

AUTOMOTIVE NEWS

Campaign Launched to Reduce Loss From Motor Accidents

STAGGERING LOSS OF PROPERTY AND LIFE DURING 1934

It is estimated that over 36,000 people were killed in automobile accidents during 1934. One million or more were injured and the property damage ran into figures that are staggering. Many of these accidents are due to faulty brakes and headlights, and unsafe tires, authorities say. Others come as a result of carelessness and various causes.

One of the saddest comments of this awful penalty, is that over 7000 or one-fifth of the total killed will be children of school age.

These poor innocent victims have no control over this outrage to society. Only education, cooperation and safety drives can reduce the tremendous list of injuries and property damage.

Parent-Teachers associations, automobile clubs and other organizations carry on a constant fight to make streets safer for pedestrians and car owners alike.

Safety zones, signals and road signs have been erected wherever money has been available for such work and have materially reduced driving hazards.

Yet in spite of all this effort accident reports continue to increase and the number of fatalities and injuries mounts daily.

An effort is being made to induce other communities to join the safety drive and send their police squads out to conduct brake and headlight tests.

This campaign if successful will include every key city in the eleven western states.

The Firestone Service Stores, Inc. of this city are starting off the 1935 safety drive through a forceful educational campaign in Medford.

Mayor Urges Safe Driving



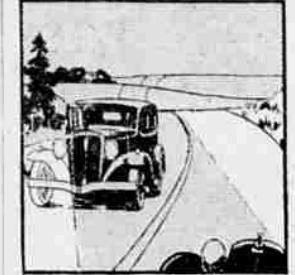
I heartily endorse every step that can be taken tending to the improvement of driving conditions and safety of the motoring public. The appalling increase in automobile accidents and the resultant loss of life and property calls for immediate action in educating the public in safe driving and eliminating the many causes of accidents.

In fairness to those who ride with him as well as the public, the man who drives a car should be absolutely sure that his car's brakes are safe, the lights properly adjusted and his tires dependable and well inflated. These precautions, plus a thorough understanding of traffic regulations and a generous measure of common sense will do much to reduce the mounting toll from motor accidents.

As mayor of Medford, I wish to urge every citizen to cooperate with city police and traffic officials in an unceasing campaign for safe driving. Let us make Medford a safe place in which to drive throughout 1935!

GEORGE PORTER, Mayor of Medford

RULES FOR SAFETY



DON'T drive without proper lights, brakes or steering mechanism.



DON'T fail to make full allowance for weather and road conditions.



DON'T pass children or aged and infirm people at high speed.

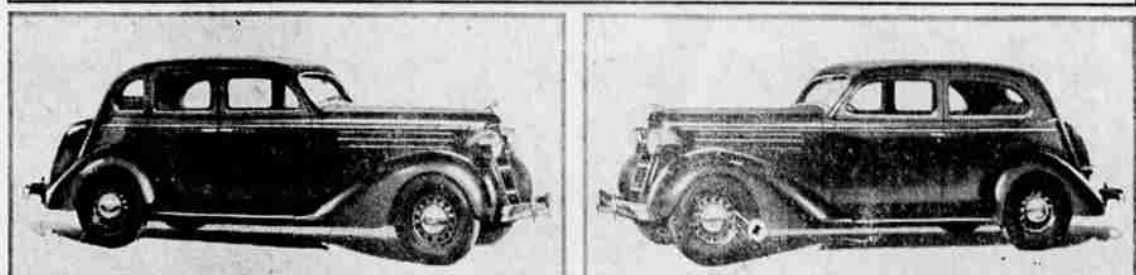
Butte Falls

BUTTE FALLS, Jan. 12.—(Sp.)—George Miller and son Neil, of Talent, were visitors at the Wesley Driskell home here recently.

Mrs. Harold Patton, during the past several days has been a visitor at the home of her mother, Mrs. Clyde Hanson, at Central Point.

Mrs. Oscar Higginbotham and son

"Synchronomatic", Dodge, Has Improved Engine, New Front Suspension, Streamlined Bodies



Everything contributing to driving and riding comfort, plus "synchronomatic" front suspension and an interesting line-up of novel mechanical features, seems to be provided in this 4-door Touring Sedan model.



Many improvements are offered in the Dodge high-compression "Red Ram" engine. Due to the development of a vacuum spark control, the high compression causes no knocking with ordinary fuels.

The engine has larger water jacking, spray-cooling of the exhaust valve inserts, air-cooled generator, automatic choke, automatic vacuum spark control, automatic carburetor heat control, thermostat water circulation control, oil filter, air cleaner, impulse neutralizer, and other features.

Fresh, trim lines, and a long list of interior refinements and conveniences are offered in this new Dodge Coupe in which roominess, baggage-carrying facilities, speed, power and ease of handling are a few of many outstanding qualities.

Among mechanical features are the new Dodge "synchronomatic" front suspension, synchro-silent transmission, patented floating power engine mountings, and many other outstanding details.

Of intense interest among innovations distinguishing the new Dodge models is a new front suspension. The system incorporates a rigid front axle, double-acting hydraulic shock absorbers, leaf springs of twice the usual width, and the Dodge "levelator" operating between rubber cushions and controlling the spring action.

The new suspension, termed "synchronomatic" marks another forward step in riding comfort and gives the desired smooth ride, free from rolling or sway.

The AUTO WAY.



The DeSoto "twins" have just been announced and they far surpass anything DeSoto has ever built before, either for smartness or engineering. The "twins" are the "Airstream" and the "Airflow." They both have many new engineering developments such as automatic choke, automatic manifold heat control, air-cooled generator, valve seat inserts, and ventilated clutch. The "Airstream" has an improved independent wheel suspension along with new weight distribution to give a much better ride, while the "Airflow" has a recycled radiator which gives the hood a longer appearance and improves the general looks of the car. Both cars have new dash boards, and smart interiors upholstered in a new Bedford cord.

The new Chevrolet have been announced and I am anxious to see what General Motors has introduced for the low price field. From the illustrations I have seen I am sure they will be very interesting.

I was very surprised when I saw the new Nash this week. It has pleasing, rounded contours which present a feeling of heaviness as if the car fairly hugged the road. Though the design as a whole is quite a departure from any previous Nash, if you notice the details you will see many of the lines are the same or similar to the '34 cars. A feature of the interior which caught my attention was the new tailoring of the seats. The back of the seat has something of a box construction which gives an appearance of crisp neatness. This new Nash has also adopted an all-steel body and hydraulic brakes.

The new Oldsmobile arrived this week and it has the new solid steel "turret top" which General Motors has introduced this year. It has retained the knee action and hydraulic brakes it had last year and it has added many new body refinements such as a compartment for baggage and spare tire, conveners, arm rests,

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Leaves Monday—Eric Gray, deputy collector, southern Oregon district, branch of internal revenue, will leave Monday on a week's business trip to Grants Pass, Roseburg and other points north. B. G. Harding, agent, expects to leave Wednesday for Klamath Falls on business for probably two weeks.

Dean, of Central Point were holiday visitors at the home of Mrs. Higginbotham's mother, Mrs. Margaret Patton.

Mrs. Charley Patton was surprised last Monday by a visit from her nephew, Rudy Thompson, who is on his way to his home in Toledo after an extended trip in the south.

Mrs. Margaret Patton accompanied her daughter, Mrs. Higginbotham to Central Point to spend a few days there.

Mrs. Oliver Hickey has suffered from infection of her ears since she had flu but is recovering.

Mrs. Sam Moorehouse has been very ill with flu.

Harold Netherland and Bud Heu shaw went to Klamath Falls to bring over some government mules to Applegate.

Mrs. M. A. Putney will attend an executive meeting of Southwest Oregon Presbyterial society, January 14, at Ashland, after which she will spend a few days with her mother, Mrs. E. Iverson in Medford.

and Mrs. Elmer Hoels, Mrs. Willis Carson. Two new members joined the Huestler's club, Mrs. Putney and Mrs. Paukey. There were nineteen members present. All enjoyed the meeting and the delicious refreshments. Next meeting will be Jan. 24 at Mrs. Adams' home.

Mr. and Mrs. John Allen accompanied Mr. and Mrs. Alfred McDonald on a trip to Los Angeles during the holidays.

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Jennings Brothers To Operate Service Station in Medford

Of interest to southern Oregon motorists is the announcement that Lewis and Paul Jennings have leased the Sixth Street Service from the Signal Gas and Oil company. The new proprietors took possession yesterday.

The Jennings brothers will specialize in complete lubricating service,

battery testing and charging, and will feature Signal gasoline, and batteries. Lee tires, Quaker State and Pennzoil eastern oils.

Lewis Jennings was previously associated with the Chet Leonard and Cloverleaf service stations in Medford.

Be correctly corseted in an Artist Model by Ethelwyn B. Hoffmann.

Announcing...

"The Car that Has Everything"

NEW OLDSMOBILE

New Streamline Beauty • Longer Wheelbase • More Room
More Comfort • Greater Power • Increased Economy
and Solid-Steel "Turret-Top" Bodies by Fisher

- Solid-Steel "Turret-Top" Bodies by Fisher
- Built-In Knee-Action Wheels
- Ride Stabilizer
- Center-Control Steering
- Bigger, Super-Hydraulic Brakes
- Syncro-Mesh All-Silent Shifting



A New and Bigger 90-Horsepower SIX . . .
A New and Bigger 100-Horsepower EIGHT

\$675

Sixes \$675 and up . . . Eights \$865 and up. List prices including tax, subject to change without notice. Dealers with guards, spare tires, and new spring covers built into all cars at the factory at extra cost. Government M. A. C. compliance plan. A GENERAL MOTORS VALUE

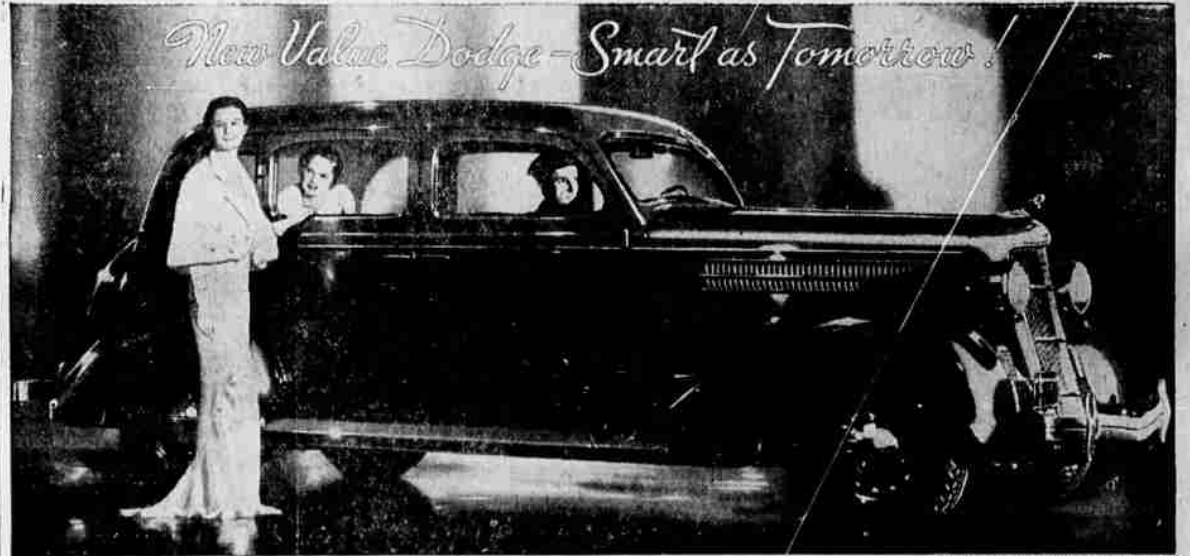
EVERYTHING you want in a 1935 car. Every quality essential to motoring satisfaction. Every feature you expect in a complete modern automobile. This new Oldsmobile is certainly the car that has everything! Solid-Steel "Turret-Top" Bodies by Fisher—featuring a seamless steel roof. KNEE-ACTION WHEELS—built into the chassis as an integral unit of all models, at no extra cost. Bigger super-hydraulic brakes. All the other features shown at the left. And the price is still right down where you want it . . . definitely in the low-price field.

THE MOST COMPLETELY SOUND-PROOF CAR EVER BUILT

J. J. OSENBRUGGE

132 So. Riverside

Telephone 1109



The New-Value Dodge Sedan \$735

HERE IT IS - THE CAR THAT MADE 175 EXPERTS Guess Wrong!

So Much Luxury, Style and Value in the New 1935 DODGE, Experts Overguessed its Price... Couldn't Believe It Would Sell for So Little.

175 experts—authorities in style, value, engineering—guessed too high when asked to estimate the price of the New-Value Dodge for 1935.

But no wonder they guessed wrong! Never before has any car so low-priced been so smartly designed, so sturdily built, so luxurious . . . with 95 basic advancements for new comfort, new economy, new high speed with safety.

And "Synchronomatic Control," which makes driving unbelievably easy and effortless . . . the new "Airglide Ride," which gives Dodge a steadiness, smoothness and roadability never before ever approached by other cars.

The New-Value Dodge is powered with the Dodge "Red Ram" engine. It's silky smooth, with traditional Dodge depend-

ability. Develops 85 miles an hour and up! Built to last, to save money, no matter how fast you drive. A saving of 15¢ to 20¢ on every dollar you spend for gas is now possible—with even more astonishing oil economy!

Compare delivered prices of this 1935 Dodge against other cars! You'll be surprised to learn how low they are. Only the genius of a manufacturing organization like Dodge—with 20 years' experience building fine motor cars—could create such outstanding dollar-for-dollar value.

DODGE BROTHERS CORPORATION
This advertisement endorsed by the Department of Engineering—Chrysler Motors

*All prices F. O. B. Factory, Detroit, subject to change without notice. Special equipment extra. Time payments to fit your budget. Ask for the official Chrysler Motors Commercial Credit Plan. Coupe \$645, Coupe (with Rumble Seat) \$710, Sedan \$735, Sedan (2-Door) \$690, Touring Sedan (4-Door, with trunk) \$760, Touring Sedan (2-Door, with trunk) \$715.

"I KNOW GOOD LOOKS when I see them," says Russell Patterson, famous artist and illustrator, "so it's no wonder that I guessed the price of the new 1935 Dodge too high."

"DAZZLED BY BEAUTY," says Miss Doris Bishop, buyer and value expert, "I guessed the new 1935 Dodge to be worth hundreds of dollars above its actual price."

"I GUESSED this new 1935 Dodge to be priced much higher than it actually is," says Homer H. Bailey, former buyer for a mail order house. "Even though I'm wrong, I still think the car is worth it."

"THIS NEW 1935 DODGE looks like \$1200 model," says Earl F. Lueder, value expert. "Was I ever wrong! I guess it costs as much less! It's no wonder I figured wrong when it came to guessing the price."

New-Value DODGE \$645*
DELIVERED NOW FOR JUST A FEW DOLLARS MORE THAN THE LOWEST-PRICED CARS

PIERCE-ALLEN MOTOR CO. 112 So. Riverside. Phone 150
Dodge and Plymouth Dealers