professor Boynton made a trip to Los Angeles and back in 1917, shipped the car to San Francisco in 1918, driving back to Eugene by way of the Yosemite valley. In the summer of 1919 the car made another trip through Washington, making a trip up to Mount Rainier Park. According to Professor Boynton, the car made this trip in very fine

order, not breaking down once.

"One can always use a Ford," said Professor Boynton in speaking of "Elijah," "by having it overhauled and replacements put in once in a while. I find that by these improvements and careful using a car can serve indefinitely."

The car is nearly always overhauled and repaired by Professor Boynton himself, very seldom requiring the attention of a professional mechanic.

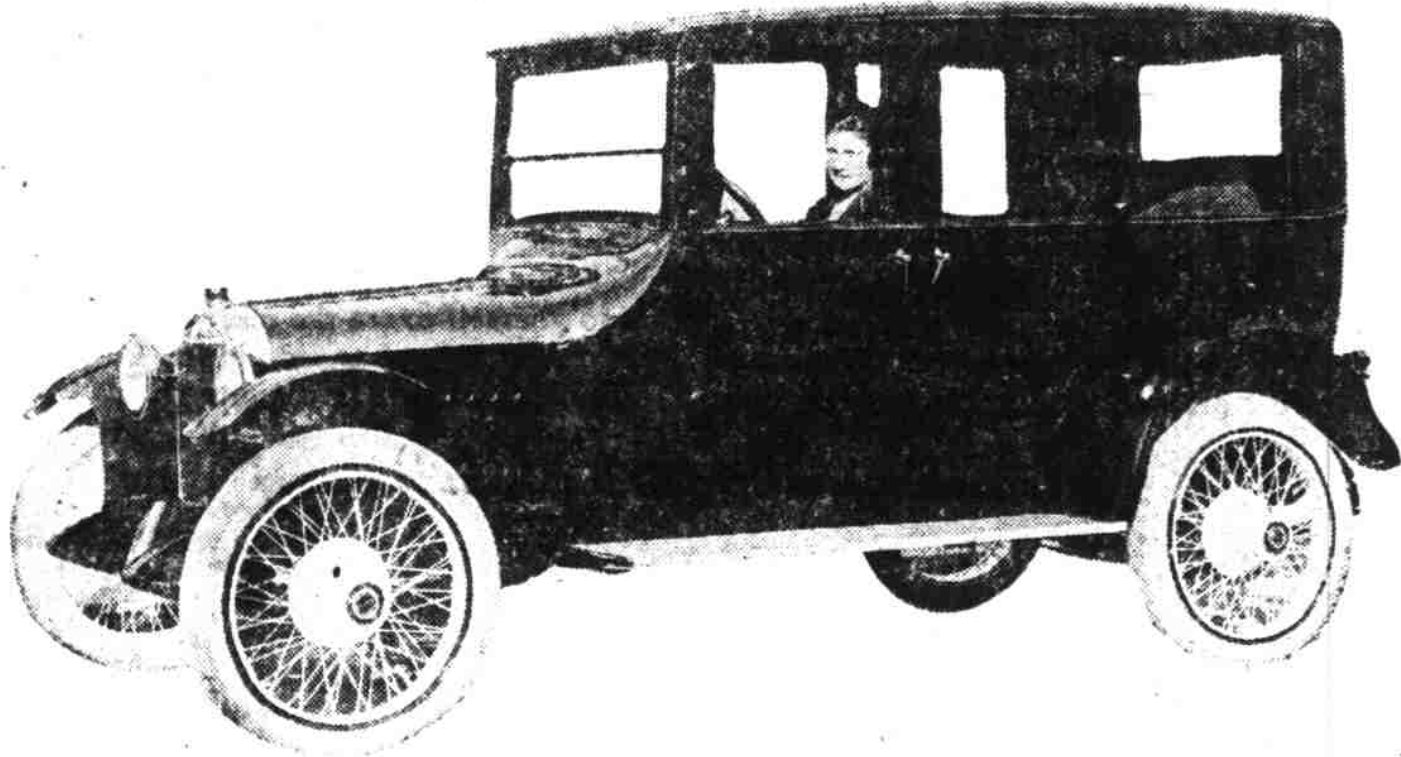
How the name came to be given the Ford is told in a story related by Professor Boynton, as follows: Once a Ford agent went to church, falling asleep during the sermon. He awoke later just to hear the preacher saying, "And Elijah went to Heaven on high."

"Some car! It must have been a Ford," shouted the half-asleep automobile agent.

At the Show See the New Oakland

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Oakland Sensible Six



A GENERAL MOTORS PRODUCT

The OAKLAND-SENSIBLE-SIX is the lowest priced high grade six-cylinder car built today. Because, first, scientific, simplified design which reduces the manufacturing cost, at the same time improving the quality of the car; second, the large production, which makes the Oakland Company the sixth largest producer in the world.

THE NEW MODEL has the refinement and improvement of five years' consistent manufacture of a light-weight, high-grade, six-cylinder, valve-in-head motor car.

Although very moderate in cost—in fact, priced hundreds of dollars below comparable SIXES, the OAKLAND, by reason of its practical design, its large production and the great resources back of it, has the qualities demanded by experienced, discriminating purchasers.

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The Newest and Finest of All Light Sixes

In these days of advanced engineering it is a very simple matter to design a six-cylinder motor that is both powerful and speedy. The complications arise, however, when to these qualities, must be added new standards of dependability and economy of operation.

There, in one paragraph, you have an explanation of the three years of experiment and testing behind our new five-passenger "Glenbrook" model.

A few months would have sufficed to produce the "average" power plant and chassis—but we have never been interested in "average" achievements.

So we worked for three long years, patiently meeting and solving every problem confronted us.

Then came the final tests—the merciless trials of power, speed and endurance—and the proud realization that our car was indeed the finest of all light sixes. The rest of the story you probably know, for the public has rendered its verdict in no uncertain terms.

The "Glenbrook" stands unchallenged as the greatest dollar-for-dollar value in the field of five-passenger motor cars.

We predict that it will maintain this position for several seasons to come.

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