

AUTOMOTIVE NEWS

DEATH TOLL FROM MOTOR ACCIDENTS HIGH DURING 1935

All previous records for deaths caused by automobile accidents in the United States were shattered in 1934, when, according to preliminary estimates, 36,000 persons lost their lives on streets and highways. It is revealed by the Oregon State Motor association, sponsor of the "Let's Quit Killing" program.

Death toll for the previous year amounting to 29,500 contrasts grimly with the latest total, indicating that for every five persons killed in traffic accidents in 1933, six were killed in 1934. It was pointed out.

While deaths in Oregon, totaling 302 for the year, showed an increase of 22 per cent, figures from the federal census bureau reveal that reductions were achieved in nearly one-third of the 86 cities reporting regularly. Portland, however, reported an increase of 52 per cent at the end of the year.

"The fact that a third of these cities have virtually proved that automobile deaths do not need to soar, indicates there is no longer room for the defeatist attitude that 'automobile accidents just happen,'" said Dr. F. B. McDaniel, president of the motorists' association.

"It is adequate proof that every one—every citizen—must get behind a definite move to eliminate them. City, county and state officials and many civic organizations are co-operating in the 'Let's Quit Killing' campaign, but one of the main reasons that we are not reducing automobile accidents is the apathy of many individual drivers, and their failure to support the officials charged with handling this major problem."

Schenectady, N. Y., reduced its number of fatalities 57 per cent, making the best record of all cities reporting to the census bureau. San Francisco, Cal., reduced its toll 41 per cent and Indianapolis did even better with a reduction of 47 per cent.

Darwin K. Burgher Buys 1935 Dodge

Darwin K. Burgher, Medford high school athletic coach, purchased a new 1935 Dodge coupe from the Pierce Allen Motor Co. Saturday, according to W. W. Allen, Mr. Allen said the order was placed sometime ago but Coach Burgher waited for a model with the new mercury metallic finish, which arrived in a two carload shipment last week.

Mr. Burgher says: "The new Dodge has all of the fine qualities that any motorist could wish for. The all-steel body and hydraulic brakes especially appealed to me."

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Mann's Modern Custom-Built TRUCK BODIES

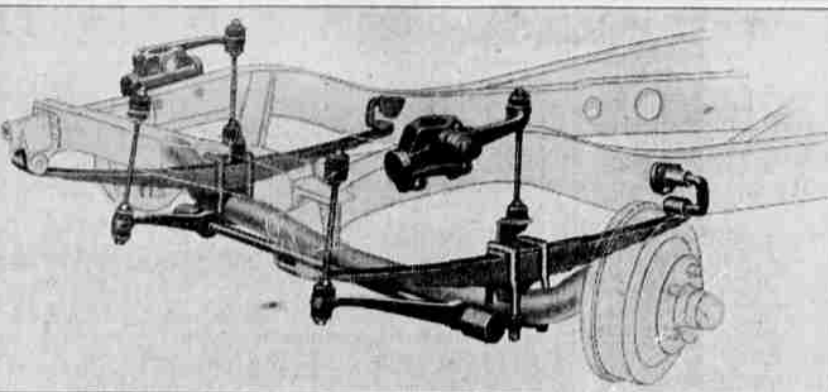
are a step ahead of the times.

Truck owners need not consider annual truck models. . . Mann-Built bodies (Custom made) embody the last minute stream-line trend, yet are made to EXACTLY meet the TODAY's requirements

MANN'S AUTO SERVICE

ED. MANN B. E. ADAMS
1729 N. Riverside. Phone 835-M

Dodge Cars Have "Synchronomatic" Front Suspension



Of intensive interest among the mechanical innovations distinguishing the 1935 Dodge models is the new front suspension. The system incorporates a rigid front axle, double-acting hydraulic shock absorbers, leaf springs of twice the usual stiffness, and a ride "levelator" operating between rubber cushions and controlling the front spring action. The new suspension, termed "synchronomatic" gives the Dodge Airglide ride, free from rolling or sway, and keeps the chassis and body level while the car is making turns.

SIX RIDE IN COMFORT IN NEW FORD SEDAN



The new 1935 Ford V-8 sedan, because of its added width, is really a six passenger car. The complete list of Ford models which are featured at the San Francisco Auto Show will interest visitors because of the many new appointments and refinements which are designed to appeal especially to the whim. Ford engineers have placed emphasis upon ease of operation, ease of riding for driver and passengers. The lines are moderate without being extreme, but mark new standards of beauty.

Pritchett Gives Suggestions For Winter Driving

Correct lubrication and a powerful battery makes all the difference in the world in the economical and satisfactory performance of the automobile motor during the winter months, declared Charles Pritchett, local manager of the Western Auto Supply Co., in announcing the firm's special mid-winter oil and battery event, which features extra savings in Penn Supreme and Long Run oils and Western Giant and Wizard batteries.

"Weak batteries and oil of the wrong weight for winter driving can cause a sluggish, slow starting motor," Charlie Pritchett asserts. "Only ruggedly constructed batteries and proper S. A. E. weight motor oil can give sufficient power and correct lubrication to meet the needs of cold weather."

"In Western Giant and Wizard batteries and Penn Supreme Motor Oil, both of which are being offered at prices that mean extra savings to motorists, Western Auto values the finest in quality and offers that our engineers have been able to develop."

Especially made for the Western Auto Supply company, Penn Supreme is refined from pure Pennsylvania crude oil. "In the process of refining all waxes and light fractions are removed," he added. "If permitted to remain in the oil, the waxes will thin out under heat, and the light fractions will settle in hot cylinders, reducing the lubrication and causing carbon deposits."

"In designing Western Giant and Wizard batteries, Western Auto en-

gineers have sought that fine point of proper balance between the hard and soft oxide that gives the maximum efficiency. In this balance lies the reason for our batteries' ability to stand up under a greatly increased current discharge rate without impairing their long life.

"Other features that stamp our batteries as superior to many higher priced ones are the specially treated Port Orford cedar separators and the deep hard rubber case provide ample clearance to prevent premature shorting of plates. In fact, every detail meets the high standard of quality for which Western Auto merchandise is famous."

REINDEER DRIVE ENDED IN NORTH

SEATTLE, Jan. 25.—(UP)—Lomen Reindeer company officials believed today that the greatest livestock drive ever attempted had ended at Kittlingauit, Northwest Territory, with 2,300 reindeer in corrals after a five-year trek from Nahaktovik, Alaska.

Weather conditions on the frozen McKenzie river delta, which held up the drive for one year, were reported favorable for the conclusion of the 1,000-mile (airline) migration. Definite notification of the end of the drive will not come until some of the 10 herders led by Anthony Bahr, 62, Norwegian Laplander, mush 150 miles to the nearest radio station at Katsobue, N. W. T.

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The AUTO WAY.



By Cyril Sander

We rode in the new Chrysler the other day to try out the "overdrive" which is optional equipment on the "Airflow" eight and standard equipment on all the other "Airflows." In that ride we experienced something entirely different from anything we have ever had before. This overdrive literally cuts the engine speed 1000 revolutions per minute, which surely means a lot when one is traveling at any speed above 40. We believe it is one of the greatest inventions Chrysler has ever put on his cars because it saves the engine, it saves gasoline—and it is said that it saves the passengers! The new "Airflows" are in other respects very similar to the "3" cars except for certain refinements such as a new type of upholstery, new arm rests, more easily adjusted seats, easier steering, and a newly styled radiator.

The new Hudsons and Terraplanes are now on display for the public's approval. They are, little doubt, the most beautiful cars Hudson has ever built, but beauty is not their only requisite—they have still better performance than last year's cars, according to factory officials, and they have one of the safest bodies out. They have all steel tops, panels, frames and floors. Other important features Hudson has introduced this year are rotary-equalized brakes, year-round ventilation and the "electric hand" which is a great advancement for ease of driving.

The Nash company has put the LaPayette in the really low priced field this year and they are out to get some sales, according to the dealers. This year's 80 horsepower motor has a full pressure lubricating system, seven-bearing crankshaft, sealed-pressure cooling, and a 5-point rubber motor mounting. After looking over these features, there should be no doubt in one's mind but what the LaPayette is a REAL car. It also has several features that add to the owner's comfort, among which are a large package compartment in the dash, clutch-pedal starting, and a clear vision ventilating system.

Several very interesting developments in independent wheel suspension, rear engines, and streamlining are taking effect in Europe this year, which we believe will prove interesting to the general public. Some literature is expected within a week or two on these subjects, and we shall include a short discussion of them from time to time in this column.

PACKARD DEALERS SEE NEW CAR AT SEATTLE

Harry Ashcraft, of Ashland, and J. J. Osenbruge returned to Medford Wednesday from a trip to Seattle where they inspected the new 1935 Packard automobile. Mr. Osenbruge says he expects to have one of the new cars, which will sell for \$1350, delivered in Medford, on display soon.

Here Are Some Exceptional USED CAR BARGAINS

- 1934 Plymouth Deluxe Sedan
- 1932 Plymouth Sedan
- 1932 Willys Six Sedan
- 1931 Essex Coach
- 1931 Chevrolet Roadster

OTHER GOOD USED CARS TO SELECT FROM SKINNER'S GARAGE

BUICK-PONTIAC SALES AND SERVICE
So. Riverside at Ninth. Phone 102

Chevrolets Draw Crowds In First Public Showings

OAKLAND, Calif., Jan. 27.—It fits the slender purse!

So declared K. M. Chase, Pacific regional sales manager, here today in explaining the magnificent reception accorded Chevrolet's 1935 Standard, which was presented to the motoring public recently.

"More than a million Pacific coast motorists inspected the Chevrolet Standard on its introductory week," declared Mr. Chase. "So impressed were these people with the low price, the high speed, the acceleration and riding comfort of the new cars that the dealers began to flood our factory here with orders. We are glad to say that we anticipated the great demand for the Standard and have built enough cars to deliver these orders immediately."

Asked for an enlargement of his statement, "It fits the slender purse," Mr. Chase said, "Chevrolet Motor company feels that there is a tremendous market for an automobile that sells approximately \$1000 under most other full-sized, comparable competitive models. There are millions of people in America driving old cars who cannot afford to own or operate an automobile priced higher than the Chevrolet Standard. In order that these people of limited income might have the ultimate in safety, luxury and speed in a new automobile, Chevrolet created the Standard. It is built expressly for a great market. There are upwards of ten million old cars in the Chevrolet price class still on the highways of America. A great percentage of these cars are worth sufficient at the moment to be a down payment on a Chevrolet Standard. In addition, the owners who

turn in these cars can meet the reasonable monthly payments required to own the Standard." Mr. Chase revealed that 93 major improvements have been made in the Standard. "The most important of these is the use of the 1935 Master De Luxe engine as a power-plant in the Standard chassis. Another great improvement is the radically new braking system employed on the Standard, which enables one to stop this car smoothly, quickly and safely."

Radio Specials, Bargains, Plus the whatnots—claims and more claims

Before you buy any Used Car look them all over. You're entitled to a full dollar's worth.

Your Choice of

17

Quality Cars and Trucks at ERNIE CALKINS'

22 South Fir

Phone 377. Across from Myron Root's Warehouse

Safety First

Be Sure Your Car Is SAFE to DRIVE!

The car that isn't Absolutely SAFE to drive is a tool of death. . . It isn't worth risking human life to drive a car with bad brakes, thin, smooth tires and faulty headlights. . . And it costs so little to have your car RIGHT!



15% to 20%
Quicker Stopping
On Wet Slippery Streets With
FIRESTONES

You need the added protection of FIRESTONES with their deep, sharp non-skid tread that GRABS and HOLDS when you step on the brakes or round a turn. . . There's extra thickness that prevents punctures, too, and extra mileage built right into every tire!

Pay as you ride--No down payment
Lights Tested FREE
Adjustments—75c

Brakes Are Safe!

There is no need to GUESS just how efficient your brakes are — We check them on our ELECTRIC DYNAMIC BRAKE TESTER absolutely FREE!

BRAKES Reconditioned and OVERHAULED

Safety Opportunity! The closest thing to a reline you've ever had. Special price 3 days only.

Regularly \$1.95
\$3.50

FIRESTONE

SERVICE STORES

WHAT WE DO!
1—Pull all four wheels to inspect lining.
2—Inspect complete brake mechanism for loose center pins, bolts, nuts, springs, etc.
3—Clean brake drums with special Firestone Cleaning Solution.
4—Clean brake lining, removing dirt, etc.
5—Buff tips of brake shoes to prevent "grain" and "chatter."
6—Inspect bearings to insure use of proper grease.
7—Set Anchor Pin properly.
8—Equalize all brakes on Brake Machine to show proper foot pounds of pressure when lining is applied to drum.
9—Make scientific road test.

Ninth Street and Pacific Highway
Phone 520



Chrysler Leads! —Others Follow!

THE SENSATIONAL NEW 1935
Airstreams and Airflows

Lowest Priced Fine Motor Cars on the American Market

ARE SETTING THE PACE FOR POPULARITY AND ACTUAL SALES

"Don't fail to see and drive these fine new Chrysler Airflows and Airstreams. You will get a sensation never before experienced in a Low Priced Car. We cordially invite you to try out these new Chryslers to your own satisfaction."
H. F. LANGE.

Armstrong Motors, Inc.

MEDFORD—Southern Oregon's Largest Chrysler and Plymouth Dealers—KLAMATH FALLS

- ### CHRYSLER'S 'BIG THREE'
- Features for 1935
1. The original Chrysler Hydraulic Brakes.
 2. One-piece Safety, Box Steel Bodies.
 3. Chrysler Patented Floating Power