

AUTOMOBILE SECTION

Taxicabs, and Trucks Deadliest of All Motor Vehicles, Claim

According to the figures published in the daily newspapers 725 deaths were classified as motor vehicle deaths in Chicago and Cook county during the year 1923. The accident prevention department of the Chicago Motor club has analyzed 713 of these deaths. The records on this remainder are not complete.

Analyzing the 713 deaths one finds that 92 of these cases could not be properly classified as automobile deaths, for example, 21 were due to steam railroad accidents and should be called railroad accidents not automobile accidents; 28 were due to street cars and should be called street car accidents; 7 were fire department vehicle accidents; 4 were motor bus accidents; 2 were motorcycle accidents; 5 were bicycle accidents; 3 were carbon monoxide accidents; 1 is listed as unknown and there were miscellaneous other causes.

Six hundred and thirty-three of the 713 deaths of which we have positive knowledge can be classified as motor vehicle accidents. Of the 713, 9 accidents occurred outside of Chicago or Cook county, 7 outside the State of Illinois, although the persons injured died here, which leaves 633 fatalities actually happening in Cook county.

Of this number 195 were caused by taxicabs, 147 motor trucks and 381 by passenger automobiles. A large percentage of these deaths were really not chargeable to the carelessness of the motorists involved. For instance: 89 persons were killed while running across the street, dodging in and out of traffic, 12 were killed while stepping from behind parked automobiles or other vehicles, 4 were killed while drunk, 13 deaths occurred in garages, 3 from carbon monoxide poisoning, 1 person was killed in the basement of a department store being crushed between an electric truck and the wall of the building, 1 was killed by being caught between an automatic dump-body of a truck and the truck chassis, 1 was knocked from the end of a truck which he was loading, 3 deaths occurred when automobiles caught fire, 1 death was caused by an automobile striking a dead horse in a poorly lighted street, several were caused by children roller skating in the street and stealing rides on motor trucks.

Of the total 633 accidents, the records show that 76 were due to apparent carelessness on the part of the drivers. Some of these were where the motorist drove into a safety island, skidded on wet pavement by applying brakes too quickly, drove off country roads while trying to pass other vehicles, or drove at excessive rate of speed. Of these 76, 21 were drivers of vehicles involved in accidents, 33 were passengers and 22 were pedestrians injured as the result of this careless driving.

Jay Walkers Periled

Taking the 633 deaths listed above we find that 296 were killed in the middle of the block. There is no law that prevents pedestrians crossing in the middle of the block if they so desire, but the Chicago Motor club contends that this figure should be stressed so that pedestrians may see the danger of this procedure. It is difficult for even a most careful driver to stop when a pedestrian runs across the path of his automobile in the middle of the block.

Two hundred and forty-six accidents occurred at street intersections, 61 accidents occurred at boulevards, and 30 on country roads, in yards, private grounds and other points. It will be seen that only 61 accidents occurred at boulevards against 543 on city streets. This seems to point out the fact that pedestrians are much more careful in crossing boulevards and it may be presumed that they can be educated to use the same amount of caution when walking on other streets.

Of the 633 deaths 516 were pedestrians, 74 were passengers of the vehicles involved, 40 were drivers of vehicles and 3 were employees of owners of vehicles involved. 318 were men, 164 were boys, 90 were women and 62 were girls. By far the larger percentage of boys and girls were killed by motor trucks and many while hitching on trucks or playing in the street.

Of the 285,000 motor vehicles operated in Cook county, 5,500 were taxicabs, 45,000 were trucks and 234,500 were passenger cars. The 5,500 taxicabs are 1.9 per cent of the total number of motor vehicles and the figures show that they caused 14.9 per cent of the total number of deaths. The 45,000 trucks are 15.8 per cent of the total number of motor vehicles and the figures show that they caused 20.9 per cent of the total number of deaths. The 234,500 automobiles are 82.3 per cent of the total number of vehicles, and these passenger cars by far the largest percentage of total vehicles involved 54.1 per cent of the deaths. In other words one out of every 52 taxicabs operated in Cook county was a death car, one out of every 306

trucks operated in Cook county was a death car and one out of every 615 passenger cars was a death car.

The significant fact in connection with these 633 deaths is that taxicabs and motor trucks are decidedly more deadly than is the ordinary automobile. These two classes of vehicles were only 17.7 per cent of the total vehicles involved, yet they caused 35.5 per cent of the deaths.

MOTORS SERVICE HAS OWN IDEAS ABOUT ADS

An ad man had a talk on advertising in Wilmette with one of the boys at Motors Service, Inc., the other day and the latter's opinions and statement of policy in this matter are interesting and as follows:

Wilmette is not a bargain-hunting town. People do not buy things for which they have not previously felt a need. To illustrate—probably one-half the readers of Wilmette Life are housewives and one-half of that number must at once, or within a day or two, purchase coffee. Therefore, a firm advertising a bargain coffee today may reasonably expect to sell some quantity of that commodity. However, at the most only about one-third of the readers of Wilmette Life are car owners, and of that number only one-tenth, on any particular day, feel the immediate need of tires, oils or

any other automobile accessory or necessity that may be offered at a bargain.

This is borne out in the experience of Motors service. Advertisements of bargains in automobile goods bring little response. The firm has, therefore, decided that the main value of their advertisements lies in impressing on the conscious or sub-conscious minds of Wilmette auto owners the

fact that there is a motor service station located in the heart of the village that does and sells "everything for the automobile." To this end Motors Service, Inc., has decided upon advertisements that shall take the form of timely words of advice to motorists, advertisements that will have the effect of keeping consistently before the car owner the name and slogan of Motors Service, Inc.

More Automobile News on Page 20

WILLYS-KNIGHT—OVERLAND

\$1,175.00 F. O. B. Toledo \$495.00

SALES-ROOM AND SERVICE-STATION

1107 Chicago Avenue Evanston

C. H. BRIGGS

MOON

In the new Moon four-passenger Coupe—the luxurious Sedan or Petite Sedan—you will find the same outstanding individuality of Moon design—the same thoughtful consideration for every detail of construction, upholstery and equipment.

The new Moon bodies are made exclusively by Pullman.

Suburban Motor Sales

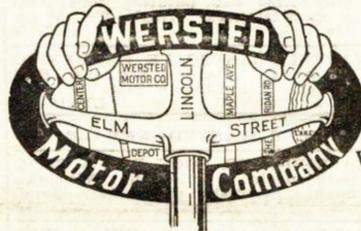
6749 Sheridan Road
Chicago
Sheldrake 8387

1020 Davis Street
Evanston, Illinois
Phones 8798-8799

FOR 14 YEARS

We have specialized in high grade repairing
Flat rate service for all cars

Storage
Supplies



U-Drive Cars
For Rent

DODGE BROTHERS
MOTOR CARS

WILLS SAINTE CLAIRE
MOTOR CARS

Phone Winnetka 165

Ford

THE UNIVERSAL CAR

Forecasting A Tremendous Spring Demand

739,626

more Ford cars and trucks were produced last year than the previous year, an increase of over 50 per cent.

In spite of this tremendous increase in production, it was impossible to meet delivery requirements during the spring and summer months when orders for 350,000 Ford Cars and Trucks could not be filled

This year winter buying for immediate delivery has been more active than ever before—and in addition 200,000 orders have already been booked through the Ford Weekly Purchase Plan for spring delivery.

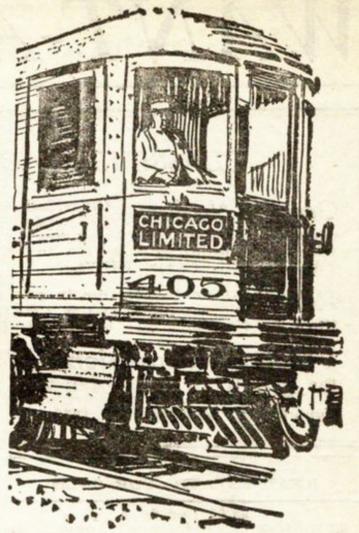
These facts clearly indicate that the demand during this spring and summer will be far greater than ever, and that orders should be placed immediately with Ford Dealers as a means of protection against delay in securing your Ford Car or Truck or Fordson Tractor.

Ford Motor Company
Detroit, Michigan

A small deposit down, with easy payments of the balance arranged, or your enrollment under the Ford Weekly Purchase Plan, will put your order on the preferred list for spring delivery.

See the Nearest Authorized
Ford Dealer

F-44



NORTH SHORE LINE

Advantages
of Our

Prior Lien Shares

THE Prior Lien Shares of the North Shore Line are safe, sound, profitable—paying 7% dividends in quarterly installments. They have tax-free features which make them additionally attractive to thrifty investors.

Forty North Shore Limited Trains daily between Chicago and Milwaukee! Half-hourly express service between Chicago and Waukegan! Participate in the earnings of America's most progressive electric railway.

Invest Now

Shares are \$100 each, for cash or on payments of \$10 down and \$10 monthly per share: 7% interest on deposits. Buy now—one or several shares.

This issue of Prior Lien stock approved by Illinois Commerce Commission and Wisconsin Railroad Commission.

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Chicago, Illinois

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Utility Securities Company
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Please send further information about North Shore Line Prior Lien Stock.
Name.....
Address.....