

AUTOMOTIVE NEWS

SLEEPY DRIVERS CAUSE SMASHUPS DATA INDICATES

More than 20,000 accidents are caused each year in the United States by drivers falling asleep at the wheel, according to the Oregon State Motor association, sponsor of the "Let's Quit Killing" traffic safety campaign.

In Oregon alone during 1934 at least 24 serious accidents were reported to the secretary of state as caused by fatigued or sleeping drivers. Because of incomplete records, the motor association estimated that nearly 400 accidents in Oregon could have been attributed to "sleeping at the wheel."

State statistics and a study made by American Automobile association national headquarters of traffic fatality factors show that the daily accident curve rises sharply in the late afternoon and early evening, reaching its peak shortly after sunset—a time when bodily energy is at a low ebb. The rise can not be explained solely on the ground of traffic concentration, because the rush hours of the morning show a much smaller total of fatalities, according to the motor association. The morning rush hours from 8 to 10 A.M. account for less than 5 per cent of daily traffic fatalities while the evening hours from 5 to 7 P.M. account for more than 15 per cent.

On extended motor tours, the driver should be especially wary of fatigue induced by the long hours of nerve-strain and the semi-hypnotic effect of constant concentration on the roadway, the safety campaign sponsor warned.

When a motorist feels that his attention is beginning to wander or finds that he is slow to respond to various driving situations, he should stop driving until his energy has been restored.

Since about 30 per cent of the asleep-at-the-wheel accidents are collisions with other vehicles, the over-tired driver is declared a menace both to the occupants of his own car and to other travelers on the highway.

HOOVER ON AUTO VISITING JAUNT

THURMONT, Md., April 13.—(AP)—His plans cloaked in silence, former President Hoover left here today by automobile to "see some friends in West Virginia" on a swing across the continent to his home in California by way of Chicago.

Whatever political significance attached to his journey or an "accidental" meeting here with republican leaders remained hidden. Hoover made no definite announcement of his itinerary, but Lawrence Richey, his former secretary, with whom he visited here, said he probably "would strike West Virginia around Wheeling."

FEW FREE MEALS FOR DAYS WHEN SUN DARK

GUNNISON, Colo.—(AP)—Cloudy days mean free meals to guests of Gertrude Stitzer's hotel here.

Stitzer has had a standing agreement for 23 years that every day the sun fails to make its appearance, he will foot the dinner checks for all of his patrons.

The last free dinner was served in December, 1934, and was the first since 1912, Stitzer said. His records show that Gunnison in the last 23 years has had only 17 days on which the sun did NOT shine for at least a few minutes.

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Ralph A. Vail Elected Vice President of New Studebaker Corporation



Ralph A. Vail, in charge of production of New Studebaker Corporation.

Pontiac Engineers Devise Jack Test

There was a time not far gone when to jack up a car was a man-sized job. It entailed climbing half way under the rear end, fumbling for a secure position and then the subsequent loss of clothes and temper.

Pontiac engineers have solved this problem in a very simple, efficient manner and the Pontiac owner who finds it necessary to use the jack under the rear end can now raise his car easily in a matter of seconds. An extension to the rear spring shackle extends practically to a point flush with the rear splasher, so that in the event of a tire puncture it is only necessary to place the jack under the jack rest, turn the handle and the job is done.

There is another jack rest at the front end of the 1935 Pontiac and the procedure of lifting the front end is equally fast and simple.

Pontiac officials say that in the engineering of the new cars a weather eye was kept open to the remedying of small, troublesome problems and that every Pontiac driver who encounters them will find his task made a good deal easier by the far-sightedness of the factory engineers.

ASTORIA, Ore., April 13.—(AP)—The Columbia River Packers' association announced today construction will start at once on a \$25,000 cold storage plant and fish receiving station on the municipal docks at North Bend, on Coos bay.

FORD V-8 WINS SOUTH AMERICAN AUTO RACE MEET

Another great speed classic has been won by the Ford V-8.

According to C. E. Gates, local Ford dealer, in an international automobile race recently staged at Rio de Janeiro, Irineu Correa, famous Brazilian speed king, piloted a Ford V-8 into first place, and six of the first 12 cars to cross the finish line were Ford V-8s—all stock models, stripped for the contest according to the rules governing the colorful event.

The race, a feature of the annual "Tourist Season" which the municipality of Rio de Janeiro promotes each year, was patronized by the Automobile Club of Brazil, a body affiliated with the famous Automobile Club of France.

The course on which the race was run was laid out over some of the most beautiful territory surrounding the city of Rio—over what is known as the "Gavea" circuit, according to Gates. But notwithstanding the beauty of the "Gavea" circuit, it is claimed to be one of the most difficult roads in the world for an automobile race. It presents sharp curves in rapid sequence, as well as irregular topography with a number of steep grades.

"There were only two kilometers of level road on the whole course," said the report of the race which the local Ford dealer received from the Brazilian metropolis. "And the race consisted of 25 laps, 292.5 kilometers in all."

There were 45 cars entered in the grueling speed battle, representing 18 different makes from Europe and America.

Many Injured Each Day Car Accidents Oregon Data Shows

During 1934 in Oregon, 15 persons were injured or killed each day, according to figures compiled by the Oregon State Motor association in connection with its "Let's Quit Killing" traffic safety campaign. More than 81 accidents occurred daily throughout the state. An average shows that one person was killed every 25 hours.

INCREASE SHOWN SKID ACCIDENTS

Recent announcement that in 1934 automobile accidents due to skidding increased in ratio over those caused by blowouts and punctures combined should act as a warning to motorists who drive cars using tires with worn treads, according to C. C. Furnas, local Goodyear dealer.

In 1933, it was pointed out, figures from accurate sources revealed that five and one-half times as many accidents were caused by skidding as by blowouts and punctures combined. This figure was changed in 1934, according to figures released by a nationally-recognized insurance authority, accidents due to skidding increasing to seven times as many as those caused by blowouts and punctures combined.

With motor travel increasing and the danger of skidding increased by spring rains, it was explained, drivers should be more than usually careful to avoid the possibility of accidents caused by smooth treads. The replacement of worn tires by new ones with full non-skid protection will do much to avoid one of the most prevalent dangers in driving.

Westover Heights New Sub-Division Open For Visitors

Over-looking orchards of budding pear trees and a scenic panorama including Mt. Pitt, Westover Heights, a new subdivision on the Old Stage road, is attracting attention of numerous prospective home builders, according to B. J. Palmer, local real estate dealer, who is exclusive agent for this fine estate. Many of Medford's most attractive houses and gardens are located on the Old Stage road which is a romantic link with the pioneer days in southern Oregon. Westover Heights restricted districts adjoin the Carlton sister's home on this favorite "drive."

A cordial invitation has been extended by Mr. Palmer for the public to inspect these moderately-priced home sites.

Odd Fellows Notice
Odd Fellows are requested to meet at I. O. O. F. hall Monday, April 15, at 2 p. m., to attend the funeral of our departed brother, Fred Tice. C. E. CLARK, Noble Grand.

LEWIS HAS TIRE BUDGET SYSTEM

An original budget pay plan for purchasing the famous Goodrich Safety Silvertown tires with the life-saver golden ply, and Goodrich batteries has been announced by W. W. Lewis, manager of the Lewis Super Service Station at Eighth and Front streets.

Now it is possible for practically every motorist to buy these famous Goodrich products at remarkably easy terms and for no money down. There are no long investigations, no waiting and all transactions are confidential.

Goodrich Safety Silvertown tires with the life-saver golden ply have been proved three times safer from high speed blowouts because of their heat-resisting power, according to Cliff Wheelock.

A special budget department has been installed to take care of new credit customers who adopt the new budget plan, which is designed to fit every pocketbook and convenient terms will be made to suit the individual's needs.

T. A. Fitzpatrick, representative of the Goodrich company with headquarters in Seattle, Wash., is in Medford to complete installation of Lewis' budget department. H. B. Dalrymple is representative for the company in the southern Oregon area.

City Streets Safer Motor Figures Show

Although popular belief is that most of the fatal accidents occur in large cities, figures show this to be untrue, it is reported by the Oregon State Motor association, sponsor of the "Let's Quit Killing" safety campaign. While 31 per cent of Oregon's population is in Portland, that city recorded only 28 per cent of Oregon's fatalities during the past year.

Lawnmowers: Sharpened. Phone 261. Medford Cyclery, 23 N. Fir.

MOTOR TESTING MACHINE ADDED BY LOCAL FIRM

Widespread interest is being manifested by southern Oregon motorists in the novel Sun Motor Tester, recently installed by Rogue River Chevrolet, Inc. This unique and almost human-like instrument, the only one of its kind in southern Oregon, takes the guess-work out of motor and ignition diagnosis, picking out with uncanny skill the defects in a motor car which contribute to loss of mileage or imperfect performance.

The motor tester, personally operated by H. D. Byington, a member of the firm of Rogue River Chevrolet, Inc., gives a thorough check of the motor compression, plugs, wiring, carburetion and every operation of the car with the exception of the chassis, wheels and differential which are separately examined. The remarkable machine tests the piston rings, valves, plugs, starting motor, battery, wiring, cables, switches, etc. The primary and secondary ignition circuits are checked along with scores of other operations.

The Sun Motor Tester is now in regular use at Rogue River Chevrolet, and a cordial invitation to motorists to see it in operation has been extended by Mr. Byington and C. M. Hurd, manager of Rogue River Chevrolet, Inc. In a comparatively short time, any make of motor car can be thoroughly checked, and often loss of time and expense in actual repair work may be avoided.

Year's Statistics Show Toll of Car Greater Than War

Almost four times as many persons were killed or injured in automobile accidents during 1934 in

Oregon as Oregon men killed or injured during 18 months of the World war, according to the Oregon State Motor association, sponsor of the "Let's Quit Killing" traffic safety campaign. Of the soldiers from Oregon who fought in the World war, 1,100 were injured and 367 killed, but during 1934 in Oregon, 5,506 persons were injured and 810 were killed. When it comes to ratios, remember, "Fruitt's can do it." Phone 22.

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- 1931 Chevrolet 5 Passenger Coupe
- 1931 Chevrolet 6 Wheel Sport Coupe
- 1932 Plymouth 4 Door Sedan
- 1930 Cadillac Club Sedan
- 1930 Chevrolet Coupe 1930 Chevrolet Sedan
- 1930 Buick Coupe 1929 Chevrolet Coupe

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Now you can enjoy safe, trouble-free driving on Goodrich Safety Silvertown Tires with the Life-Saver Golden Ply, proved three times safer from high speed blowouts, or a rugged, powerful Electro-Pak Battery... all first quality, at reasonable prices, on easy credit.

NO MONEY DOWN

EASY TERMS TO SUIT YOU

4.50x21	\$6.70	Only 50 Cents
4.75x19	7.10	Only 55 Cents
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5.25x21	9.30	Only 65 Cents

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ASK FOR OUR BUDGET DEPT.

Think..

only \$465* for a New Chevrolet!

New Standard and Master De Luxe... in eleven beautiful body-types... all with valve-in-head engine... all providing the same basic Chevrolet quality

TALK about value!... You certainly get it, in overwhelming measure, when you buy one of the big, beautiful, finely-built Chevrolets for 1935. Chevrolet prices are the world's lowest prices for a six, but that's only half the story, as you will quickly agree when you examine and drive a new Chevrolet. All of these new Chevrolets are the highest-quality cars in Chevrolet history... finely engineered... smartly tailored... precision-built. Their performance is a thrilling new kind of performance that would be con-

sidered exceptional even if they sold at much higher prices. And they give this new performance with even lower gas and oil consumption than in any previous Chevrolet model. Visit your nearest Chevrolet dealer and get full information about the New Standard Chevrolet, with list prices of \$465 to \$550, at Flint, Mich.,... and the new Master De Luxe Chevrolet—the aristocrat of the low-price field—with list prices of \$560 to \$675, at Flint, Mich. CHOOSE CHEVROLET FOR QUALITY AT LOW COST!

HAND UP. Low price of New Standard Roadster at Flint, Mich., \$465. With bumpers, spare tire and tire lock, the list price is \$500 additional. Prices quoted in this advertisement are list at Flint, Mich., and are subject to change without notice.

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