

AUTOMOTIVE NEWS

STRESS SAFETY IN INFORMATION OF MOTOR CLUBS

WASHINGTON, D. C., Aug. 10.—In addition to giving complete route information to motorists, travel bureaus of A. A. A. affiliated motor clubs throughout the country are now laying particular stress on the need for safety while making the trip, the American Automobile Association announced today.

Besides the maps, four books and other information necessary for making the trip with the greatest amount of ease and convenience, the travel bureaus also present the prospective tourist with a card outlining the principal points of safety that should be observed by the motorist.

The new safety cards prepared by the Safety and Traffic Engineering department of the national motoring body, provide a method of securing whereby the driver can check up on how well he has observed the rules of caution. When there are alternate drivers in a touring party, they must compete for the best driving score of the day.

"No matter how carefully a trip is planned," a statement issued by the A. A. A. declared, "the motorist is likely to end in disaster unless cardinal safety rules are followed. It is to insure that motorists not only are directed over the best possible routes but that they will return home without accident that the safety cards were prepared."

Principal points of traffic caution outlined by the safety cards follow: 1. Take It Easy. You will enjoy your trip much more and greatly decrease the likelihood of accident if you don't try to cover too many miles per day. You will also save money on gas, oil, tires and motor wear if you don't drive too fast.

2. Stop and Relax Once in a While. Always stop clear off the road. Fatigue takes the pleasure out of a trip and is the cause of many a crash. So don't drive too many hours a day.

3. Slow Down After Sunset. Half of our traffic deaths occur during dusk or darkness. It is impossible to see well after dark.

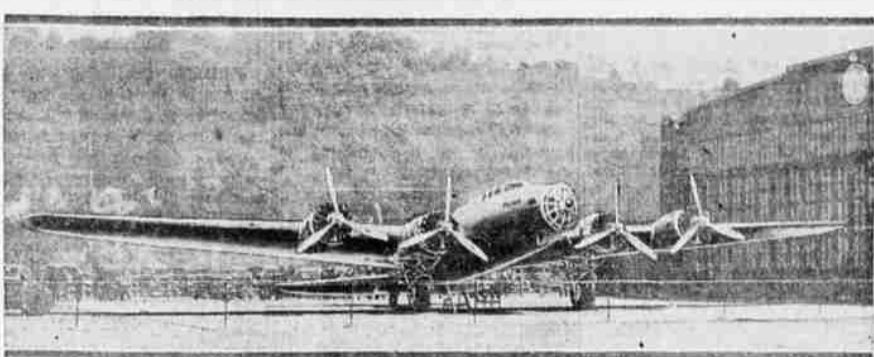
4. The Open Road Invites Speed. But the wise driver remembers that two out of three fatalities now occur in rural areas. Always assume that someone may be trying to pass on your side of the road just beyond a hill-crest or a curve. Always anticipate what may be ahead.

5. Watch Overtaking and Passing. Wait until you're sure you can pass safely. The car ahead, particularly on hill-crests and curves. Be particularly careful at night when it is hard to judge the distance and speed of approaching headlights.

6. Obey Signs and Signals. Warning and stop signs and stop-and-go signals are installed for your protection and you won't lose many minutes obeying them.

7. Slow at Cross Roads. Watch out for approaching cars and slow down at intersections. It is poor satisfaction to know you had the right-of-way if you crash.

8. Keep "John Barleycorn" Out of Your Car. It goes hard these days with a driver in trouble who has alcohol on his breath.



Picture of the "mystery" bomber recently completed by Boeing Airplane Company in Seattle. The ship's four motors develop 3,000 horsepower. The wing spread is 104 feet. This swift giant of the skies is expected to attain a speed of 250 miles an hour. (Photograph, Courtesy Shell Oil Company Aviation Department).

DRIVE TO SQUAW LAKE ENJOYABLE EXPERIENCE

Those with the wanderlust might well turn their attention to the trip to Squaw Lake, a journey of about 80 miles for the round trip. The road, from the point where it turns off the Applegate road, is narrow and twisting but easily passable, with a stiff grade the five or six miles to the lake. In reality, it should be called Squaw Lake, for there are two of them. The first one, about a mile long, is well stocked with fish. A thin stream connects the two lakes, the upper one being only about two blocks across, and nearly round. Overhanging trees and bushes along the shore line, and charming camping and picnic spots make the place an ideal one for a day's drive or a week's outing.

The lakes are only about two miles from the California line. Deer, and other game abound in the region, and wild birds of a thousand species are

to be found in the district. To get to the lakes, follow up the Big Applegate river past Star ranger station and the Beaver creek road, on to French gulch, where a plainly marked road leads away to the left. It is from this point that the rapid ascent begins. Those who like not been in the district in some time, will be surprised in the transformation in the place known as Mule Hill.

Formerly a treacherous, winding road along the cliff face, it is now wide, smooth and gradual in grade, with a beautiful view up the Applegate river valley from the summit. The trip is easily made in an afternoon, but it is best to make it an all day affair, being sure that the "old man" takes along his fishing tackle for a crack at the trout. Be sure and have plenty of gas, for the last service station will be found at Buch.

9. Give Hand Signals. Let other drivers know well in advance when you are going to stop, change lanes, or turn. Always get into the proper lane some distance before you turn.

10. Take Care of Your Car. Particular attention should be paid to such safety features as brakes, tires, lights, steering apparatus, and clean windshield.

11. Be a "Road Sportsman." Courtesy, both to other drivers and to pedestrians, pays large dividends when practiced on the highways.

Shirt Sleeves Are Not Disorderly Court Says
NEW YORK, Aug. 10.—(AP)—Holding that going coatless is a "custom accepted in New York," magistrate Hilton Capshaw today acquitted David Alper of disorderly conduct for standing on his right to go about in his shirt sleeves. Alper was arrested last Tuesday. He was alleged to have tied up elevator service in a west-side office building by refusing to leave the lift although the operator told him it was against the building's rule for a coatless man to use the passenger elevators.

BOSTON, Aug. 10.—(AP)—(U. S. D. A.)—The volume of sales in 64 and finer territory was fairly good the past week, and prices on this grade were fairly firm.

GOODYEAR CHIEF ENDS WORLD TOUR

AKRON, O.—F. W. Litchfield, president of The Goodyear Tire & Rubber company, is arriving in New York July 28 after a trip around the world, during which he visited six of the company's plants in operation.

He leaves that night for his home in Akron, Ohio, to spend his 40th birthday with his family.

The purpose of the Litchfield trip was to open the newest Goodyear factory in Java and to look over the 25,000-acre rubber plantations of the company in Sumatra.

During his trip he inspected the company's 37,000-acre cotton plantation in Arizona and its tire factories in Los Angeles, Sydney, Australia and Wolverhampton, England. Though Goodyear has been raising rubber in Sumatra since 1916, this was his first trip to the Far East.

During his trip Mr. Litchfield stopped at Friedrichshafen, Germany, to discuss airship matters with Dr. Hugo Eckener and to look over the new Zeppelin airship, the LZ-129, now being completed. It happened that his stop at Friedrichshafen marked also his 35th anniversary with the Goodyear company. He had joined Goodyear in July, 1900, after graduating from Massachusetts Institute of Technology and spending three years in rubber manufacturing operations in New England.

The automobile, at the time he went with the company, was still an experiment and was called the horseless carriage so that his service in the rubber industry covers the entire development of the automotive and the rubber industries.

Rubber in 1900 was extensively used in the manufacture of footwear, clothing hose, packing and some druggists' supplies, but compounding processes at that time were largely by secret formula and rule of thumb. One of the first technical men to enter the industry, Litchfield gave impetus to research work which in after years was to run into millions of dollars a year.

He was to see three overhauled all other rubber goods and the source of supply of crude rubber shifted from the forests of Brazil to the plantations of Sumatra, Malaya and Ceylon.

From the research development he started came the straight side tire, the cord tire, the pneumatic truck tire, Supertwist, and other important contributions.

Coming in at the beginning of the big business, Litchfield developed a program of industrial relations which had some influence on the more liberal industrial policies of large industries today. The program included education, athletics, collective bargaining as far back as 1910 and a varied program of employee activities.

Outside of his labor policies Litchfield is best known in industry for his fathering of the lighter-than-air division of aeronautics. The company

The AUTO WAY



A foreign automobile of unusual interest is the German Adler Primus. This car has won quite an amount of fame in races and endurance tests throughout Europe. Notable among its awards are first prize for the 1400 km. East Prussia test, the first prize and the Golden trophy won in the contest over the Harz mountains, and a golden and silver trophy were won in the strenuous Circuit International des Alpes in 1932. These are only a few of the awards that the Adler has won that conclusively prove their speed and reliability. Some of the features which have been given credit for this car's performance are its especially wide and flexible springs, its four wheel hydraulic brakes, one-pressure centralized lubrication system, and the abundant use of rubber to eliminate vibrations and to muffle noises, along with, of course, the engine of maximum output which is also mounted in rubber.

This car is, according to American standards, a small car, having only a nine foot wheelbase. However, it is entirely all car. The engine develops 32 brake horsepower at 3400

revolutions per minute, and is equipped with a counter-balanced crankshaft, Bohmalite pistons with Invar struts, pressure-feed lubrication, and thermosiphon controlled water circulation. Other features are a four speed gear box with two sets of helically toothed gears in constant mesh, semi-floating rear axle, semi-elliptic springs and single plate dry clutch.

The body types available include a four passenger sedan, sunshade sedan, closed cabriolet, open cabriolet, four door sedan and a combination sedan. All of these models, though not as modern or streamlined as some American cars, could pass quite well with the general public, we think. These cars do not have a great deal of room but they are quite well equipped and should be a very popular car. The combination sedan we mentioned is very similar to the convertible sedan built this year by Plymouth. In fact the manner of removing the rear seat and the equipment is almost identical as far as we can determine.

This car in most respects is quite typical of German made cars which we have found compare more favorably with American cars than all most any other foreign cars.

Death At Crossing
MONTREAL, Aug. 10.—(AP)—The district coroner's office received word that five or six persons were killed today in a grade crossing accident at Brossard station, a few miles south of Montreal.

KEEP COOL and ENJOY meals and fountain service at the What Not. New air conditioner.

Lumber Production In Northwest Area Gain

SEATTLE, Aug. 10.—(AP)—Lumber production of 211 Oregon and Washington mills for the week ending Aug. 3 totalling \$2,378,222 board feet, a gain of approximately 9,000,000 feet over the previous week and pronounced a "normal rate of production" by the West Coast's Lumbermen's Association, was reported today.

The weekly production for the year to date stands at \$6,521,318 feet, nearly a million feet ahead of last year's average.

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Newspapers Most Effective Medium Claims Hupp Head

"One of the strongest methods of supporting our dealers that we know of, is through the medium of a vigorous and frequent employment of newspaper advertising," says Mr. W. B. Hulbert, vice president and director of sales of the Hupp Motor Car corporation, in a statement regarding the plans and policies to be pursued in his company's fast-growing sales activities.

According to Mr. Hulbert, "Recent years have made it quite evident that dealers are entitled to, and must have, the closer cooperation and support of their factories if they are to develop the maximum sales and profit-making possibilities of their territories. Those of us who have ourselves been distributors and dealers are not only fully aware of this fact,

but we are also doing something about it.

"One of the methods Hupp proposes to follow is that of concentrating a greater proportion of our advertising in cities and towns where we have dealer representation, which enables us to tell our local representatives and where they are located. The fact that our newspaper advertising can be confined to points in which we are represented, eliminates the serious waste which always results from any form of advertising whose circulation, in large part, goes into districts where they are not established facilities for selling and servicing.

"Our present plans call for an actual increase of more than 30 per cent in this form of advertising as compared with our expenditure per car in any former year. Hupp newspaper advertising is now being carried in more than 400 newspapers, and although the present season is one in which advertising is customarily curtailed, we are now using more newspaper advertising than in any previous month of this year.

Furthermore, it is planned to employ not only additional newspapers, as time goes on, but to provide for more frequent insertions and advertisements of more liberal size.

"It is interesting also, to note that we have not only observed a greater effectiveness in getting our messages to the public as the result of increased use of newspaper space, but there has also been a very marked effect in stimulating the morale and selling activities of the dealers for whom such advertising was published. In no small degree is this due to the helpfulness of the newspapers, because of their cheerful readiness to publish favorable news about our progress and products."

DE SOTA AVERAGES 22 MILES TO GAL.

Chet Lewis of Prospect, who recently returned from Los Angeles in a new airflow De Sota, reports that he averaged 22 miles to the gallon of gas, according to N. A. Mead of the Mead Motor Co.

Mr. Mead reports the sales of new De Sotas to George Daley of Eagle Point and Mrs. David Rosenberg.

Each of these firms bought more than 100 of these ECONOMICAL TRUCKS

Owners of 100 or More INTERNATIONALS

- American Bakeries Co.
- Arkansas State of Armour & Co.
- Atlanta Ice and Coal Corp.
- Blue Valley Creamery Co.
- Burdick Farm Products Co.
- Lawrence Dairy Co.
- Ben's Incorporated
- Coon-Cola Bottling Companies
- Consolidated Laundry Corp.
- Georgia, State of
- Hatchway Bakeries, Inc.
- Imperial Oil Co., Ltd.
- Louisiana, State of
- Magnolia Petroleum Co.
- National Bread Co.
- National Dairy Products Corp.
- Nash Bottling Companies
- New England Telephone & Telegraph Co.
- Woolworth Telephone Co.
- New York, City of
- Suburban Baking Co.
- Southwest Utilities Ice Co.
- Sparklers Bagle Water Corp.
- Standard Oil Co. (Ind.)
- Standard Oil Co. (Ohio)
- Swift & Co.
- Texas Co., The
- Union Ice Co.
- United States Government
- Wilson & Co.

Announcing —

the appointment of the
LEWIS SUPER SERVICE STATION
as the Jackson County
SALES SERVICE and PARTS
Dealer for the NEW
FORDSON TRACTOR

Simple in Design. Rugged in Construction. Reliable and Economical.

There are many new features in the new Fordson agricultural tractor. These include a new high-carbon steel crankshaft, improved heat treatment of gear steel to increase strength and surface hardness. New fenders and shields to protect driver from dust. Choice of three fuel systems—gasoline carburetor, kerosene vaporizer, or fuel oil vaporizer. There are 35 improvements.

Hear the So. Oregon Community Band play at the City Park, Tuesday Nite from 8 to 9 p. m. The band music will also be broadcast over KMED from 8 to 8:30 p. m.

See this new FORDSON equipped with Goodrich Safety Silvertown agricultural tires.

LEWIS SUPER SERVICE STATION
Complete Automotive Service—Wrecker Service—We Never Close
8th and Front Streets. W. L. LEWIS, Mgr. Phone 1300

EVERY DAY

Accidents On The Road Take Their Toll Of Human Life!

It Costs No More To Drive In SAFETY—

Now Is the Time to Replace Smooth, Worn Tires With Sturdy, Safe

FIRESTONES

—And Here's Added Protection

THE SENSATIONAL NEW

MacWayde Hydraulic Steering Stabilizer

Automatically Steers In Emergencies!

- 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.

Like an unseen giant with a grip of steel and a mind that works instantaneously, the MacWayde Hydraulic Steering Stabilizer takes control of the wheel in an emergency. The car is held true to its course. There is no swerving into ditches or oncoming traffic. Yet it does not interfere with normal steering in any way. Truly here is automatic safety—a marvelous invention that can be installed on any passenger car, truck or bus.

Firestone

AUTO SUPPLY & SERVICE STORE
South Riverside at Ninth. "ONE STOP SERVICE" Phone 520

WALTER W. ABBEY Inc.
Nash, Graham, Willys 77, Lafayette, International Trucks
Sales and Service. 122 South Riverside

ASSOCIATE DEALERS
L. C. GRIMES SERVICE STATION, CENTRAL POINT
MADSEN TIRE SHOP, ASHLAND

INTERNATIONAL TRUCKS