

SAFETY CONFERENCE TO CONVENE LATE IN MARCH

Governors of all the States Have Been Invited

CALL ISSUED BY HOOVER

First Session of Conference On Street and Highway Safety Was Held Last December

The national conference on street and highway safety has been called to meet in Washington, March 23, 24, and 25, 1926, according to an announcement issued by Secretary Hoover. The governors of the states have already been invited by President Coolidge to send delegations representing their respective states.

In addition to these state delegations the conference will include federal, state and city officials, representatives of railroads, street railways, insurance companies, automobile manufacturers, wholesalers and retailers, organized labor, commercial and trade organizations, organized motorists, the public safety councils, women's and welfare organizations, engineers and educators.

The first session of the national conference on street and highway safety was held in Washington, December 15 and 16, 1924. At this conference there were presented the reports of eight special committees appointed by Secretary Hoover to make a preliminary survey of the various phases of the traffic problem. The conference itself resulted in a report dealing with legislative, administrative and regulatory principles, suggestions for co-operative work and a program of future activities necessary to any national program for accident reduction.

Immediately after the conference the secretary of commerce appointed six committees to carry on the work. These are the committees on statistics, the committee on uniformity of laws and regulations, the committee on enforcement, the committee on causes of accidents, the committee on metropolitan traffic facilities, and the committee on public relations. These committees have announced that they are now prepared to make their reports which will come before the coming national conference.

Fatalities on Increase
The committee on statistics will present a picture of the situation as it is today, bringing its 1924 report up to date as of January 1, 1926. It will state among other things that, while the rate of increase in street and highway accidents has been declining during the past two or three years, there has been a steady increase in total fatalities resulting from traffic accidents and that only six cities in the United States show any improvement in the accident rate for two consecutive years.

The committee on uniformity of laws and regulations has prepared a model motor vehicle code consisting of a model registration and certificate of title act, a model licensing of drivers act, and a model act covering rules and regulations for the use of the highways. This code which has been prepared in co-operation with the commissioners on uniform state laws, is intended for submission to the legislatures of the various states with the hope that by adopting the principles which are incorporated in the acts some measure of uniformity of laws, rules and regulations may be accomplished throughout the country.

The committee on enforcement has dealt with the problem of rigid enforcement of all existing and future motor vehicle laws incorporated in its report will be a schedule of minimum and maximum penalties suggested for all types of traffic violations.

Causes of Accidents Sifted
The committee on causes of accidents will report as to available data on the causes of accidents and deductions therefrom, and a program of organization for ascertaining the causes of accidents. The committee has taken the position that human incompetency and physical hazards are both important factors, the elimination of which would largely do away with accidents. Its report will point out the need of detailed study for the fundamental causes involved in any traffic accident.

The committee on metropolitan traffic facilities will outline the costs and the waste in time and money caused by traffic congestion in metropolitan areas and the plans and surveys needed to improve traffic conditions.

The public relations committee will present a program of organization and co-operation of all groups concerned for coping with the traffic problem. Reports of all committees will be made available to the public in advance of the conference in order that the conference itself may have the benefit of public discussion and criticism of the various recommendations and conclusions which they contain in preparing its final report.

PUBLIC RESPONDS TO MOTOR EXHIBITS THIS YEAR AS NEVER BEFORE

(Continued from page one)

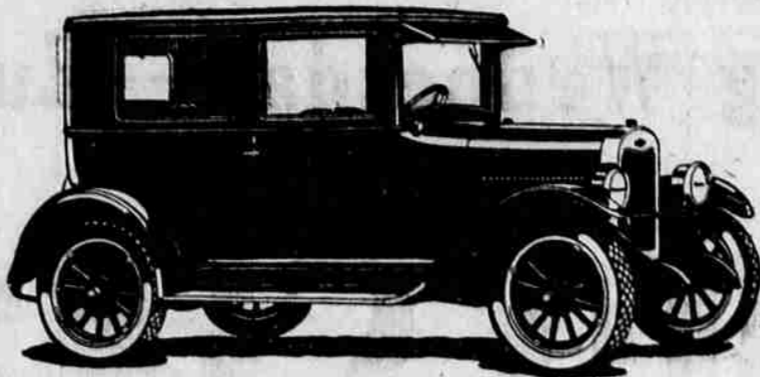
body design. He may also hear many arguments in favor of the all-steel body or those which point to the superior quality of wood construction. He can expect to find the closed car established as king in all lines of automobiles, with the coach present, but called by another name. More care and more money has gone into the construction of these later-day closed models and the new name serves to convey to the public the fact that here is greater value at low cost.

Most of the models to be exhibited by Eugene dealers, however, will show refinements in the motor as well as the body consonant with a general desire to assure fool-proof operation of the car.

Other Refinements Noted
The outside observer will also note a tendency toward a shorter wheel-base car, with riding comfort insured by new innovations in spring suspension. He will find motors of smaller size, but with greater power and the cars in general will be talked of as faster on the road, snappier in pick-up, and speedier in the get-away.

There is a tendency and a very notable one to smooth out the vibration in the motors. Drivers of some of the new 1926 models, who are old-timers in the business, will be amazed at the smoothness that has been attained by engineers

Improved Chevrolet in the Spotlight



Prominent in the light car exhibitions at the forthcoming auto show is the Chevrolet, whose already established popularity is further enhanced by the addition of numerous improvements in the 1926 models. Of this line the new coach, shown here above, has gained high favor with the discriminating motorist.

with the aid of various types of balancers.

These and other factors of motor car improvement form very cogent reasons why the motoring public is so strong for the annual automobile show and especially so this year when the popular lines of cars have been perfected to such an extent that they can no longer be considered as still in the process of improvement and experimentation for they are now standardized insofar as human ingenuity is able to perfect the various parts and body design.

The average automobile owner has arrived, through long experience with different lines and models of cars, at a stage wherein he is a capable judge of the relative merits of motors and their component parts and for that reason the forthcoming automobile show is a prime magnet which will draw hordes of motorists within the walls of the armory when the doors are thrown open for the annual show.

Many Exhibitors Signed Up
That there will be a general participation of dealers in and distributors of the popular models of cars at this show is assured by the following revised list of those who have signed for space, and their respective lines to be exhibited:

Gannett Motor company—New Chevrolet landau sedan, touring car, truck. Also coupe or coach.
E. C. Simmons company—Full line of Ford models, four-door, utility, touring car, sport roadster and coupe. Also Lincoln car.

Johnson Motor company—Willis-Knight 70 light six; Willis-Knight chassis and Overland four sedan.
F. E. Calkins company—Oldsmobile coach, sedan, coupe and Olds chassis.

C. L. Dunn Motor company—Nash and Ajax enclosed models and new Nash roadster.

Ray O'Donnell Motor company—Packard "six" and Packard "eight."
Benjamin Motor company—Three models, Hudson-Essex coaches and Hudson brougham.

Sweet-Drain Motor company—Mahlon Sweet says he will exhibit the standard six and the big six Studebaker cars.

H. J. Bringle Motor company—New Improved Paige and New-Day Jewett models.

Hathaway Motor company—"A" and "B" Dodge sedans and Dodge coupe.

B. F. Goodpasture company—master and standard sedan models of Buick.

Eugene Garage—Models of improved Oakland cars and popular new Pontiac.

When pedestrians were arraigned before a Washington, D. C. judge for jaywalking recently, he organized the "Careful Walkers' club" with administration of this oath: "I solemnly promise I will not deliberately violate any of the traffic regulations made relative to pedestrian control."



When Grandpa Drove Out

When Grandpa had to drive abroad in chilly February, he climbed into as many clothes as his physique would carry. He put his bright red flannels on—he may have worn two suits. He tucked his homespun breeches in his high-top bears-greased boots.

He donned a coat of esquinakine, grabbed a robe of buffalo. And piled hot bricks into the sleigh before he cried, "Let's go!"

The wind played lively tunes upon his whiskers as he sped. His feet and hands became so numb he thought they might be dead.

Teles hung from both his ears and decked his gray moustache. The pace was seven miles an hour, a speed considered rare. And yet that sleigh with jingling bells was Grandpa's greatest treasure.

And driving out at ten below was indeed under pleasure. I, too, went driving out today, and thought "Was almost zero, I did not fight a wintry breeze which would demand a hero. I slipped into a light-weight coat, and then in my coupe. I viewed the snow through thick plate glass which kept the chill away.

Let others sigh for those old days when men were men, but I will drive with all the comfort that my pocketbook will buy.

"I told my wife to be careful in parking her new car, there are so many thieves about."
"Well,"
"She was a little too careful. She tried to park it where the sign said 'Safety Zone.'"

Bill Sapp says his wife had a very unhappy afternoon on the Sunset Limited last week. Her seat was in the last car on the train and she had no chance to tell the engineer to watch out for that curve ahead and remind him to slow down for crossings.

When Washington crossed the Delaware That rowboat saved his ferry fare; And yet it leaves us at a loss—How did he get his car across?

Uncle Eb, He Says:
Well, maybe folks get along easier nowadays—but I know it cost my dad a lot less to have my bicycle fixed than it does me to pay for repairs on my son's roadster.

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CAR RACES AGAINST TIME

OLDS PLOWS THROUGH BLIZZARD ON ICY WAY

Non-Stop Record Made in Second Annual Battle Creek Endurance Run with Coach

Plowing through a 12-hour blizzard and racing over a route largely of ice covered, rutted gravel, a stock Oldsmobile coach raced for seven days and nights without a stop last week, rolling up a total mileage for the 168 hours of 5,950. This distance is believed to be a non-stop record for an automobile, particularly at the rate of speed, which averaged better than 35 miles an hour for the entire week.

This is the second annual Battle Creek endurance run made by an Oldsmobile. Last year a professional driver broke both car and driver endurance records by driving an Oldsmobile 3,558 miles in 121 hours and 59 minutes. This year Lee Barnhart, of the Barnhart Motor Sales company, Oldsmobile dealer in Battle Creek, determined to further test the Oldsmobile running it continuously at high speed for a week.

MOVIES EXPLOIT OREGON AS TOURIST PLAYGROUND

State Motor Association is Launching Program

THIS REGION FEATURED

Subjects of Reels Include McKenzie Pass Highway and Northwest Field Trips at Eugene

With the completion of three reels, comprising 3,000 feet of scenic, sporting and recreational motion picture film, the Oregon and the Pacific Northwest in their touring, vacationing or traveling activities.

The pictures are being made by Otto M. Jones, educational director of the State Motor association. Mr. Jones, before joining the force of the motor association was educational director of the state game department, and in that capacity made the films that have been shown by that department for the past two years. The films taken by Mr. Jones for the game department gained nation-wide praise from all parts of the United States and British Columbia where they were shown.

Films Shown in Portland
The films being circulated by the motor association were given their initial showing in Portland before the Multnomah Anglers and Hunters' club on Thursday, January 28. The subjects shown included duck and goose shooting in the Klamath Falls district; McKenzie Pass highway; the northwest field trials at Eugene; and the Fraser River canyon of British Columbia. Upon request of the Associated Sportman's clubs of California these films will be forwarded to San Francisco for a showing there on February 24 and 25. They expect an attendance of 4500 at the San Francisco meetings. The films will then be circulated to be shown before similar meetings in California, at Oakland, San Jose, Stockton, Sacramento, Lakeport, Santa Cruz, Eureka, Medford and Los Angeles.

While with the game department, Mr. Jones contributed six reels of films that were shown before the Associated Sportman's clubs of California in their organization campaign. It was through the reputation gained for the Oregon films as made by Mr. Jones for the game department, that a request was made for the films of the State Motor association at this time.

Just WHY is OAKLAND WINNING and HOLDING GOOD WILL?

Why are so many motorists everywhere so genuinely enthusiastic over this car? Why are they favoring it above all others?

Is it because the Oakland Six is more beautiful—because it possesses more advanced features, including Air Cleaner, Oil Filter, Full Pressure Oiling System, Four-Wheel Brakes and The Harmonic Balancer? Or because it reveals greater speed, power, acceleration and smoothness of performance?

Each of these features plays its part; but there is an even stronger reason for Oakland Six popularity.

Oakland combines—not just one or two of these advantages but all them—at prices surprisingly low.

OAKLAND SIX \$975 to \$1295—Pontiac Six \$825, Coach or Coupe All prices at Factory

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59 West Fifth Avenue

Telephone 51

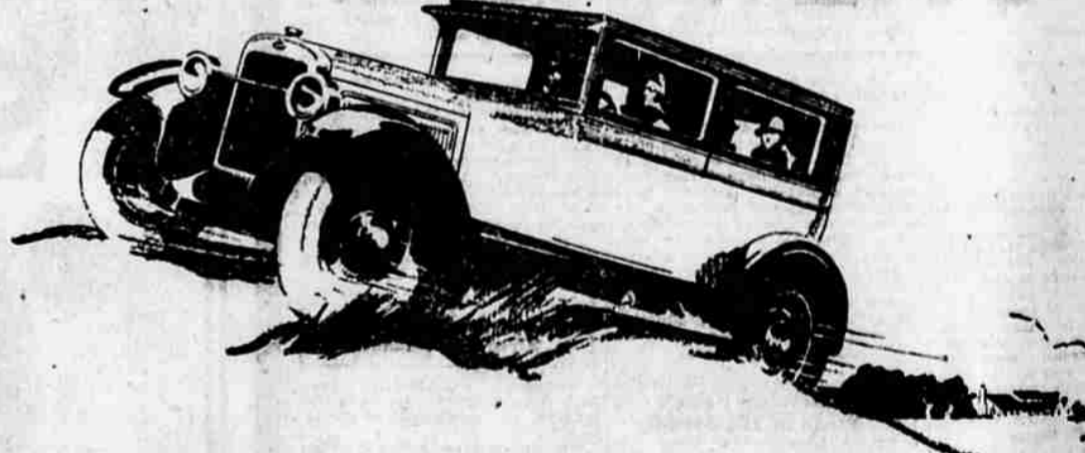
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It's the roomiest car of its class you can buy—and by far the best looking.

At its sensationally low price it was the outstanding success of last year—production this year has been set at a 50% increase.

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