

### JAY WALKER TO BLAME FOR HALF OF THE DEATHS BY AUTO

727 of 1890 Auto Fatalities Last Year Were Directly Due to Pedestrian's Fault

MANY a motorist whose car has figured in a fatal accident will be able to present a clear sheet to Saint Peter when his time comes, when one considers all the contributing factors outside of the driver's own fault. A total of 1890 auto fatalities on record with the Stewart-Warner Safety Council for the prevention of automobile accidents, covering a period of seven months, shows that in 727 cases the fault was clearly the pedestrian's and cannot be put down to the driver, the weather or unavoidable circumstances.

The careless pedestrian's footsteps lead him to the grave by six distinct routes, says the Safety Council and the most travel-worn of these is jay walking. Sixty-two per cent of the 727 auto fatalities just referred to were due to streaking across busy streets without using the intersections. Children's playing in the streets was responsible for 31 per cent and coasting for another 3 per cent. Confusion on the part of the pedestrian, not hearing whistles and turning back in his tracks, brought about 25 per cent of these 727 deaths, while physical disability and intoxication rate 3 and 2 per cent respectively.

### PRICE REDUCTION IN NEW STAR SIX HAS DODGES COMES SOON

Announcement Will Be Made on January 7; Cut Comes Unexpectedly

Dodge Brothers announcement of a tremendous price reduction for a bombshell in the ranks of the automobile industry, developments have proved.

The announcement, made last week, declared that the new low prices would be made public on January 7th, but that they would apply retroactively on all retail sales made after midnight December 15th.

Completion of a \$10,000,000 expansion program, including new buildings and equipment of great magnitude, were cited as the reasons that make the reduction possible, even though improvements are being made constantly in the quality of Dodge Brothers product.

Newspapers in New York and other metropolitan centers comment freely on the fact that many other manufacturers were contemplating increases in prices on account of the enormous advance in rubber costs. The Dodge Brothers announcement leaves them in a quandary, as it would not seem consistent to the public if one manufacturer were able to make a big reduction and others simultaneously announce they were forced to increase.

The following extract from an article by E. Y. Watson, automobile editor of the Detroit News, is typical of the comments on the rubber situation and the threatened general advance in automobile prices.

"Automobile manufacturers, according to a survey of the Detroit factories made last week, face the possibility of being forced to increase prices of cars by January 1, because the prices of tires have been rising continually throughout the year, due to the British crude rubber restriction. Many of them believe that the increases will be such as to wipe out any benefit the public is to gain from the two per cent Federal excise tax reduction ratified by Congress.

"Up to now the tires put on cars by the makers have been bought on the basis of crude rubber that prevailed months ago, when the crude rubber rate was as low as 26 cents a pound. Since that time, owing to the limitation placed on export by the British government, prices have risen by leaps and bounds. They range from \$1 to \$1.10 per pound.

"This makes it cost the tire makers from \$3 to \$12 more to produce each tire in various sizes. The consequence is that the automobile makers in the medium price field will have to pay the tire makers from \$35 to \$50 more than they have been doing this year to equip every car they turn out. This added expense must naturally be taken into consideration in estimating retail prices and it will be up to buyers of new cars to dig down for an extra amount—how much has not been determined yet.

"The price relief to be gained from last week's two per cent tax reduction on a \$1500 car on which the tax has up to now been \$60, will amount to approximately \$22, while the very minimum added cost under the new tire price schedule approximates \$33, according to calculations.

### NEW STAR SIX HAS ARRIVED IN SALEM

Showing by Salem Automobile Company Will Take Place on January 17

First word of the definite arrival of what Salem Automobile Co., local Star dealer, declares will be the world's greatest automotive sensation, the new Star Six, was received here today. It was announced that the new car will be shown for the first time, in the entire Pacific region January 17.

Fred Delano of the local Star agency, made the positive statement that the Star Six is being added to the Star car line, emphasizing the recent announcement of Norman DeVaux, Vice President and General Manager of the Durant Motor company of California, that the "popular Star Four will always be built."

The new Six is being offered at a price that Mr. Delano declares will astound motordom, stating, however, that no announcement of the price will be made until next week.

Motordom here are eagerly looking forward to the first Star Six showing January 17, because the car has been the subject of wide discussion among automobile dealers and car owners alike for several weeks since its first announcement.

"The new car is being added to the Star car line of 4-cylinder models, which have made for themselves a definite place among quantity production motor cars. With a six cylinder car in addition to the four, we will undoubtedly have the most complete line of low cost motor transportation ever offered by a manufacturer.

"Of the new cars themselves, I am sure I could say nothing but what would detract from the car themselves. I know that motorists who will see and ride in them, and later own them, are entitled to the greatest value we are in a position to offer them, and this is exactly the reason for the new Star six.

"We expect the actual announcement will bring thousands all over the west to see the new cars, and we know that they are revolutionary enough to warrant every bit of interest that has been displayed in them up to the present time. For actual details of their construction, I am at a loss and can say nothing. But watch and wait—the great increase in Star car sales last year was only a drop in the bucket to what is to come this year, and the next. Star is setting a new value standard for manufacturers to shoot at."

A photographer's flash-light flared at 5 a. m. December 19 at the Michigan Central station, Detroit. The echoes of its muffled report were drowned by the roar of the exhaust from a suddenly opened throttle. Early morning workers and travelers turned to look, and were just in time to see the ruby tail-light of a gray-green automobile swinging from the station plaza into Michigan avenue.

Just 6 hours 5 minutes later, the same car, a New-Day Jewett, drew up at the curb of the Illinois Central station, Chicago. 297 miles away. The driver handed a card to P. H. Nugent, office manager of the Western Union Telegraph company, who certified to its time of arrival, adding his endorsement to the signature of G. H. Mathers, assistant station master of the Michigan Central station, Detroit, who had time-stamped the card at 5 a. m.

35 minutes, and the New-Day Jewett had cut 30 minutes off its time, despite its having covered a route 13 miles longer than the trail line.

O. B. Borch, experimental engineer of the Paige-Detroit Motor Car company, piloted the Jewett on its record-breaking dash, accompanied by R. Conkling Fitch, staff correspondent of the Detroit Times, as observer.

The Jewett's time not only surpasses the best railroad time, but establishes a new motor car record from terminal to terminal, with six miles within the city of Detroit and fourteen miles in Chicago—a total of twenty miles running under conditions hardly conducive to high speed.

Thus did the New-Day Jewett, within a week of its first presentation to the public, enter the lists of cars of spectacular performance ability.

The life of a newspaper correspondent is replete with thrills, but Fitch reported some new ones. Dashing along for hours at an average speed of 51 miles an hour, which means much higher speed for much of the time, is thrilling enough in itself. When, however, the speed is made in total darkness, it gains something in thrills. Fitch admits he wished for daylight to come, and regretted that the test was made on one of the longest nights of the year.

When daylight came, Fitch wished it hadn't. It revealed that the roads were covered with a thick coating of frost, a veritable layer of ice. The psychological effect was not so good.

If daylight hadn't revealed the ice, something else would have. Once the car turned tail and came to a stop headed back toward Detroit; another time it went off the road sideways. And here and there, as Borch pushed his car ahead, slowing only at the sharp turns, they passed other automobiles that had gone to the ditch.

"The shopping list taken to market by the Ford Motor Company when buying materials for the improved Ford cars would impress even Santa Claus. Yet the most canny housewife is no more critical or painstaking in disposing of her modest budget than were the Ford purchasing agents in spending millions.

The new "longer and lower bodies," "all-steel construction" and "closed cars in colors" made necessary vastly increased supplies of the materials which has gone into the discontinued line as well as distinctly new raw materials and equipment in staggering amounts.

Changing over to all-steel bodies alone meant an increase in consumption of steel of that type of more than 38,000 tons per year. Increasing the size of the gasoline tank and changing its location called for another increase of 2000 tons. Effecting the changes in the design of the running board and shield to give greater rigidity and improved appearance required 5000 extra tons of that type of steel.

Other improvements and refinements were proportionate. A year's production of the enlarged rear wheel brakes would require, it was estimated, 13,000 extra tons of cast iron, 10,000 tons of steel and 2500 miles additional asbestos brake lining. Color enamel to the volume of 100,000 gallons were estimated to cover a year's production of "closed cars in colors." Adoption of nicked headlight rims and radiator shells as standard equipment on closed cars required 125 tons of pure nickel anodes.

One of the "favorite" sports of Star owners also Star dealers is that of breaking hill-climbing records according to H. W. Curtis, director of sales for the Durant Motor company of California.

### WALTER P. CHRYSLER'S TRAFFIC TALKS

#### PLAN NOW FOR THE FUTURE

Suburban development has been made possible largely because of the motor car. In laying out new developments mistakes have been made and are being made today in making streets and highways leading to such developments too narrow.

The motor car has revolutionized city building and planning. The motor car has necessitated the widening of streets and highways.

The motorization of the country continues rapidly and there is everything to indicate that it will continue for an indefinite period.

In laying out developments motor car requirements must be kept in mind. It is a mistake to follow the patterns in city building of years ago. And yet that is being done in many states.

When Miss Elsa M. Modrow and Miss Grace Teachout of Minneapolis made up their minds to see some of the United States, there was no stopping them.

Womanlike, they were mighty particular about their car and insisted that it should afford them even greater utility and service than is required of most cars.

"We live in our Ajax and it is a joy to travel in it. It can be neatly arranged with kitchenette, diner, and wardrobe, and we have less gasoline to buy for it, which gives us more to spend.

"We started from Minneapolis July 11 for a pleasure trip from coast to coast. We will divide the winter months between California and Florida, and early in the spring will leave for Minneapolis via New York and expect to be home about July 1926."

Both young women are enthusiastic over the trip and the performance of their car. They appreciate its easy handling on the open highway and in dense city traffic. Favorable comments were also made of the excellence of service available in the cities they have visited.

"The new General Motors six cylinder car, which has been in development for the last three years, will be shown for the first time at the New York automobile show January 9.

The name, price and specifications of this new car, which is being produced and distributed by the Oakland Motor Car company, Pontiac, Michigan, as a companion to the Oakland Six, will also be given the public.

### STUDEBAKER GIVES EMPLOYEES PRESENT

Group Insurance is Offered Free to All Workers in Automobile Plant

As a Christmas offering to its 25,000 employes President A. R. Erskine of the Studebaker corporation and subsidiary companies announced that the corporation has closed a contract for cooperative insurance involving one of the largest single premiums in the history of insurance.

All active executives and employes of Studebaker plants and offices throughout the world are eligible regardless of age or sex. No medical examination is required. Premiums paid by employes will be only a fraction of what similar insurance would otherwise cost them.

The insurance is unusually complete, covering not only death but also accident and sickness. It supplements the already extensive cooperative activities which make the relations of Studebaker and Studebaker employes distinctive.

In announcing this addition to Studebaker's cooperative work with employes President Erskine said: "In arranging for this insurance, the corporation was able to use its great negotiating and buying power in the interest of its employes. We were able to obtain very low premium rates in one of the best business societies. The merits of the insurance are apparent, and as practically all of our employes can afford to carry it, we anticipate a great success for the plan. Employees who want the insurance will be expected to make written application for it, and such action will be wholly voluntary on their part."

A three-ton steel weight used in the Chevrolet factory is so responsive to the touch that a watch on the bottom die may be struck leaving the crystal unbroken.

The largest gasoline company in the United States reports only a 25 per cent decrease in winter sales under summer consumption.

Windshield wings, rypsy curtains and top boosts are being added to the items of special equipment supplied by the Ford Motor company. The first public display of this equipment will be during the Ford National Show Week, January 9th to 16th.

These specialties are not "extras" but have been so designed by Ford engineers as to become actually part of the car. The equipment has the identity of genuine Ford parts and is held to the same standard of quality as the car itself.

Behind them lies extensive experiment to determine the type and construction best adapted to Ford cars; experiment which was unhampered by any compromise necessary to permit adaptation to some other kind of car.

The introduction of these specialties in no way conflicts with the company's policy of refraining from dictating to a purchaser the amount of equipment he must buy with his car. Those to whom economy is the principal consideration will in the future, as in the past, be able to purchase Ford cars on which the standard equipment will include only those features essential to satisfactory operation. On the other hand, to those who are interested in the completely appointed car will be available specialties produced according to the same standards of quality which are incorporated in the car itself.

Using every resource of advertising and publicity, the National Automobile Chamber of Commerce, representing the motor vehicle manufacturers, is backing Secretary Hoover in his fight to break the British monopoly of rubber.

### FORD COMPANY ADDS SPECIAL EQUIPMENT

New Department to Manufacture Windshield Wings and Accessories

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The present prices of rubber are extorting \$700,000,000 annually from the American public above what would be a fair price to permit the plantations to operate profitably.

Opposition is not to a proper price for the rubber planter, but to governmental control, which artificially raises prices.

America uses 70 per cent of the world's supply, and the growth of motor transportation has made possible the high prices of the present.

The new Oakland to be at N. Y. Auto Show

The Name, Price and Specifications will be Announced at That Time



### Pop Time!

—Right now it comes!  
—POP-TIME—  
—when old last year's tires start to—  
—How! pop! bang!!  
—Bad roads, rotted fabric, cause it—  
—but—you and I can prevent it—  
—Drive in—I'll look over your tires and tell you if they're safe—for bad roads, pop time driving—no charge.



ZOSEL'S TIRE SHOP 198 South Commercial

RADIATOR ANTI-FREEZE AND Seal Fast Puncture Proof Patches SOLD BY BARRETT BROS. GARAGE 1909 N. Capitol

### NEW OAKLAND TO BE AT N. Y. AUTO SHOW

The Name, Price and Specifications will be Announced at That Time

The new General Motors six cylinder car, which has been in development for the last three years, will be shown for the first time at the New York automobile show January 9.

The name, price and specifications of this new car, which is being produced and distributed by the Oakland Motor Car company, Pontiac, Michigan, as a companion to the Oakland Six, will also be given the public.

One of the interesting features of the announcement will be the name given the car.

Much speculation has been aroused as to the name to be chosen. An analysis of motor car names shows that almost invariably the name comes from one of four sources: the name of the individual at the head of the producing company; the name of the city or county in which it is built, or some coined name that can easily be remembered.

The name of the new General Motors car falls within one of these classifications.

### BICYCLE REPAIRING

Boys, when your Bicycle needs fixing bring it in, we will fix it at a reasonable cost. New Bicycles sold on easy terms if desired.

LLOYD E. RAMSDEN 387 Court Street

### Lost Your Health! RENEW IT AT HUBBARD MINERAL SPRINGS "The Carlsbad of America"

Portland — Hubbard — Salem 20 MILES

The stages run every hour. Notify the management of Hubbard Mineral Springs what stage you are leaving on, and auto will meet you and take you to Springs, only six blocks from highway. If coming by auto watch for sign at Hubbard.

RATES—\$4.00 per day, including room, meals and baths. Hot and cold water in every room.

Free Consultation With Resident Doctor

### More Than 250,000 People Have Taken Delivery

Now is an ideal time to enroll in the Ford Weekly Purchase Plan.

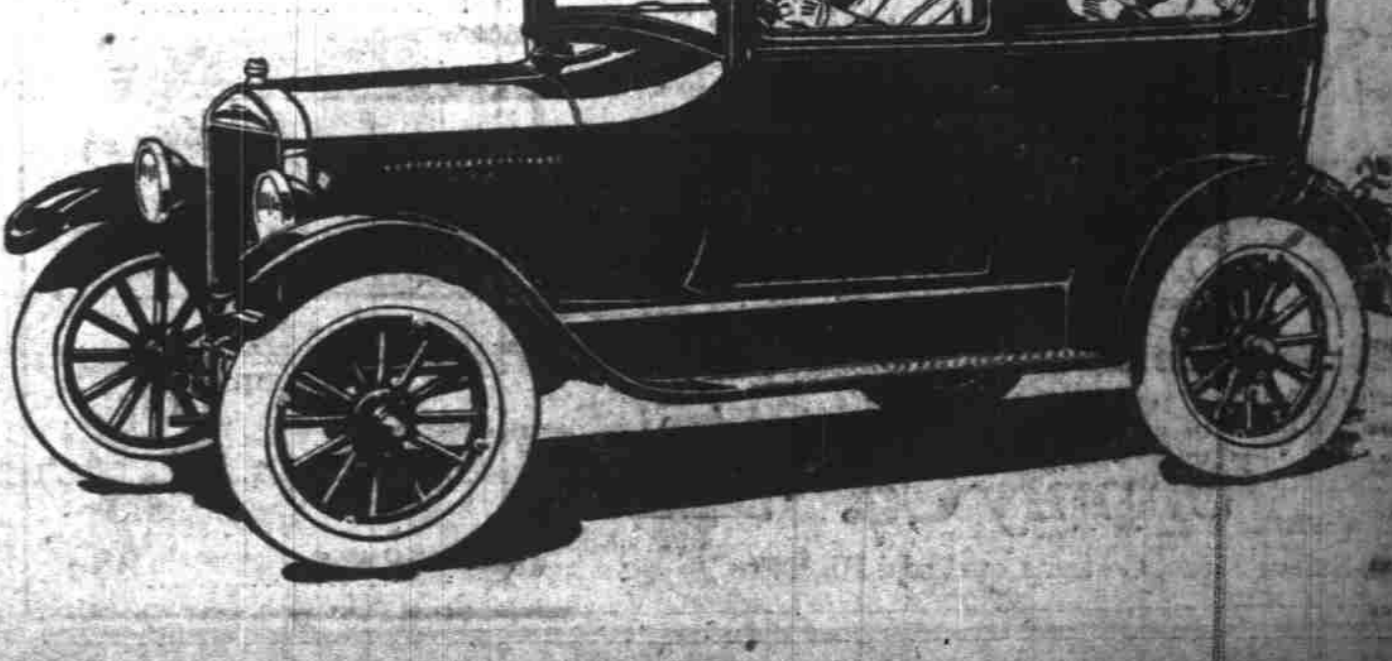
More than a quarter of a million people have taken delivery of Ford cars and trucks under this easy method of payment. The average enrollment period has been five months.

Think what that means! At the average rate of

payment—if you enroll at once—you can have your car for early summer. Just when you would appreciate it most!

See the nearest Authorized Ford Dealer today. Let him explain how you can easily arrange to drive your own car this summer by paying just a few dollars each week.

Ford Motor Company Detroit, Mich.



Runabout - \$260  
Coupe - 520  
Tudor Sedan 580  
Fordor Sedan 660  
Closed cars in color.  
Demonstrable  
Price and starter \$85 extra on open cars.  
All prices f. o. b. Detroit

Ford