

AUTOMOTIVE NEWS

CONSUMPTION OF FUEL INCREASED AT HIGH SPEEDS

WASHINGTON, D. C., Aug. 3.—Driving an automobile at excessive speed consumes twice as much gasoline and seven times more oil than does traveling at a moderate rate over the same distance, the American Automobile association announced today in presenting figures supporting its campaign against fast driving on the nation's highways.

The latest drive of the national motor body against speeding is designed to demonstrate to motorists that, even aside from the question of safety, driving at moderate speed will effect great economies in the cost of operating the motor vehicle.

Numerous tests have been conducted as to rate of fuel consumption at various speeds, a statement issued by the A.A.A. declared, "and without exception these tests have demonstrated that consumption of gasoline mounts rapidly as speed increases.

These studies, as averaged by the U. S. bureau of standards to give typical performance, show that a car which gets 18 miles to the gallon at 30 miles an hour will get 12.6 miles to the gallon at 60 miles an hour and only 8.6 miles to the gallon at 80 miles an hour, or less than half of the mileage obtained at the slower rate."

Following is the tabulation of the rates of gasoline consumption at varying speeds:

10 mi. per hour—16.7 mi. per gal.
20 mi. per hour—15.9 mi. per gal.
30 mi. per hour—15.0 mi. per gal.
40 mi. per hour—14.4 mi. per gal.
50 mi. per hour—13.6 mi. per gal.
60 mi. per hour—12.6 mi. per gal.
70 mi. per hour—11.6 mi. per gal.
80 mi. per hour—10.6 mi. per gal.

"Since gasoline is the largest single factor in the cost of car operation," the A.A.A. statement continued, "the motorist can readily see the benefit of moderate speed, for it means a saving both of dollars and of human lives.

"Study of oil consumption at various speeds was made in a test conducted by the contest board of the American Automobile association at the Indianapolis speedway. This survey involved thirteen makes of automobiles, each of which ran 9,000 miles, lasted 24 days and more than 600,000 calculations and observations were made. Averaging the performance of all cars, it was found that 6.9 times as much oil was consumed at 55 miles an hour than was used at 30 miles an hour.

"The great strain placed on a vehicle by excessive speed results in greatly shortening its life. Engines, tires and steering mechanism all are subject to unusual wear and tear when the driver is suffering from a speed complex."

New Spring Green Dodge on Display

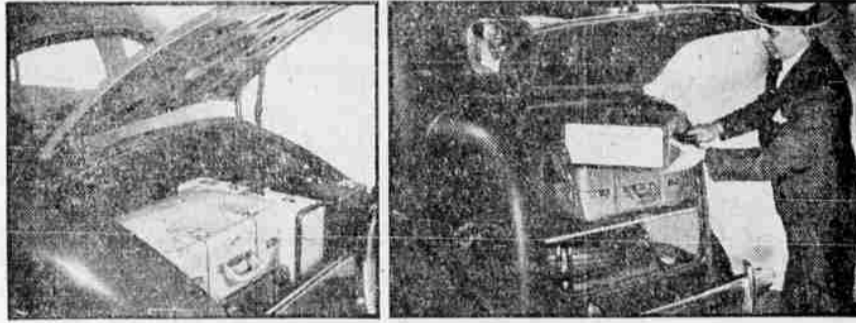
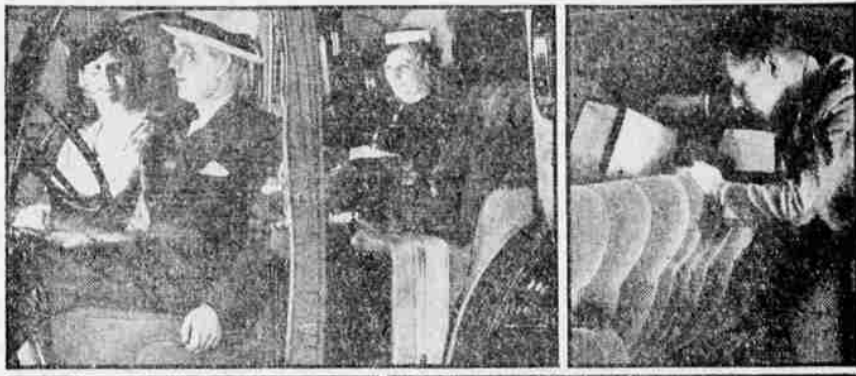
A sensational new automobile color, "Spring Green," recently introduced by Dodge, is now on display for the first time in Medford at the Pierce Allen Motor Co. They also have a carload of new Plymouths, which have many new refinements, on display, according to L. C. Taylor, sales manager.

Mr. Taylor says: "Our greatest trouble is getting enough automobiles to supply the steadily increasing demand for Dodges and Plymouths. The carload of trucks we received last week are all sold and another carload is on the way."

Mr. Taylor reports the sales of Dodge commercial cars to Leonard Freeman of Central Point and Henry Peck of Lake Creek School District No. 35 at Rogue River has just purchased the latest type Dodge school bus.

CAMDEN, C. C., Aug. 3.—(AP)—Six persons were killed and three injured today when a farmer's truck careened into a passenger air line train at a crossing near here and spilled some of its occupants beneath the train wheels.

Properly Stowed Bags Add to Comfort



Comfort, pleasure, and safety on a tour depend largely on efficient loading of the luggage, and modern body designs have done much to ease the problem, as these views of Chevrolet models reveal. In the upper left view, the suitcase has been fitted in snugly, the adjustable front seat having been moved forward to allow extra legroom, and the driver is now pushing back the seat to clamp the bags in place for the day. Upper right, the tourist is utilizing the baggage space back of the rear seat. The two lower pictures show the loading of a coupe compartment and a sedan trunk.

ROAD ALONG UPPER ELK CREEK OFFERS FINE TRIP

A rather long drive, but an interesting one, is that up Elk Creek, past the CCC camp and the Buzzard mine, into Woodruff Meadows, looping back into the Crater Lake highway near Union Creek and Prospect.

Although there are no exceptional swimming spots, there are places along the upper Rogue river where the fishing is excellent, and logging operations, while not active on Sunday, are clearly seen along the farther points of the drive. The kids will have a swell time playing in the lush grass of the Meadows, still green and fresh even though the valley is parched by the summer sun.

To make the drive, follow the Crater Lake highway to the Rogue Elk bridge, a short distance beyond the Rogue Elk hotel. It is at this bridge that the fish hatchery now in use, is situated. Turn left up the creek road, now in fine repair thanks to the CCC men who have been working on it constantly. Logging trucks now employ that route to bring their timber to their workings near the Meadows, but do not operate on Sunday.

There are many fine picnic spots along the route, and water is plentiful. Most of the journey is made through virgin timber, and for those who have never made such a drive, and even those who have, but have never made this particular one, the scene is an interesting one.

At the point where the road rejoins the Crater Lake highway, if a further short trip is desired, the tourists can turn to the left, and follow up the "Natural Bridge" road. This road, about a mile and a half long, leads one to the phenomena. Not to be compared to the natural bridge in Colorado for beauty, the bridge is nevertheless interesting from a geological point of view.

Apparently at one time, lava rock flowed into the canyon there, filling everything, "Pot-holes" through the rock provided an escape for the water, however, and it now seeps through, bubbling in places, but all of it going under the surface and emerging again into a stream below. For a space of several hundred yards it is possible to walk across the river on this bridge.

In making the trip, it is advised to get gasoline before turning onto the Elk Creek road, as there are no service stations along the way. A small axe and shovel may be handy, and it should be remembered not to throw cigarette stubs out of the car.

Coast Boy in Finals. COPPIN LINKS, Indianapolis, Aug. 3.—(AP)—Frank Strafel, 18-year-old Brooklyn high school boy, entered the finals of the national public links golf championship today by crushing Bob Tomes, Long Beach, Cal., 11 and 9.

Use Mail Tribune want ads

Dowding To Head Truck Insurance Portland Office

D. M. Dowding, of Los Angeles, California, has been transferred by the Farmers Automobile Inter-Insurance Exchange to the northwest as manager for the truck insurance department of that organization. News of this appointment was received here today by H. B. Duncan, who is the representative in this territory for the Farmers Automobile Inter-Insurance Exchange.

Mr. Dowding's headquarters will be in Portland and he will conduct the activities of the truck insurance department in Oregon, Washington and Idaho from these headquarters. A feature of his work in this territory will be establishment of a complete service for the regular inspection of trucks operating in the northwest. Insurance carriers recognize the value of truck engineering and inspection service in the reduction of accidents on the highways and a complete system is being installed by Mr. Dowding.

Eastern Oregon Dust Impedes Auto Travel

THE DALLES, Ore., Aug. 3.—(AP)—Motorists arriving from the east today reported a dust storm so severe as to halt traffic near the junction of the Umatilla cut-off and the old Oregon Trail. The dust storm was confined to an area about one mile wide.

Several cars slipped from the highway and into the ditch when visibility was reduced to a few feet. There was no report of injury to motorists.

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IT'S HERE THE NEW 1936 LaFAYETTE A PRODUCT OF THE NASH MOTORS COMPANY

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NEW STREAMLINED TRUCKS TO SERVE STANDARD PATRON

Fifty-two years ago the first oil-tank wagon made its appearance on the Pacific coast.

Judged by the standards of today it was a crude contrivance but its appearance in those days was revolutionary and passers-by stopped to look, gesticulate and comment as this horse-drawn vehicle slowly and proudly made its way up Market street in San Francisco through the morning traffic of drays and carriages.

It was a proud day for Mike O'Connor, the Standard Oil company driver, who caused all this commotion with his team of horses and his tank wagon, and it was a history-making event for the oil industry.

One year before, in 1866, the Standard Oil Company of California had put its first railroad tank cars into service but bulk delivery of petroleum products to individual consumers was unknown. The company had, since opening its first office in San Francisco in 1878, delivered its products in open wagons, coal oil in five-gallon tins, lubricants in cans or barrels, caddies in boxes. At that time, kerosene was the main product of petroleum and was in great demand. Gasoline was an undesired by-product from the manufacture of kerosene.

However, during the next quarter of a century, many changes were to take place in the oil business and the tank wagons—of which Mike O'Connor's was the first, increased rapidly in numbers and in size.

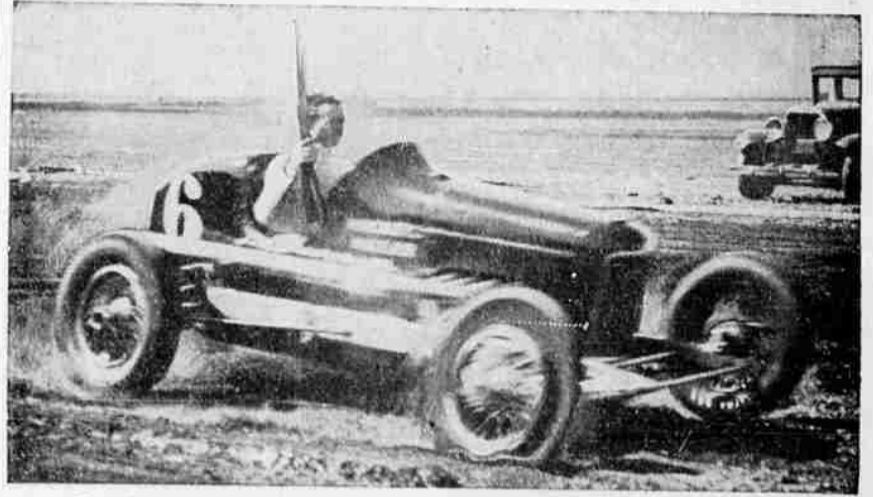
The demand for Standard products was heavy and imperative. Lamps required kerosene or homes were dark; industrial and farm equipment required lubricants. Delivery of these products, regardless of road or weather conditions, therefore, became of the utmost importance and it was in the '80s and '90s that Standard men and Standard teams earned that reputation for reliable service that the company has continued to hold through the years. It became an axiom among patrons that Standard men would get through under conditions that crippled ordinary traffic.

However, it was 26 years after that first horse-drawn tank wagon created such a furor in San Francisco that the first motor-driven truck was put in service by the company. And in the 26 years since that time, many further improvements in tank truck delivery have been made, until today, with the addition of the newest streamlined trucks, Standard operates a most efficient tank car delivery

fleet which distributes its gasoline and oil products to its far-flung Pacific coast service stations and dealer organization. Latest addition to the Standard tank car fleet are the proud streamlined tank bodies on the Dodge chassis. The body of the truck having been specially designed for beauty as well as for utility. Attention is called to the fact that the streamlined tank mounting is a single steel shell, being a tank in itself, not a jacket over a tank as has commonly been the case in trucks of this type. Inside, it is divided by suitable bulkheads into four compartments and has a capacity of 1600 gallons of gasoline.

PORTLAND, Ore., Aug. 3.—(AP)—The federal government will provide financial aid for approximately 125,000 college and university students during the next school year, Paul J. Al Youth administration, said today.

INDIANAPOLIS RACE DRIVER DEMONSTRATES SAFETY DEVICE



Even though a front tire is shot full of holes, the MacWayde Hydraulic Steering Stabilizer holds the wheels of the car true to their course. Photo shows Wilber Shaw, 2nd Place Winner of the 500-mile Indianapolis speed classic, Decoration Day, demonstrating the features of the device while traveling at a high rate of speed in his racing car.

In addition to the safety features of the stabilizer, this new device reduces road shock and shimmy or wobble of the front wheels, making driving much more pleasant.

Simple in design and construction, the MacWayde Hydraulic Steering Stabilizer operates under the principle of a door check. Under ordinary operating conditions the wheels may be turned easily in the regular way without the slightest interference. However, the slightest shock of striking a stone in the road, soft shoulders or any emergency which may occur on the road, cause the stabilizer to operate in such a way that all strain is taken from the steering gear, and the wheels are held firmly to their course by hydraulic pressure. Because of its simplicity the device is foolproof, requires no special attention and has nothing to wear out quickly or get out of order, (Manager of Store) continued.

Although comparatively recently offered for sale, the MacWayde Hydraulic Stabilizer is nine years old in development work and has proven its effectiveness in the severest tests that could be devised. It is not a gadget, and according to the MacWayde Hydraulic Stabilizer is destined to become one of the most important factors in driving safety ever to be introduced.

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FOR YOUR CAR!

The Amazing New McWayde Hydraulic Stabilizer Just Introduced Will Automatically Steer in Emergencies!

Here's What this Stabilizer Does..

- Absorbs shocks of hitting obstructions, blowouts, etc., and holds car true to its course regardless of speed.
- Does not interfere with normal steering in any way.
- Relieves strain of driving by absorbing and controlling road shocks.
- Counteracts shimmy and wobble of front wheels.
- Fits any passenger car, truck or bus.
- Nothing to wear out quickly or get out of order.
- 100% foolproof. Requires no special care or attention.
- Low cost.
- Installed in twenty minutes.

Quickly Attached To YOUR Car We'll gladly demonstrate this remarkable safety device to you!

Punctures, hitting obstructions or holes in the road, rough pavements, blowouts—any sudden shock to the front wheels that ordinarily would make the car swerve dangerously is absorbed and is controlled instantly by the MacWayde Hydraulic Steering Stabilizer.

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