

AUTO ACCIDENT RATE IS LOWER IN CONNECTICUT

Total Fatal Mishaps Smaller In Larger Cities

NEW YORK REDUCES TOLL

St. Louis, Pittsburgh, Los Angeles and Washington, D. C. Have Better Records

Safety honor roll for September, (no motor fatalities during month) Berkeley, Cal., Pocatello, Ida., Moline, Ill., Muncie, Ind., Burlington, Ia., Augusta, Me., Pittsfield, Mass., Port Huron, Michigan, Reno, Nev., Nashua, N. H., Passaic, N. J., Albuquerque, N. M., Poughkeepsie, N. Y., Charlotte, N. C., Allentown, Pa., Altoona, Pa., Sioux Falls, S. D., Galveston, Tex., Wichita Falls, Tex., Waco, Tex., Ogden, Utah, Roanoke, Va., Seattle, Wash., La Crosse, Wis., Casper, Wyo.

Hearalding the achievement of the state of Connecticut which is holding its traffic accident rate below last year, the national automobile chamber of commerce points out the need for vigorous attention to the traffic problem by the smaller communities.

Most of the progress in Connecticut and elsewhere in the country has been made by the metropolitan sections.

September, 1925, recorded a total of 448 fatal accidents in cities of over 100,000 population as compared with 458 for the same communities in September, 1924.

New York's record during the first 9 months of the year registered 5 per cent fewer fatalities than the first 9 months of last year.

St. Louis, Pittsburgh, Los Angeles, Washington, D. C., and Newark, N. J., are among the large cities which have had fewer fatal traffic accidents this year than last.

"The smaller cities of the country have a great opportunity," said George M. Graham, chairman of the traffic planning and safety committee of the automobile organization, commenting on the data which has been assembled from notes supplied by 325 newspapers as well as safety councils, police departments, health departments, state officials, and automobile clubs.

"The cities of metropolitan size have had acute traffic problems thrust upon them and have been years trying to meet them. The records now indicate that some cities are learning how to handle the situation.

"Meanwhile communities under 100,000 population are having more trouble in handling traffic than in preceding years.

"Robbins B. Stockel, commissioner of motor vehicles in Connecticut, a state which has made exceptional progress, affirms, 'fatal accidents are increasing in the smaller towns.'"

"Yet these smaller communities where the traffic situation is just beginning to be pressing have the benefit of the experience of the more congested centers, and can plan for the future, so their records will show continuous improvement.

"Based on the principles adopted by the national conference on street and highway safety, called by secretary of commerce, Herbert Hoover, the national automobile chamber of commerce suggests the following as important steps which every community under 100,000 population should observe. These points represent the composite view of the state authorities, police officials, traffic experts and other practical men engaged in this field.

- 1—Teach traffic accident prevention in the schools.
- 2—Provide adequate playgrounds.
- 3—Keep record of all accidents, both as to location, time, and cause.
- 4—Study volume of traffic on each street and determine causes of congestion.
- 5—Punish all offenders promptly and severely, without favor.
- 6—Provide adequate parking spaces, especially for rush periods.
- 7—Plan for motor transport future of the city so that traffic problems of coming years will be met in advance.
- 8—Centralize authority. In each city there should be some one individual who is held responsible for the control of traffic in the city, and it is not advisable for him to be assisted by an advisory board representing different interests in the city.

STATES CLOSING FIRST DECADE IN ROAD SYSTEM

(Continued from page one)

control" was given a most excellent "try-out." The result of all of which was that the only free public highways for years were those which were impassable during the unreasonable weather.

States Began Real Program

"It was not until 1891 that the states began a real program of road construction and New Jersey has the honor of being the first state to create a state highway department. Two years afterwards the federal government appropriated \$10,000 to establish the office of road inquiry and for eight years it kept on inquiring. At the end of \$10,000 to establish the office was changed to the office of public roads. The constant growth of the state highway departments naturally gave a large vision of the highway requirements and in 1912 the congress created a commission to investigate the problem as to whether the federal government had a real duty in the matter.

"For three years this committee made a thorough investigation and finally gave a favorable report. In 1916 the congress made its first real appropriation for highways. Recent discussions on the floor of congress as well as certain public addresses and published articles would lead some to believe that the congress had not made a thorough investigation of this subject. The personnel of the congress has changed greatly since the report of the 1916 committee,

There are now but four of this committee—two senators and two members of the house—in government service, who were members of that committee of ten. And so, it is necessary to recall some things which it was supposed had been thoroughly established in the public mind."

STAR IS POWERFUL CAR

HILL-CLIMBING RECORD OF CAR BOOSTS SALES

Steepest Mountain Grades on Pacific Have Been Negotiated With Little Difficulty

The hundreds of hill climbing records set up by the Star car during the last year have had a wonderful influence on sales everywhere, according to Kenneth Ables of the Lane Auto company local Star dealer.

"The power in the sensational motor of the Star car has never been equalled in tests of real importance. The steepest hills and mountain grades along the Pacific coast have been negotiated with little difficulty, which, after all, is the only convincing proof of a motor's pulling ability.

"Beside—thoroughly convincing the public regarding the tremendous power of the million dollar motor, Star has brought out another important side to the story.

"For instance the good braking quality which is necessary when a car is climbing up and down steep hills. The Star cars' four-wheel brakes have been thoroughly tested—they have unlimited holding power. In many of the climbs, cars have been left to stand on the side of very steep hills. Only the type of mechanical brakes that come as standard equipment on the Star could have possibly held the car, under these conditions, for any time.

"Brakes and the power of a motor are two very important factors in the sale of an automobile. If a prospect knows that he is getting a motor that will stand up, with plenty of power for all uses, and brakes that will hold when he needs them, it doesn't take him long to make a decision."

CAR FINISH IS FACTOR

DURABILITY AND COLORING POINTS OF MERIT

Chevrolet, Together with 24 Other Manufacturers, Have Chosen Duco for their Models

Finish and coloring have become deciding factors in the purchase of an automobile.

Chevrolet, together with 24 other leading automobile manufacturers, has chosen Duco for the finish on their various models. Although Duco is now to many buyers it has been twelve years in the developing. In 1913 DuPont chemists attacked the problem of finishing automobiles with a radically different type of material. For nine years research and development continued until early in 1923 the goal was definitely in sight. Two years later Duco was the standard finish on forty per cent of the motor cars exhibited at the New York national automobile show in January of the present year.

This new and lasting material has been of special interest to car owners of the Pacific coast, especially at points near the seashore and in the Sacramento and San Joaquin valleys and in the Imperial valley and practically the entire state of Arizona. In these districts salt sea air, or the dry air coupled with a hot summer sun of peculiar acetic qualities, quickly destroys any other type of finish so far perfected. Colors fade, varnish cracks and checks and the polish soon dulls so that a car but a few weeks old may well be taken for an old relic. This has all been changed with the new Duco finish and the cost of frequently repainting a car saved toward the operation costs, materially reducing an owner's expenses.

Page Professor Einstein

One of the most interesting letters we received of late was from a motorist who apparently had some considerable degree of trouble in some amount of light in the eyes keeping up with the traffic regulations of his home town. He hazarded a stiff bet that Dr. Einstein, the scientist who developed the "Theory of Relativity," would be pinched twice a day for failing to comprehend the intricacies of the traffic system.

ROADS ALL OVER GLOBE SOON DOTTED WITH FORD

Car Is Now Familiar in Most Every Country on Earth

NEW RECORDS ATTAINED

Distribution To Dealers and Customers Is Already Under Way In Several Countries

Highways and byways all over the globe will soon be dotted with a new line of Ford cars. And curiosity will be just as keen when the improved Fords appear on the streets of Paris, Berlin, Rome, Copenhagen or Yokohama as it was along Fifth Avenue or Hollywood boulevard. The Ford car familiar in most every country on earth will soon give way to the improved and better looking Ford.

With output rising to new records in this country, Ford plants throughout the world also are getting into production with the improved cars. Distribution to dealers and customers is already under way in several countries.

The Ford Motor company of England, Ltd., began production on the improved cars at the Manchester plant October 19, and England was given the first view of these cars.

France, Belgium, Spain, Holland and the Scandinavian countries are just beginning to receive the improved Fords as production is now under way at the plants in Antwerp, Barcelona, Bordeaux and Copenhagen. Germany also is beginning to receive Ford cars which are shipped from the Copenhagen plant. Shipments are on the way to the Trieste plant and it will not be long before the new Fords will be on the roads of Italy.

The first cars for South America have been shipped to the company plant at Santiago, Chile, for distribution to dealers and other South American plants will go into production in November. The Ford branch at Havana, Cuba, and the plant at Mexico City, Mex., will soon be distributing cars to dealers.

The Orient will have its first glimpse of the improved Ford cars most any day now, as shipments of parts for assembly have just been received by the Ford Motor company of Japan, Ltd., at Yokohama.

The Ford Motor company of Canada, Ltd., which supplies Canada and the British Colonial possessions has been in production with the new cars for some time and has started shipping to Ford plants in New Zealand, Australia and South Africa.

CLOSED CARS IN DEMAND

ONCE LOOKED UPON AS LUXURY, SAYS MAHLON SWEET

Studebaker Production Calls For 85 Per Cent of its Output In Closed Car Models

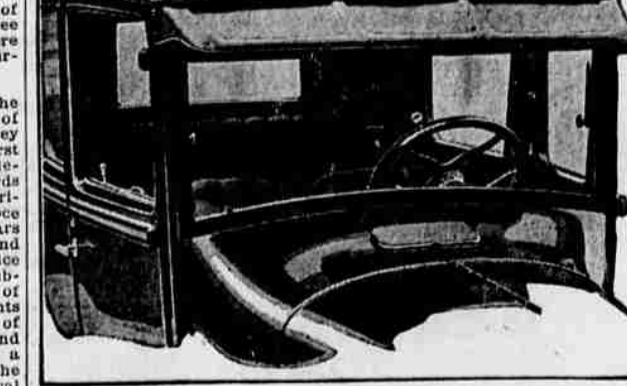
Indicative of the increased demand for closed cars comes the announcement from the Studebaker factory that its production schedule calls for 85 per cent of its output devoted to its closed cars for the next two months, states Mahlon Sweet of Sweet Drain company, Studebaker distributors.

"It is interesting to note how the demand for closed cars has increased from year to year," said Mr. Sweet. "It was not so many years ago that production of closed cars was a very small percentage of the output. The closed car was looked upon as a luxury and only fitted for use on city paved streets and not adapted to practical touring. The development of better body construction together with improved road conditions and factors which have won the motor buyer to such an extent that the closed type of car now dominates the demand in automobiles.

"This reversal of production schedules from the open car to the closed car was merely a matter of education to the automobile users. At first only a few buyers pioneered the use of the closed car. They used their cars carefully and practically all together on the paved streets, but a few of the more venturesome took their cars on extended tours over the rougher roads and out into all kinds of weather conditions. The comfort of the closed car during the coldest weather, its easier riding qualities due to heavier bodies and much finer upholstery soon won over the 'open car' enthusiast to the delights of closed car touring."

The automobile dealers of the country require \$20,000,000 in fluid capital to handle the federal war excise tax transactions from shipping platform to buyer.

Driver's Visibility Improved



One of the marked improvements in the present Ford Coupe and Tudor Sedan is the one-piece windshield and narrow roof pillars. These changes have materially increased visibility for the driver. The lower portion of the windshield is curved, fitting snugly down along the contour of the cowl and secure against the elements. Exceptional ventilation is permitted by installation of a channel opening extending across the car just back of the windshield. This permits a full sweep of air down behind the instrument board when the windshield, which swings forward, is only slightly open. Lessening of the air draft is effected by swinging the windshield further out and by closing the windshield the air current is cut off completely. The sun visors now closed at both ends giving it a more substantial appearance. Completely concealed under the cover on the cowl which resembles a cow ventilator, is the gasoline tank intake.

Again OLDSMOBILE SIX Leads

OLDSMOBILE SIX LEADS ENTIRE SIX CYLINDER FIELD in new car sales in Lane County during the month of October (Figures taken from Oregon Motor Register)

OLDSMOBILE pioneered the six in the low priced six-cylinder class. OLDSMOBILE is now in its third year with the present model. It has definitely proven, beyond the shadow of a doubt, in the hands of thousands of users in every walk of life that it is a thoroughly good car. A demonstration in this car will reveal to you the outstanding qualities which cause the public to actually wonder at its striking beauty, its superior performance and its sturdy construction.

HENCE OLDSMOBILES OUTSTANDING LEADERSHIP

The late Series D is now offered in beautiful tu-tone duco finish in the following colors: Touring and Sport Touring, Russian Brown; Coach and De Luxe Coach, Buckingham Gray; Sedan and De Luxe Sedan, McKenzie River Blue. Just received, a shipment of these late models, now on display at our showroom.

Learn about the new low G. M. A. C. finance plan which makes it possible for these cars to be bought on very comfortable terms.

New Low Prices at Eugene

Touring - - - -	\$1060.00	Sport Touring -	\$1175.00
Coach - - - -	\$1145.00	De Luxe Coach -	\$1245.00
Sedan - - - -	\$1235.00	De Luxe Sedan -	\$1335.00

F. E. Calkins Motor Co.

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