

AUTOMOTIVE NEWS

FARM DEMAND HAS EFFECT PLYMOUTH AUTOMOBILE SALES

The return of the farmer as an active buying prospect has been a strong factor in automobile sales increases this year, according to H. G. Mook, vice-president of the Plymouth Motor corporation.

Mr. Mook has been visiting dealers throughout the mid west and south. He reported this week that virtually all of the automotive merchants in the agricultural districts have increased their business this spring, with the farm demand playing a big part in the sales gains.

"As a result of this reopening farm market, our sales nationally hit a new all-time peak during the week ending April 27," he said. "Our dealers sold a total of 9985 new Plymouths in that one week, an increase of 1.3 per cent over the same week last year."

The Plymouth executive said that the agricultural picture has changed completely . . . for the better . . .

since last year, that farmers are receiving relatively high prices for their products, and that they are investing their money in much-needed equipment, including new automobiles.

"Plymouth anticipated and is meeting this improved farm demand with the widest range of new models in history," he said. "Our line this year includes a high-wheel model especially designed for country byways."

Mr. Mook said that Plymouth sales this year are up 42.9 per cent over last year. He said Plymouth dealers delivered a total of 116,888 new cars at retail during the first 16 weeks, compared with 81,787 units in the corresponding period a year ago.

"Used cars are going just as fast as new cars," he said. "Our dealers sold approximately 18,000 used cars last week to keep their stocks in a healthy condition for this season of the year."

Horseshoe Embedded in Tree
BEATRICE, Neb.—(UP)—A rusty horseshoe was found imbedded near the heart of a white elm tree here by J. W. Burks, 65, who has preserved a section of the tree containing the oddity. Burks, who has lived in this vicinity more than 70 years, recalled the shoe was hung on the tree when it was a sapling about as thick as his wrist. He planted the tree in 1842.

Mayor Porter Urges Safety Auto Drivers

Early in January, I issued a special plea to the citizens of this city to carefully observe all driving regulations in the interest of improved traffic conditions and public safety. The response on the part of the public was gratifying to me and to police and traffic officials of Medford.

It has come to my attention that speeding and lack of proper observance of general traffic rules has again increased during the last few weeks to an alarming degree. To meet this situation I am again requesting automobile drivers to thoroughly familiarize themselves with traffic regulations, and to carefully check their cars to avoid faulty brakes, improperly adjusted lights and dangerous tires.

As Mayor of Medford, I am asking every citizen to cooperate with the city police and traffic officials, so that Medford will be a safety city in which to drive.

GEORGE PORTER, Mayor of Medford.

DE SOTOS POPULAR FLEET OPERATORS

A tribute to the sturdiness and economy of the new Airstream DeSoto is written in the large number of orders that have come in for these cars from fleet owners from coast to coast, according to L. G. Peed, vice president of the DeSoto Motor Corporation.

"Successful fleet operators must be critical buyers of motor cars," Peed said. "They look for economy, riding comfort, dependability and strength."

"One of the most enthusiastic of recent fleet buyers is the Yellow Cab Company of California. This organization has purchased 132 specially designed Airstream taxicabs and expects to add more units until their Airstream fleet numbers 600. The company operates cabs in Oakland, San Francisco and Los Angeles.

"According to George E. Worster, president of the company, gasoline mileage has increased more than 35 per cent since the new Airstreams were put into operation."

"In designing the Airstream cabs for the California company, unique safety devices to reduce the hazards of accidental injuries were incorporated in these cars. A red light on the dash flashes a warning if either of the rear doors are opened or insecurely shut. Accommodation lights, on the roof above the rear door, serve an ornamental and useful purpose. An automatic dome light illuminates the car when a passenger is alighting from or entering the cab."

EXPLAIN NEW LAW FOR CAR DRIVERS

The Oregon "Uniform Motor Vehicle Safety Responsibility Act" which was enacted at the last session of the state legislature and becomes effective on July 1, 1935, will doubtless prove doubly beneficial, according to Medford insurance agencies in recent interviews. They briefly outlined the principal provisions of the law and explained how it will be a factor for justice and safety.

The act provides that any motorist who fails to satisfy, within 30 days, any final judgment which is the outcome of an automobile accident causing the injury or death of any person or property damage in excess of \$100 will forfeit his right to drive or register any motor vehicle.

For the purpose of this law, a judgment shall be considered satisfied if \$5,000 is paid in the case of one person injured, \$10,000 in the case of more than one person injured (subject to the limit of \$5,000 per person) or \$1,000 in the case of material damage to the property of others, whenever a judgment shall be in excess of these respective amounts. This does not lessen in any way, however, the plaintiff's right to civil action to recover the total amount decreed.

In addition to paying the judgment, the defendant motorist must also furnish satisfactory evidence of his financial ability to respond in damages for any future accident for which he may be held legally accountable.

This important new law applies not only to Oregon residents, but to non-residents as well. Furthermore, this law is effective as regards Oregon motorists wherever the accident occurs or resultant suit is brought. Immediately upon receipt of any such final judgment rendered by any court of competent jurisdiction anywhere in the United States or in any province in the Dominion of Canada, the secretary of state of Oregon shall immediately suspend the defendant's Oregon driving license and registration certificate.

Further, any motorist whose Oregon driving license or registration certificate has been suspended for any cause must prove his financial responsibility before he is again permitted to operate or register any motor vehicle.

Satisfactory proof of financial responsibility for future accidents may be furnished in either of three ways: (1) by depositing with the state treasurer cash or acceptable securities to the amount of \$11,000; (2) by filing an acceptable surety bond to the amount of \$11,000; or (3) by carrying \$5,000 (\$10,000) automobile liability insurance and \$1.00 automobile property damage insurance covering all motor vehicles owned by the assured, such insurance to be issued by a company authorized to do business in Oregon or in the case of a non-resident in the state in which the motor vehicle is registered, or if the non-resident does not own a motor vehicle, then in the state in which he resides.

This law will make more certain the payment of damages to the innocent victims of motor car accidents and, what is more important, will tend to make all motorists operate with greater regard for highway safety.

FREE MOVIES AT RIALTO TUESDAY

It isn't often the public is given the privilege of free admission to a picture show lasting two hours, comparable to many staged in the movie palaces of the largest cities, and in addition, gets a chance to win one of a wide selection of merchandise awards.

That, however, is the case in Medford, where the Lewis Super Service station, dealers for the B. F. Goodrich company, have just arranged the sponsorship of an excellent bill of entertainment to be presented at the Rialto on Tuesday, May 7. Hours of the performances will be 7:00 p. m. and 9 p. m.

Topping the show will be a smashing, full length talkie drama, "The Highway Patrol," portraying the dangers and hardships of this force of men, who day and night, sweep down the highways, suppress crime, and are eternally on the alert to prevent accidents.

There is enough comedy relief to keep audiences in uproarious laughter.

It is in connection with the comedy "Love, Honor and Obey—The Law," starring Harry Langdon, internationally known comedian, that the contest, with its merchandise awards, is being staged.

Blankets given to audiences list 32 traffic violations. Langdon, as the comedy progresses, commits 12 to 17 infractions. Members of the audience are asked to check off the rules they saw violated and to write a 200-word essay on safety.

There will be a special matinee for school children at 4:25 p. m. Tuesday. Tickets will not be required for children at this matinee. As tickets are rapidly being passed out it is urged that adults desiring to see this show stop in at the Lewis Super Service station tomorrow.

Fall Disjointed Neck.
NELSON, Cal.—(UP)—Small Curtis Terrell, 17, to fight his young sister, Albertine, "made a face at her." So treasurer was small Curtis Terrell's pantomime that he not only sent his sister screaming, but he also threw a neck vertebra out of joint and had to be taken to the hospital.

Collected Premiums 35 Years. STEVENS POINT, Wis.—(UP)—William Dugan has collected pennies for the past 35 years. He has at least one penny for every year between 1894 and 1935. One of the most difficult of the thousands of pennies to obtain was the 1932 coin. Dugan said. This coin was not circulated widely in the Middle West.

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WITHAM INSTALLS MOTOR ANALYZER

Guesswork is entirely eliminated from motor diagnosis by means of a Motor Analyzer recently installed in the service department of Witham Super Service. This device accurately and visibly records the exact condition of the various units that go to make up the equipment of a car's motor.

"By means of this Motor Analyzer," said Clay Witham, "a complete and accurate checkup may be made at all vital points and clearly indicated so that the car owner may see for himself the true condition of his motor and know what adjustments may be necessary to restore the original pep, power and speed."

The Witham Motor Analyzer consists of a portable testing bench upon which are mounted a variety of instruments and leads for connection to the various units on the motor. It may be wheeled alongside the car and the tests made with the owner present.

If a valve, for example, is sticking, it will be shown plainly by the marked oscillation of a dial. Other details show the condition of the timing, ignition, carburetor, compression, etc.

As the analysis of the motor proceeds, the condition of the motor and its various units are marked on a sheet, which is then given to the car owner, who may use his own judgment as to what work he will have done. But through the use of this, all guesswork is eliminated and he may drive with a feeling of certainty, knowing just what he may expect of the car.

Clay Witham has just returned from San Francisco, where he spent 10 days thoroughly familiarizing himself with the new equipment. Mr. Witham has also added a new-type Aerometer for the testing of automobile radiators and a Jewell set-analyzer for complete automobile radio service.

SCIENCE BACKS NEW WHEAT LOAF

When the Pluhner's bakeries first introduced their new appetizing Honey Krushed Wheat Bread, samples were distributed in all parts of the city. Diet and food experts were given an opportunity to analyze it. Professors of pharmacy in universities were requested to examine the component parts separately and scientifically determine if the regulative claims were correct. Physicians were asked to test it in the diet of their patients. Hundreds of housewives were urged to add it to their daily menus and watch the reaction of their own families. Knowing its ingredients were simply whole crushed wheat, pure milk and honey, combined with a harmless stimulant, the Pluhner's Bakeries, Inc. were confident the verdict would be favorable.

But the reaction was positively amazing, far beyond their most optimistic expectations. From all sides came insistent calls for more bread. Dealers could not supply the demand. Plant production was vastly increased but still the requirements were increasing.

A crew of experienced canvassers were sent out to cover the city and secure written signed endorsements based on the personal experiences and the benefits received by those who had eaten Honey Krushed Wheat Bread.

Physicians interviewed were enthusiastic in their approval of this new bakery product. One wrote: "I have eaten your new Honey Krushed Wheat Bread and find it delicious and nourishing, containing the necessary roughage to regulate properly. I am glad to give it my wholehearted endorsement and recommend it to my patients."

An elderly man, 72 years of age after retiring from active work, needed a digestive stimulant. He wrote: "I found this bread not only delicious, but nourishing and beneficial with a gentle stimulating effect upon the intestines."

Hundreds of similar endorsements could be quoted. All stressing one point—improvement, a brighter outlook and a continued delight in the eating of Honey Krushed Wheat Bread.

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3. Mr. and Mrs. Karl Janouch, Schuler Apts. (Eight DeLuxe Touring Sedan)
4. Mr. and Mrs. John Cupp, Cupp Furniture Co. (Eight Touring Sedan. Delivery at Factory)
5. Mr. and Mrs. Lewis Lofland, Rte. 1 (Six DeLuxe Touring Sedan)
6. Mrs. Anna Mische, 818 So. Peach (Six Business Coupe)
7. Gay Nebeker, Hill, California (Six Touring Sedan)
8. Mr. and Mrs. VanDerwalker, Pine Street (Standard Sedan)
9. Mr. and Mrs. Hugh Scovell, 336 So. Riverside (Six 5 Passenger Coupe)
10. Tom Farlow, Lake Creek (Six Business Coupe)
11. Geo. R. Drake, Grants Pass (Six Touring Sedan)
12. Mrs. Maude Clemenson, Hotel Jackson (Six Standard Sedan)
13. Mr. and Mrs. Dan Howard, Howard Equipment Co. (Six Touring Sedan)
14. Mr. and Mrs. David Rosenberg, Bear Creek Orchard (Six 5 Passenger DeLuxe Touring Sedan)
15. Mr. and Mrs. Dewey Powers, Miller-Sanford Tractor Co. (Six Touring Sedan)

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