

Accidents Exact Great Life Toll Injuring Twelve Million Yearly; Forty Auto Deaths Recorded Daily



Here are two pictures that tell eloquently the story of a problem of great concern to society.

A railroad crossing—a fast motor car—a faster train—the race and the smash-up with its tragic ending.

A street corner in a crowded city—the reckless turn—the approaching truck—a quick swerve into the street pillar of the elevated road and another life sacrificed.

What price speed? The experience of one insurance company should be an effective deterrent to any automobile driver who feels the urge to "step on it."

During the year 1924, death claims were submitted to one company for payment in 2,184 instances where the fatality was directly due to automobile acci-

gents. This was an average of six killed each day by automobiles. The figures for the entire country, insured and uninsured persons, show that forty persons in the United States die each day as the result of such mishaps.

Other accidents, most of them avoidable, exact a tremendous toll in human life, the statistics reveal, it still being true that they cause one death in each eleven or twelve. Congested traffic conditions are not alone responsible either, many of the fatalities occurring in the supposedly safe and secure haven of the home.

Not only do accidents of all kinds cause more than 87,000 deaths annually, but they injure or disable twelve million persons each year, or at the amazing rate of twenty per minute. In 1924,

there were 125,290 deaths among the 15,000,000 holders of industrial policies. Of these, 8,179, or about 6 1-2 per cent, were accidental.

Seven hundred and sixty-six of the fatalities were the results of burns and scalds, chiefly accidents within the home. Nine hundred and seventy-two others were drowned victims in many instances of vacation or outing tragedies. Railroad mishaps with fatal terminations totalled 677.

The same statistics disclose that about 5,000 persons are killed and 50,000 injured each year in fires.

But the automobile, carelessly handled, continues to be the greatest "threat" and it is with a view to eliminating the hazards involved that authorities continue to study the problem.

UPKEEP COSTS OF RADIO CONSIDERED

Expense of Batteries Should Not Be Lost Sight of in Purchasing

Conservation of Energy Necessary, Maintenance Cost Declared Of Greater Import than First

Appearance, range, selectivity, volume and tone quality are the five cardinal features usually investigated by buyers of radio receivers. These are the general qualities most frequently emphasized in advertising and most forcefully stressed in selling. They are important, so far as the ultimate enjoyment which may be derived from the purchase is concerned, but the cautious buyer gives the matter of upkeep cost as much consideration as any one of these factors.

"Milli-amperes of 'B' battery current" is the measure by which the upkeep cost of a receiver should be judged. Tubes and batteries are practically the only expenses involved in keeping a good radio receiver in operation. The "B" battery current is most significant because indirectly it involves tube renewal as well as "B" battery costs. But how many receivers are bought with a definite knowledge of how much they cost to run?

So little attention has been given to this basis of judging the relative value of receiving sets that most owners are astounded to learn of the wide variations in upkeep cost encountered with different makes and types of receivers. Some, equipped with high grade batteries of adequate capacity, cost but two or three cents an hour to run; others, giving no greater volume or range and powered with inadequate and unsuitable "B" batteries may cost as high as twenty cents an hour to keep them going.

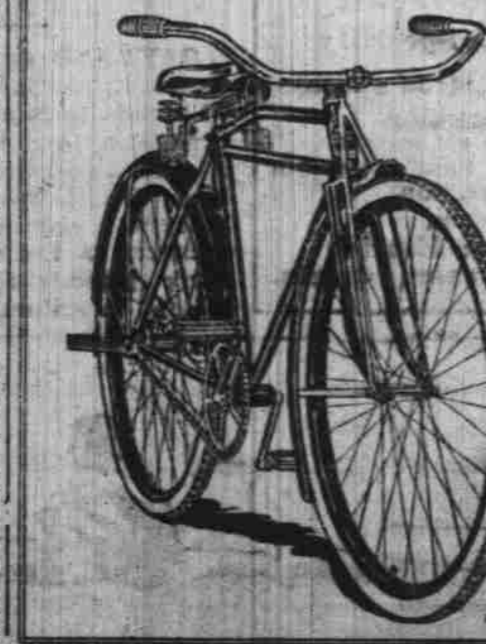
In deciding between two receiving sets, and their associated battery equipment a matter of \$5 or \$10 difference in first cost is of insignificant importance, as compared with a saving of eight or ten cents an hour in maintenance cost. As a matter of fact, there are receivers in the same price class and of equally attractive appearance, which differs two to one in "B" battery current drain and may differ in a ratio of ten to one in "B" battery maintenance because often through a limited battery compartment space they require the use of batteries of insufficient capacity. Therefore when deciding upon the respective

merits of a number of receiving sets it is desirable to know both the actual current drain in milli-amperes, and what size of "B" battery will furnish that amount of current most economically. There is no reason why even a multi-tube set should cost more than two or three cents an hour for the "B" batteries and at that price, radio is the most inexpensive form of entertainment and education.

The number of tubes which a set has is sometimes used as a criterion in judging the upkeep cost of a receiver. As a matter of fact, this is no guide whatever for some three tube sets are so designed so that they draw more current than other well designed six tube sets, just as there are some heavy and wasteful four cylinder automobiles which travel only nine miles per gallon of gasoline and, on the other hand, some well designed six cylinder cars which make 23 miles to a gallon.

For instance, one high grade three tube set tested at the Eveready Laboratories at Long Island City used but 7 milli-amperes of plate current; another, having the same number of tubes, used 18; yet the wasteful receiver was in no way superior to the economical one. One six tube super-heterodyne receiver draws but 13 milli-amperes, while a well known make of five tube tuned radio frequency receiver put a load of 26 milli-amperes on its overworked "B" batteries. A still greater surprise was occasioned by a home made super-heterodyne of very wasteful design which deflected the needle of the milliammeter in its plate battery lead until it recorded 90 milli-amperes! Probably its owner never considered his upkeep cost until he found it necessary to renew his "B" batteries every few weeks. A few design changes so reduce the plate current that "B" batteries are now good for four months with this set.

Salem is still the hop center of the world, for quality hops, and for the marketing from first hands. Help the Slogan man, if you can.



Columbia Dayton Bicycles

Bicycle repairing, children's wheel goods.

Also we have several good buys in second hand bicycles

Lloyd E. Ramsden

387 Court Street



CAMPBIOLOGY

Prepared by Outdoor Franklin

for the Western Auto Supply Co.

There's Much To Do Before You Say "Let's Go"

The man who goes wrong on a motor camping trip is usually the fellow who took too much for granted and started out on the trip unprepared.

One fine day he decided to go, throws a few articles of equipment into the car, ties the rest onto the running board or top and is on his way with little thought of what will actually be needed. Without a doubt, more auto vacations have been ruined through the lack of proper preparation and inexperience than from any other cause. Trips that were intended to bring rest and recreation, brought hard work and discontent—all due to the lack of proper preparation.

The itinerary of a vacation tour should be planned weeks before the trip is begun. Definite plans should be formulated and many problems must be solved: How many are going on the trip? What is to be the aim of the trip? What points of interest are to be seen? How many miles can be comfortably covered in a day's drive. What accommodations are to be had along the way? Where shall we camp each night? These are but few of the problems that will need solutions before you start.

With a road map, such as may be obtained through any good automobile club of "Western Auto" store, many of your touring problems may be worked out over your library table. This map, together with a list of auto camps, will help you in planning your stops each night.

The average amateur auto camper takes too much equipment, and the old-timer often

takes too little. A happy medium must be struck between these two extremes. The man who gets the greatest amount of enjoyment out of his trip is the man who takes the least amount of equipment yet has everything that will be needed. The less you have to handle and unpack, the better you will get along.

Compactness and lightness are the true secrets of motor camping trips. Go light, carrying only the equipment that will be needed, and you will eliminate worry, will return hardened and fit, and can truthfully say that you have had a real vacation in every sense of the word.

SPARK TEST IS SEVERE

PLUGS FIRE 40 TIMES A SECOND IN 500 MILE RACE

Illustrating the great advancement made in spark plug construction and dependability in the last two years, the Champion Spark Plug Co. yesterday issued figures showing that spark plugs in the ten leading cars in the 500-mile race classic at Indianapolis Memorial Day fired some 57,000,000 times, under the tremendous stress and strain of 100-mile-an-hour speeds, without once delivering an inefficient weak or faulty spark.

Each of the 80 spark plugs used in the ten leading cars delivered about 720,000 perfect sparks to the gas mixture during the race. They fired for an average of more than five hours at

the rate of about 40 times a second.

"Conducting a full charge of properly mixed gas vapor through the inlet valve into each combustion chamber, firing it, and expelling it through the exhaust, and then repeating that process 40 times a second, indicates the necessity for perfect spark plug performance," points out O. C. Rohde

chief engineer of the Champion Spark Plug Co. "About perfect combustion is vital to create the necessary power and to assure that no unburned gases waste through the exhaust.

The linen mills will mean fortunes to Salem people. The wise investor knows this, and invests accordingly.

Where Your Dollars Have More Cents

We're Your Men When You Need Us

We recharge, repair and inspect ALL makes of batteries. If you need a new battery we recommend a Willard, because we know they can't be beat anywhere in the wide world. We'd like to tell you why.

Joe Williams

"The Battery Man"

534 COURT STREET PHONE 198

Member Willard Battery Men

Where Your Dollars Have More Cents

HULL'S 3 BIG SPECIALS FOR 30 DAYS

Ford touring, painted enamel gloss black	\$16.00
Seats cut down, Fords, Stars and small cars, Our \$20 job	\$15.00
Duco, Velvet or Egg Shell finish where undercoating is good	\$50.00
Old paint removed and 10 coat job	\$75.00

See us for Fender and Radiator work

Quick Service and Reasonable Prices

O. J. Hull Auto Tire & Paint Co.

Rear of Fire Department
Drive Through the Alley and Save

Are You Hunting for a Tire Bargain

Don't grope in the dark. Don't look up and down side streets. Don't watch for red and yellow signs

The sensible, business-like, time-saving way to solve the tire question is to buy a good tire at the right place from a reputable, established dealer.

Here Are a Few Examples of the Bargains We Are Offering in Genuine Goodyear Tires.

32x3 1/2 clincher from	\$ 7.65 to \$15.80
32x4 straight side cords	\$16.85 to \$24.35
33x4 straight side cords	\$17.75 to \$25.15

DAY AND ZOSSEL

Corner Commercial and Chemeketa

For Safety and Comfort —use "Western Auto" Supplies

—they really cost you nothing. The saving of wear and tear and the trade-in value that you get when you are through with your car will more than offset the cost of this additional equipment. All the added satisfaction, enjoyment, comfort, safety and service that these supplies give you cost you nothing.

Below we list only a few. There are lines of Bumpers, Motors, Spotlights and others awaiting your inspection. Go to your "Western Auto" store today.

"Western Auto" sees that your equipment is installed properly. A good many articles are installed free—for others there is a slight charge.

Specials for This Week

<h4>Wedge Cushions</h4> <p>Gives satisfying comfort to the driver. A necessity for persons of small stature. Cushion is weather proof. Made of heavy rubberized material. Stuffed with cotton that does not pack hard or get lumpy. The regular price is \$1.25. This Week, Special ... 98c</p>	<h4>Running Board Mats</h4> <p>A worthwhile saving. This high grade black rubber mat prevents slipping when getting in or out of the car—also keeps the inside clean. Buy during this week at our special price. Regular price is 35c. This Week Only, Each ... 26c</p>
<h4>Cowl Ventilators</h4> <p>Your car will be much more comfortable if equipped with a Cowl ventilator. Plenty of fresh air comes through the ventilator, forcing out the air heated by the engine. A boon to those who ride in the front seat. Ventilator is regulated from driver's seat. For all cars ... \$4.65 and \$5.45 Ford special model ... \$1.80</p>	<h4>Courtesy Lamps</h4> <p>For Your Running Boards</p> <p>Something new in the interest of motoring safety. They come in pairs—red for the left side and green for the right. They make your car visible at road and street intersections. Made of brass, heavily nickel plated. Complete with bulbs —per pair ... \$3.25</p>
<h4>"Comfy" Wind Wings</h4> <p>Here is another accessory specially designed for comfort, but it also "tones up" the car. The Comfy wing is of crystal plate glass with sturdy black enamel brackets. You will be surprised at the extra comfort and pleasure you get riding in a car equipped with wind wings. Per pair ... \$4.95</p>	<h4>S & M Spotlite</h4> <p>This Spot-Lite has a patented regulating bracket that prevents raising the light too high when it points on the road. It absolutely complies with all the laws regarding spotlights. Its finish is baked glossy enamel. 2 sizes, priced at \$2.50 and \$3.00. Other spotlights from \$2.25 to \$7.50.</p>
<h4>"Nifty" Wind Wings</h4> <p>Heavy bevel plate glass with nickel-plated brackets. Per pair ... \$7.75</p>	<h4>Steering Wheel Covers</h4> <p>An elastic rubber cover that gives a positive easy grip. Two sizes to fit all cars. \$1.50 and \$1.75.</p>
<h4>"All-Angle" Wings</h4> <p>Double hinge type brackets. The finest plate glass. Per pair ... \$12.45</p>	<h4>Keep Kool Cushions</h4> <p>A sanitary protection for the clothing. Extremely comfortable—can be rolled up and carried in door pockets when not in use. Price ... 90c</p>
<h4>Glare Shield</h4> <p>A device that hangs on the windshield, protecting your eyes from the blinding sun and glaring headlights. Price is ... 25c</p>	<h4>Pyralin Visors</h4> <p>Another safety accessory, for it truly breaks the glare of the sun and approaching headlights—the brackets and fittings are nickel plated and will fit open or closed cars. Price ... \$6.25</p>
<h4>Head Visors</h4> <p>Heavy green celluloid ... 55c With genuine leather bill. 65c</p>	<h4>Tonneau Shields</h4> <p>Real comfort for those who ride in the rear seat. Grace any car, for they are beautiful in appearance. Made of heavy double strength glass. A tonneau windshield and wings at the surprisingly low price of ... \$16.85</p>
<h4>Liberty Lens</h4> <p>Standard factory equipment on more than forty makes of cars. They are legal in all states. Per pair ... \$3.95 Others 90c to \$1.15</p>	<h4>Special Fancy Models</h4> <p>\$35.00 to \$75.00 Quoted on application.</p>

More Than 125 Stores—All Over the West

Western Auto Supply Co.

Salem Store, Corner Court and High

Help Prevent Forest Fires