

AUTOMOTIVE NEWS

POPULARITY OF CAR TRAVEL IS NOTED BY A.A.A.

WASHINGTON, D. C., July 21.—An unprecedented interest in travel in general and in motor vacationing in particular on the part of all classes of people and in every section of the country is revealed in a mid-year survey just completed by the American Automobile Association.

"If these trends continue throughout the summer and autumn months," said Thos. P. Henry of Detroit, Michigan, president of the A. A. A., "there will be an outpouring of people and an expenditure of money for vacationing that will exceed any year since 1926 and approximate the best of the pre-depression years."

The A. A. A. survey is based on the findings of its 750 affiliated motor clubs and branches throughout the United States.

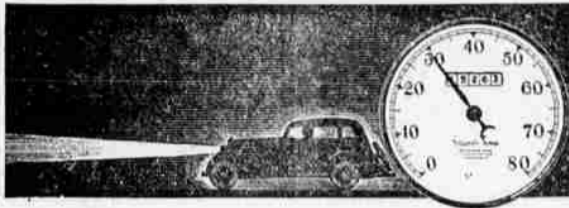
Healthy increases in motor club membership, high renewal rates, the return of thousands of old members to their local clubs, the demand for touring information and general vacation literature, advanced bookings at hotels and resorts, increased gasoline consumption, new car sales and new motoring on the road, were cited as clear indications of a sweeping upward trend in motoring interest generally. The A. A. A. statement said in part:

"The experience of our clubs over a period of a third of a century has shown that the trend of club membership is a good barometer of national touring and motoring interest. In this connection, it is significant that during the first six months of this year membership in our clubs has steadily increased, with 2000 motorists affixing the A. A. A. emblem to their cars every day. At the same time, thousands of old members have been rejoining their local clubs, while the renewal rate has reached a high water mark. This is not a local or isolated phenomenon as indicated by the fact that the highest membership gains were in widely separate areas, with Michigan leading the upturn, Pennsylvania second, Kansas third, California fourth and West Virginia fifth.

"The demand for travel information was such that we found it necessary to revise our estimate of the number of tour books, maps, strip maps, hotel and camp directories, fishing and hunting guides that we should publish for distribution by our affiliated clubs. Already some of the publications are running 20 per cent in excess of last year.

"The interest of which this demand is an indication is not confined to the United States alone, Canada, Mexico and foreign countries share in it. Through June our foreign travel division handled the transportation abroad of 100 per cent more cars than for the corresponding period of 1934. These cars came from every state in the union.

AS THE SUN GOES DOWN! CUT YOUR SPEED DOWN!



"Slow down or go down" might well become the motto of every driver after the sun goes down. Because of the relative ineffective range of visibility afforded by most headlights of cars, speed around 30 miles per hour should be about the limit during hours of darkness.

Automobile accidents are far more serious when they occur during hours of darkness than when they happen in daytime. It is shown by the statistics of the Travelers Insurance Company. During last year, there was not a single one of the twelve hours of normal darkness in which the rate of death per accident was less than during daytime. Yet despite this fact, which has proved true for a number of years, many drive their automobiles as fast during darkness as in the daytime.

From 6 a. m. to 6 p. m., the normal daylight hours, there were 459,510 automobile accidents last year in which 15,050 persons were killed. From 6 p. m. to 6 a. m., the normal hours of darkness, when the volume of traffic generally is only one-fifth as great as in daytime, there were 422,490 automobile accidents in which 20,950 persons were killed. This comparison shows that the rate of death per accident was 51.4 per

cent worse during the hours of darkness than during the hours of daylight, and on the basis of traffic volume, the rate of death during hours of darkness was several hundred per cent greater than during daylight.

A further indication that fast driving at night is exceedingly dangerous is to be found in a comparison of the casualties in the four rush hours of the forenoon and the four rush hours of evening. Last year 2,810 persons were killed in 79,380 accidents in the four rush hours from 6 to 10 in the mornings, while 19,940 persons were killed in 252,250 accidents in the four rush hours from 5 to 9 in the evenings. The deaths in the four evening hours exceeded the record of the four morning hours by 289 per cent, while the rate of death per accident during the four evening hours was 22.5 per cent worse than for the four morning hours.

From 1 to 6 a. m., when traffic is lightest, the rate of death per accident was nearly 32 per cent worse than the average for all accidents combined.

There isn't any doubt that during hours of darkness the probability of an automobile accident proving serious is much greater than during daylight.

"Reports reaching us indicate that touring bureaus are virtually swamped with requests for information of all kinds. These reports also show heavy advance bookings with our affiliated hotels, not only in resort areas but in hotels en route to these areas. It is interesting to note that the traveling public appears to be somewhat less disposed to haggle over costs and prices than they have been in recent years.

"The same trend is reflected in the increased gasoline consumption which is running well ahead of last year, also in the new car sales and more particularly in the number of new cars visiting 'The Great American Roadside' for the first time

FIRESTONE HAS STABILIZER TO ASSURE SAFETY

An invention of great interest to every motorist is the new McWayde Hydraulic Steering Stabilizer, now being introduced in Medford by the Firestone Auto Supply & Service store, Ninth and Riverside, providing automatic control in driving. This invention is claimed to be the greatest safety development since four-wheel brakes, according to G. L. Hopkins, Firestone manager in this city.

The McWayde steering device is the result of more than eight years of continuous development, refinement and test. It is claimed to be 100 per cent fool proof and dependable, requiring no special care or attention and is always ready to do its duty when called upon. It is equally adaptable to use on any size, make or age of pleasure car or truck, according to Hopkins.

Wheels are held true to their course by the new safety stabilizer even in the event of extreme shocks such as those caused by blow-outs. The strain of driving is relieved through the McWayde device, which absorbs and controls various road shocks; there is nothing to wear out quickly or get out of order; the cost is low and installation takes but 20 minutes.

Demonstrations of this remarkable new auto-steering invention are being made to southern Oregon motorists by the Firestone store. The McWayde stabilizer has practically taken the automobile world by storm, according to Mr. Hopkins.

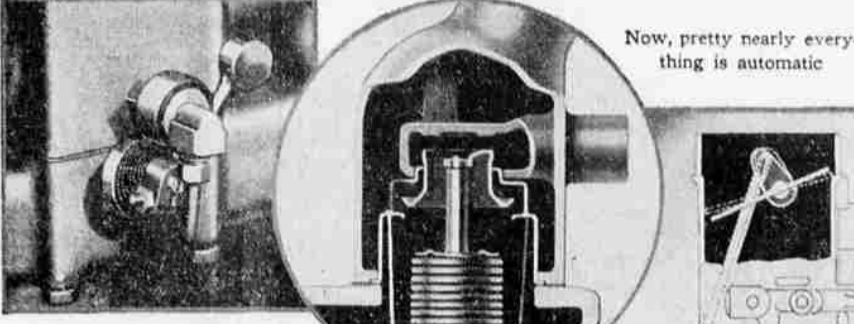
CHEAPEST POWER IN LAND SEEN IN BONNEVILLE PLAN

VANCOUVER, Wash., July 27.—(AP)—A belief that the Bonneville dam on the Columbia river will provide the cheapest electric power available in the United States was expressed here today by Colonel T. M. Robins, division engineer, at a joint session of the Washington State Planning council and the Oregon Planning board.

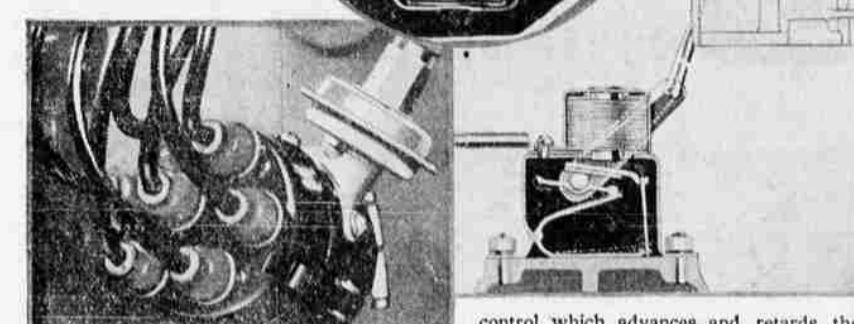
He said electricity should be available there at a cost of between 1½ and 1¾ mills on a 50 per cent load capacity.

Colonel Robins said present plans provide for the building of the main transmission line, at a cost of \$3,000,000, down the Washington side of the

Dodge Engine Boasts "Synchronomatic" Controls



Now, pretty nearly everything is automatic



The Dodge automatic carburetor heat control is shown in the upper left. It does out the proper amount of heat to the fuel mixture—without help from the driver.

In the circle, the Dodge water control is seen; its automatic action causes the engine cooled water to flow faster or more slowly until the power plant reaches its best operating temperature; at that time the apparatus goes out of action until its aid is needed again.

In the lower left is the automatic vacuum spark

control which advances and retards the ignition in strict accordance with every spark timing change that is needed.

The diagrammatic cut at the right pictures the automatic engine choke which makes starting easy, especially in winter driving, because it chokes the carburetor intake passage as much as is required by the engine at any particular moment.

Because Dodge engineers have provided this group of self-acting features, the driver's work now consists of little more than starting, stopping and steering the car.

L. A. POLICE ADD TO BUICK FLEET

FLINT, Mich., July 27.—The fleet of more than twenty million miles' experience with Buicks in the most demanding service, the Los Angeles Police Department has increased its large Buick fleet by forty-seven 1935 models, W. P. Hufstader, general sales manager of the Buick Motor Company announced today. Seven of these new cars, sold by the Howard Automobile company of Los Angeles, are Model 67-8 for use of the Police Department's executive staff while the remaining forty, Model 47, carry on the work of retiring Buicks in the radio division.

"The record of Buick in the Los Angeles Police Department is outstanding," Mr. Hufstader said. "The police archives reveal thrilling chases, sensational captures, battles with floods, races with death and swiftest response in the protection of life and property over a city area of 445 square miles. In the department statistics are written the records of high mileage, low operation costs and uninterrupted 24-hour service month after month.

"The first Buicks were purchased by the department in 1923. The original order for three cars grew to fleet proportions as time passed and Buick performance and dependability established the desirability of this make. In the spring of 1931 forty-one Buicks were purchased from the Howard organization to inaugurate the department's radio patrol. Later this number was increased to fifty. Within 24 months after the beginning of the radio activities the fleet had grown to 6,142,477 miles and answered 292,490 broadcasted calls in an average of two minutes and forty seconds.

Miss Mae Phipps Improved — The many friends of Miss Mae Phipps of 922 East Main street will be glad to learn that she is much improved from an illness that has confined her to her home for some time.

Rib-Cone Ball Mills
use less power, water, space, give lowest milling costs but increase recovery.

Save Gold! Save Money!
—with Rib-Cone Mills and other Straub equipment: crushers, Overstrom Universal Concentrators, ore feeders, amalgamated plates. Send for Bulletin No. 300 giving details and low factory prices.

Straub Mfg. Co.
335 Chestnut St.
Oakland, Cal.
Since 1907

GLATSOP LUMBER PLANTS RE-OPEN

ASTORIA, Ore., July 27.—(AP)—Reports from owners indicated today that all lumber mills in Clatsop county will be open Monday after a prolonged shut-down because of the lumber strike.

From Westport today came word that employees of the Westport Lumber company mill had accepted an offer by the management. All other mills in the county now have an

agreement with the union except the Cross-Western plant at Wauna which, however, is operating with 100 men.

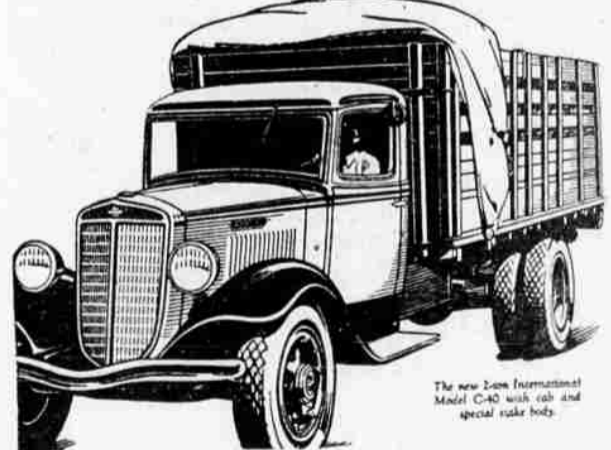
Logging operations were nearly normal today although the Crown-Willamette company had not opened its Lewis and Clark camp. The Clatskanie camp of the company was working but was being picketed.

Gun Tragedy.

ORTING, Wash., July 27.—(AP)—Cyril Johnson, fire chief of this city, died early today in the Puyallup hospital from a wound incurred when a rifle which he was cleaning early last night during target practice exploded. A piece of the breach struck Johnson in the forehead. His skull was fractured.

Visiting from Hill—A Medford visitor during the week was Billy Boylls of Hill, Cal., who was a guest of Bobby Hubbard.

INTERNATIONAL TRUCKS Have Long Given Users the Benefit of Quality Features



Make any comparison you like as to quality in motor trucks—then you will appreciate the engineering skill and the manufacturing precision inherent in International Trucks. Many features which are now being spotlighted by others as something new have long been standard with International. Replaceable cylinders; exhaust-valve seat inserts; precision-type, steel-backed, removable-shell bearings; replaceable valve-stem guides; full pressure lubrication; self-aligning, self-adjusting propeller shaft center bearing; roller-bearing, anti-friction-type universal joints; and full-floating rear axles are refinements well known to International users. International can give you all that you expect in a truck. And more, because Internationals are ALL TRUCK from the ground up.

WALTER W. ABBEY, INC.
Nash, Graham, Willys 77, LaFayette, International Trucks
Sales and service. 123 South Riverside
ASSOCIATE DEALERS
L. C. GRIMES SERVICE STATION, CENTRAL POINT
MADSEN TIRE SHOP, ASHLAND

DODGE TRUCKS ARE BUILT to MAKE and SAVE MONEY for the OPERATOR

Dodge Trucks provide the answer to present day requirements for lower truck operating costs. Embodying every advanced feature these modern transportation units are engineered to return generous profits to owners.

Check These Features and Learn How Much More The NEW DODGE TRUCKS Give You!

- Hydraulic Brakes
- Cast Iron Brake Drums
- Separate Driveshaft Parking Brake
- 6-Cylinder "L-Head" Engine
- Valve Seat Inserts
- Aluminum Alloy Pistons
- Full-Pressure Lubrication
- Water Circulation Control By-pass
- Ball-Bearing Clutch Release
- Full-Floating Rear Axle
- Differential Mounted on Tapered Roller Bearings
- Tapered Roller Pinion Bearings

The 1936 All-Steel
DODGE CAB

Is absolutely new in design and construction.

All Steel Cab Roof Adjustable Seat
Seat back moves with cushion

Wider, Higher, Deeper Distinctive Interior Insulated

Dead air space between all steel roof and head lining protects driver from heat of sun.

BY ALL MEANS SEE AND LEARN ABOUT THESE ECONOMICAL NEW TRUCKS NOW!

There's a model to suit your particular requirements at a price you can afford to pay.

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DODGE AND PLYMOUTH DEALERS
112 South Riverside Phone 150

Congratulations

FROM

Buick

TO

SKINNER'S GARAGE

ON HAVING SOLD MORE BUICKS SO FAR THIS YEAR THAN IN THE ENTIRE YEAR OF 1934

To those who, by becoming new Buick owners this year, have helped our dealer to this proud position, Buick's thanks and congratulations. You have joined a numerous family of loyal owners. The money which you have invested in your Buick car has brought you the greatest value Buick ever built—and the finest of motoring. To own a Buick is to display sound buying judgment and to enjoy the utmost of motor car satisfaction.

WHEN BETTER AUTOMOBILES ARE BUILT—BUICK WILL BUILD THEM