

## AUTOIST CROSSING GRADE CROSSINGS

Drivers May Help to Reduce Appalling Loss of Life During Each Year

**By Erwin Greer**  
The appalling toll of life and property taken by grade crossing accidents has repeatedly been emphasized.

How do motor vehicle drivers themselves figure in the grade crossing problem? What are their responsibilities? What are their sins of omission and commission? How can they help to reduce the crossing casualty list? These are important questions for every man or woman who holds a steering wheel.

Careful observations made by railway officials show that about five per cent of drivers are grossly careless in approaching and crossing tracks at grades. This percentage does not seem high until it is applied to the eleven million odd motor-vehicle owners. It is somewhat appalling to know that 550,000 drivers are disobedient, negligent or reckless.

These huge numbers are endangering their own lives, the

lives of those riding with them and the lives of the railway train passengers and crews. Some of the worst rail smash-ups are due to trains colliding with cars or trucks on crossings.

The insurance department of the Pennsylvania railroad system observed 100,000 drivers over a period of four months, with these interesting deductions:

Within this period there were 607 crossing accidents, 408 occurring in broad daylight. Sixty per cent of the trains involved were running at less than 20 miles per hour, the classes of trains being half passenger, half freight. There were 120 deaths, 214 injuries. Seven deaths were due to trying to beat the train. Sixteen accidents were due to defective brakes, seven to drunken drivers, 61 to stalled engines. Two hundred and eighty drivers broke through gates. Sixty-three per cent of the accidents happened on crossings with unobstructed views on either side.

These facts have led one cynic to remark, that drivers involved in such accidents, if spared from death, belong to a class incapable of reformation and it is a waste of effort to try and influence them.

How, then, can the work of making crossings safe be speeded up? The answer, broadly speaking, is: By legislation, education and correction—and the slaughter of fools that won't "Stop—Look and Listen."

## JUDGE PURCHASES BY THEIR VALUES

Buick Sales Manager Declines Principle of Selling Cheap Bargains

The following article written by C. W. Churchill, general sales manager of the Buick Motor company, strikes the keynote of buying.

"When is a bargain not a bargain? That is a riddle the public frequently must face.

"There are several answers. A bargain is not a bargain when the original price has purposely been set at a high figure in order that later, on some special occasion, a spectacular reduction can be made. Often, in such cases, even the 'reduced price' greatly exceeds the actual value of the article. But the spectacular price cut makes it look like a bargain and unwary buyers are trapped.

"Another time when a bargain is not a bargain is when it is offered as 'bait.' An article is offered at a low price, but when one tries to buy it, he learns that the last one has just been sold. Or else a great effort is made to induce one to purchase some other merchandise, instead of the bargain.

"Neither of these practices is regarded with favor in the business world. Nevertheless, there are organizations in every industry that practice them. However, the Better Business Bureaus in various cities are waging a vigorous campaign against deceptions of this kind, and they have the hearty support of all progressive merchants, manufacturers and other business men.

"Fortunately most buyers are curious. They are guided both by the reputation of the manufacturer or merchant and the comparative value of the product fully as much as by the price of an article. Knowing this, wise business firms guard their reputations jealously. They regard the confidence of the general public as one of the greatest assets a business can have. They keep the public's confidence by truthful advertising and straightforward business methods.

"If such organizations place on the market an article priced at \$30 the public knows that, as a rule, the value warrants the price, and that it is impossible to reduce the price without loss. A competitor, however, may offer a \$20 article priced at \$30. It is then easy enough to make a spectacular reduction in price and to make sales as a result, although even at \$20 the article may not be good value.

"The buying public, for its own protection, should do everything possible to discourage this practice. Buyers should make it a rule not to be led by surface appearance alone, but to judge by the reputation of the manufacturer or merchant as well.

"At the same time it should be remembered that even the good reputation of the maker or merchant is not an all sufficient guide to the buyer. In the last analysis, value is the only true test. Value is determined by comparison. And it is only by comparison of actual values that a prospective purchaser can determine where it is advisable for him to spend his money.

"As for the Buick Motor Company, it believes with Abraham Lincoln that, 'You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time.'

"Accordingly, Buick's history is one of truth in advertising and square dealing with the public. And the record the Buick Motor

## KEEP 'EM CLEAN AND PRESERVE CAR

Engineer Gives Advice on Keeping Finish and Upholstery Clean

**By Erwin Greer**  
The owner using modern methods may keep his car looking new all the time, nor will he have to spend more than a few moments a day to accomplish this end. For instance, there are now on the market a number of liquid and wax polishes which will give admirable results if they are used as directed.

In the use of wax polishes the first step is to clean the body of the car thoroughly. The polish is applied to the surface with a piece of cheese cloth and then another clean cloth used to distribute the wax evenly all over the surface. Car owners commonly make the mistake of thinking that the more wax applied the better. As a matter of fact a very thin film is all that is needed. The polish will last from four days to a week, and after it has been applied at the beginning of the week a little rubbing with a clean cloth will bring out the luster again. The wax polish may be used for body, fenders, hood and other lustrous surfaces and it will also be found that if the under side of the fenders are cleaned and given a good coating of wax, less mud will be deposited and what there may be will be easily removed.

## WILLYS-OVERLAND CLAIM SUPREMACY

(Continued from page 1.)  
the car is carried close to the ground, this low center of gravity producing a road stability not found in any other six in this price group.

The "70" is provided with a further feature which enhances its riding qualities and eliminates vibration and wear on the car throughout. This is brought about through the use of the Bellflex spring shackles, standard equipment on all "70" models.

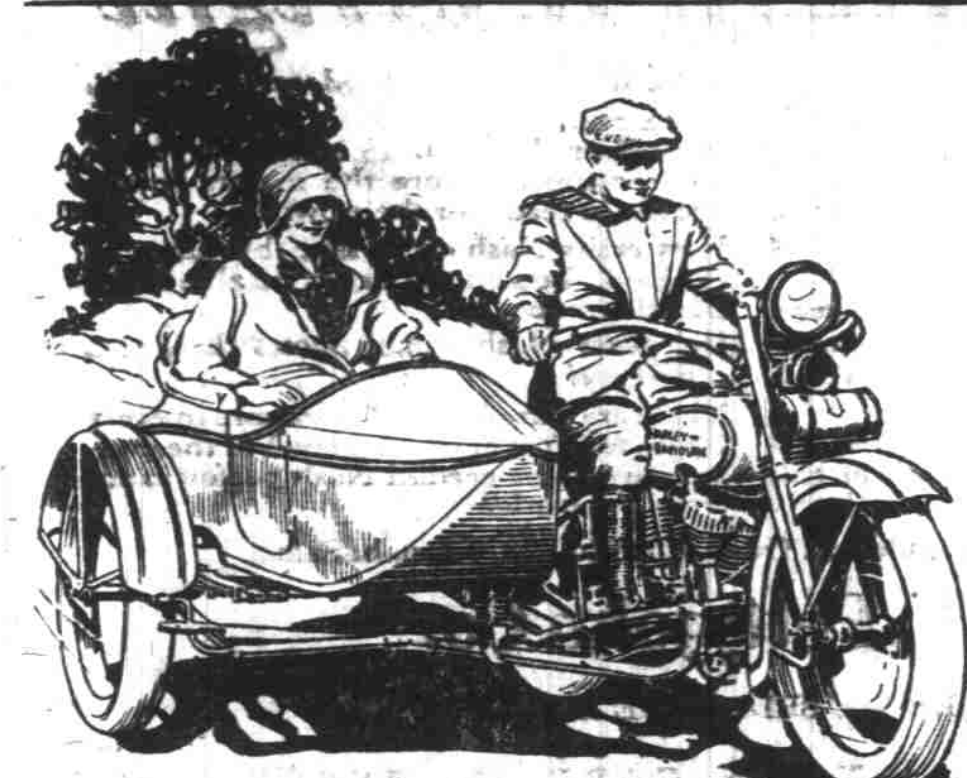
In addition to the safety feature provided through the use of the low center of gravity construction the "70" also is equipped with four-wheel brakes.

Appointments of the "70" Willys-Knight carry out the aim of the makers to present a car of outstanding quality, untouched by any other model in its price class. The generous roominess of the interior compartments of the "70" add to the comforts of the driver and occupants.

Equipment of the "70" includes automatic windshield wiper, rear view mirror, motor driven horn. The magnetic speedometer, ammeter, pressure oil gauge and gasoline gauge are mounted on the instrument panel. The sedan is equipped with vanity and ash tray.

MILLIONS ENTER Y. M. C. A.

NEW YORK—During the past year 6,140,030 men and boys entered the never locked doors of the 16 branches of the New York Y. M. C. A.



## HARLEY-DAVIDSON Spring Opening! ALL THIS WEEK April 18 to 23

Come in and help us celebrate Spring Opening Week—April 18 to 23. Bring your girl or your pal along and join in the good times we have planned. Take this opportunity to look over the Single. Better yet give it a trial spin on the road. You'll be surprised how easy it handles and its economy of operation. You'll like the Twins too, and the comfortable easy riding Sidecars. They're all here for your inspection. If you don't ride a motorcycle come anyway. The latch string is out and you're invited to walk right in and make yourself at home. You'll like the crowd and you'll like motorcycling—Outdoors' Greatest Sport.

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FREE SOUVENIRS  
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went to the tough places, caught the limit, didn't get stuck and got home no matter how his breath smelled.

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## How Big Is Your Dollar How Far Does It Go?



IN auto electrical and battery work the charges are comparatively small. A dollar bill goes a long way. But at that, the farther it goes the better. By putting in a part that might be inferior and giving you a few cents back now, to which you would probably have to add some more money to have the part again replaced, we would not help you a bit. But we don't do that.

We give you a genuine part. These parts don't cost much anyway. Then we guarantee that part. Mighty seldom we ever have to replace one. You might as well enjoy our good service.

"Genuine Parts Are Better—Ask The Man With the Wooden Leg"

**E. H. BURRELL**  
BATTERY AND ELECTRICAL SERVICE  
238 North High Street Telephone 203

leather should be treated occasionally by giving it a light coating of linseed oil, thinned with vinegar. This solution should be applied with a cloth and be allowed to remain for a few hours after which the upholstery should be wiped. For imitation leather soap and water may be used for removing spots and linseed or sweet oil in small quantities for brightening the finish. Be sure that all paraphernalia, cloths, sponges, chamois, skins, etc., used in cleaning the polished surfaces are clean themselves before you employ them. Sponges are peculiarly liable to have sand in them, even new ones. They should be washed out in warm water before used.

## Chandler has hit a stride that is making them all talk!

WHENEVER something better comes along—something actually, visibly, intrinsically better—the world quickly welcomes it.

Witness the great spontaneous success of the magnificent new Royal Eight and new Sixes by Chandler—here, there and everywhere!

Pressing Rapidly Ahead  
Four different price classes are feeling keenly the widened extent and increased volume of Chandler sales.

In every state, every city and town, motor car owners are shifting to Chandler. The good and ample reasons for this success are very apparent.

In Eights and Sixes alike just see how Chandler has glorified the present trend of motor car design.

See how Chandler has embellished the customary standards of luxury. See how Chandler has surpassed all ideas of modern performance—with the mighty power of its marvelous Pikes Peak Motor!

A Company of Strength  
The cars themselves reflect the fortified stability back of the cars. And this stability of Chandler is important to bear in mind—for everybody wants to be sure the car he buys is backed up by an organization of strength and permanence.

After the dust has been removed leather upholstery may be cleaned with a cloth soaked in a weak solution of ammonia and water. Sastile soap and water are also used on leather, but gasoline should not be employed, because it tends to cause cracking. The

**MacDonald Auto Company**  
Corner Cottage and Ferry Telephone 409  
CHANDLER-CLEVELAND MOTORS CORPORATION CLEVELAND  
**CHANDLER**  
ROYAL EIGHTS BIG SIXES SPECIAL SIXES STANDARD SIXES

♦ ♦ ♦ **COMPARE ITS VALUE • CONSIDER ITS LOW PRICE •** ♦ ♦ ♦  
  
DE LUXE TOURING \$980  
E. O. B. LANSING  
The DeLuxe Touring Car is equipped with chromium-plated bumpers, front and rear, automatic windshield cleaner, motor, and a spacious trunk.

In the light of the usual conception of values in moderately priced cars, it is only natural that you should not realize what awaits you when you see and drive and know Oldsmobile.

But count the features emphasized by manufacturers of even far more costly cars; then check them, one by one, in the imposing array of Oldsmobile features.

And in detail after detail you find the explanation of Oldsmobile's widespread popularity and of its owners' praise.

See it, drive it, go over it point by point. Then . . . and only then . . . can you truly appreciate the fact that known facts of merit . . . and not its price . . . measure the value of Oldsmobile.

**CAPITAL MOTORS, INC.**  
350 North High Street Telephone 2125

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