

AUTOMOTIVE NEWS

JACKSON COUNTY JULY RECORD NO CAR FATALITIES

Of the 25 automobile accident fatalities in Oregon during July, which brought the 1935 total up to 140, none were in Jackson county, according to the Oregon State Motor association, a leader in state safety work for nearly a year.

At the end of July, traffic records for the state revealed a decrease of 18 per cent, fatalities during the same period a year ago having numbered 171. A decrease also was shown in accidents, but the number of injuries was slightly higher.

In Jackson county, during July, accidents decreased from 54 to 13, and injuries decreased from 19 to one, the motor association reported. One death was reported in July a year ago. Figures were based on records compiled by the secretary of state.

"Oregon started out this year with a good traffic record," said a statement by Dr. E. B. McDaniel, president of the motor club. "At the end of May we had the lowest number of fatalities for any similar period in the past five years."

"It is necessary that every motor vehicle operator keep constantly in mind the tremendous destructive powers of an automobile and that he be constantly alert and cautious."

"The motor association will continue its safety work, for that is something which must be carried on indefinitely. Traffic negligence is something that can not be cured in a short time. We have taken a long forward step in legislation by enacting the safety responsibility bill. It is possible, too, that we may soon have a safety glass law, designed to eliminate the broken glass hazard."

THIRD STRIKE ON COLUMBIA CALLED

ASTORIA, Ore., Aug. 17.—(AP)—For the third time this season a fishermen's strike was called today on the Columbia river.

The Fishermen's Protective Union called the walkout this afternoon after packers had served notice they would discontinue the 6-cent a pound price.

Although the strike order went out, union officials agreed to call a meeting of the strike committee for tomorrow to consider an offer made by six packing companies to pay 4 1/2 cents a pound until 6 p. m. Tuesday, August 20, and 3 1/2 cents thereafter until the season closes August 23.

There were 4879 deaths in steam railroad accidents during 1934. Of these, only 39 were passengers. There were 1554 deaths in grade crossing accidents and 2654 deaths of trespassers on railroad property.

Potato production in the Kaw valley of Kansas will be near 1,000 carloads this year.

Calls Recklessness In Use Of Cars a Species of Crime

Marlen E. Pew of Editor and Publisher Regards Automobile Accident Problem as Part of This Ruthless Age — Condemns Coarse Individualism.



MARLEN E. PEW

HOLY COMMAND IS CITED

"It is my view that the continuing slaughter and maiming of human beings on the streets and highways of this country is part and parcel of our bewildered, ruthless and unspiritual age," writes Marlen E. Pew, editor of Editor and Publisher and the Fourth Estate, in a booklet on the traffic situation published by the Travelers Insurance Company.

"As a people, we do not hold in high respect the holy command of all ages and of all religions: Thou Shalt Not Kill. We do not even honor, in practice, the common tenet of all civilized peoples that man's first duty is to protect his neighbor as himself.

"These strictures are not based upon a condition that is unavoidable, for it is well established by now that a high percentage of motor accidents might easily be prevented. We kill thousands and injure approximately a million men, women and children, every year, because at bottom the average driver and pedestrian figuring in such accidents is either himself reckless or is the victim of another reckless person.

Results Discouraging

"For years I have witnessed the more or less apathetic and staggering attempts of government, Federal and local, to cope with this horror and I have seen the efforts of many worthy organizations, social, political and economic, to stem the bloody tide. The results are bitterly discouraging. Nothing has been said, nothing done, which has any meaning to the brazen motorist who is more intent upon arriving at his destination through the exercise of coarse and inhuman individualism than he is to conserve decent safety for the lives of others, or indeed, his own precious hide. It is a kind of madness, which historians of the future will regard as of a piece with the dare-devil spirit of the American people in this age.

"I believe in fighting this monster realistically, which calls for laws to make motor driving a serious responsibility, with reckless guilt made personal and highly expensive; I believe in preventive measures of the most rigid nature, demanding that no person shall take the wheel except as he has qualified as a driver; I believe in the policing of roads and streets and

Accidents in 1934 caused 101,000 deaths—the highest total on record. There were also 9,821,000 non-fatal injuries.

strict and uniform traffic rules, respecting not only speed and safe driving rules, but the upkeep of car efficiency, entailing regular inspection and the condemnation of dangerous vehicles and also roads; I favor the limitation of heavy truck traffic, both as regards number and size; many lighting methods are now inefficient; I favor the limitation of speed at the source, which is the automobile factory; I favor a system of scheduled fines for violations, calculated to discourage recklessness and rule from the road persistent violators; I favor the bonding of persistent violators to insure the collection of damages; I favor the continued lavish expenditure of public funds for good roads and for traffic control.

Shames Civilization

"If men will not respect the lives of others, or their own, they must be put under arrest and that is the condition we are facing in this country today. The appalling casualty list shames civilization, exceeds all reason, violates all the laws of God and man. It is right, of course, to go on trying to inculcate the spirit of safety and inspire and educate drivers and pedestrians, but the present condition is such that patience may lack virtue.

"For once we might go to the root of this evil, as a people demanding that it be brought under control by the same forces that go to combat other anti-social conditions which fill our world with needless dangers, suffering and grief. Recklessness is a species of crime and should be so regarded in reference to automobile driving and pedestrianism. Unavoidable accidents are bad enough, but the ever rising tide of death and injury which traces directly to individual irresponsibility and lack of law and order, should arouse public indignation."

Nearly 300 living species of scorpions are known and are found in all seas, from high latitudes to the tropics.

SAFETY GLASS LAW URGED FOR OREGON

Designed to eliminate one of the most serious causes of injury in an automobile smashup — splintered, razor-edged glass—the Oregon state legislature at a proposed session in September may consider a measure which would require all new automobiles to be equipped with safe, shatter proof windshields and windows.

This has been indicated by the Oregon State Motor association, which has led in safety education and legislative work in Oregon. The safety glass law has been adopted in 21 states. The measure was recently enacted in California.

Virtually all of the new laws follow a uniform pattern. It was pointed out in that they require safety glass of a type approved by the state motor vehicle authority as a prerequisite to registration of new vehicles manufactured or sold in the state after a certain specified date, or on school buses and common carrier passenger vehicles operating after a certain date.

According to accident investigators, nearly 75 per cent of the most serious injuries that result from automobile accidents are caused by broken glass. In many cases, the motor association explained, names could be kept off the injured list if safety glass were used in all automobiles.

As shatter-proof glass has become available, its use in the manufacture of automobiles has steadily increased. Now it is standard equipment in windshields at least, on nearly 75 per cent of all new automobiles.

LaFayette Is Using New X-Ray System

The Nash Motors company is introducing a novel method of presenting the mechanical features of the new 1936 LaFayette to the public, according to Walter W. Abbe, local LaFayette dealer.

By means of a technique, new to the automobile industry, Nash dealers will show the detailed construction of the new LaFayette. Called the X-ray system, this new method of demonstration greatly simplifies the principles of modern car building and makes it possible for the most inexperienced car buyer to see why and how the LaFayette utilizes certain features and types of construction.

Typical of the things shown in this new method is the X-ray treatment of steel body construction. In a series of remarkable photographs the actual steel structural framework on the LaFayette body is shown in silhouette through the metal panels.

Mr. Abbe reports the sale of five new LaFayettes during the past week. Mr. and Mrs. Arley Beasley of Jacksonville, purchased a new 1936 LaFayette victoria. Irene Welch of Ashland, took delivery of a new 1936 LaFayette 4-door sedan. A 4-door sedan deluxe 1936 LaFayette sedan went to Hugo H. Guenther. Nick Struve of Medford, is the owner of a new LaFayette coupe and Clarence W. Harwood has a new LaFayette sedan.

From 1918 to 1934, deaths in motor vehicle accidents increased from 4227 to 36,000, whereas deaths from all other kinds of accidents decreased from 78,233 to 65,000.

In Shrine Patrol Circus



Rue Enos, star equilibrist, who will appear here at the Hillah Shrine patrol circus, at the Jackson county fair grounds, for a weeks engagement, starting Monday night, September 2nd and including Saturday night, September 7. Rue Enos is an international star, having toured all foreign countries displaying his versatility and contortion work. His wife, daughter and son travel with him and are all performers of note.

This is only one of the 26 all-star acts that will appear under the largest tent that will house the circus during its engagement in Medford.

Among the other star and feature acts will be seen acrobats, clowns, wire-walkers, head balancers, aerialists, trapeze performers, bar actors, a flying return act, and a troupe of educated dogs and ponies. Hillah Shrine Patrol is making a special effort to have every underprivileged child and orphan as their guests at the special Saturday matinee that will take place on Saturday afternoon, September 7. This matinee will not be solely confined to them, however, as the doors will be open for all children and special prices will prevail for all children under the age of 15.

STAGE DRIVERS PICK NEW DODGE

Drivers of the big Pacific Greyhound stages know car performance and the driving ease, comfort and the sensational economy of the new Dodge automobile, were given as reasons why three of them, Dana Campbell, A. L. Case and A. M. Davidson, purchased new Dodges, according to W. W. Allen, manager, and L. C. Taylor, sales manager, of the Pierce Allen Motor company.

The new Dodge school bus recently purchased by school district No. 25 at Rogue River was driven down from Portland this week by Mr. Taylor and is now on display. The body offers the last word in safety, according to Mr. Taylor. It is all steel with safety plate glass windows.

The Pierce Allen Motor company unloaded a car of Dodge commercial

cars and trucks last week and another carload is due to arrive in Medford next week. Five carloads of Dodge automobiles are also on order. Mr. Taylor says: "We have several unfilled orders waiting for the arrival of the new Dodges. We are finding it very difficult to supply automobiles to take care of the increasing demand."

Last week the Pierce-Allen Motor company delivered new Dodge coupes to Mrs. Bertha A. Smith of Ashland and A. Ostermer, Mr. and Mrs. W. H. Hartley of route 2, Medford, purchased a new Dodge touring sedan and K. D. Ross, manager of the local Pittsburg Plate Glass company, paint store is the owner of a new Plymouth deluxe coupe.

In the average year, about 43 per cent of all persons accidentally killed in homes are 65 years of age or older. About 47 per cent of all home fatalities result from falls, and 18 per cent from burns.

Scarlet fever was first accurately described by Sydenham in 1676, before which time it had been confused with smallpox and measles.

PRESIDENT PLANS RADIO CHAT WHEN CONGRESS QUITS

HYDE PARK, N. Y., Aug. 17.—(AP)—President Roosevelt looked forward today to an early adjournment by congress and a possible statement to the people.

While keeping strictest silence during his week-end trip at home, it appeared he might give a talk over the air next week to the gathering of young democrats at Milwaukee, Wis.

Should he be on the air then, it is believed possible Mr. Roosevelt might review the work of this busy congress and outline some thoughts for the future.

The presidential thoughts meanwhile are concerned with the fulfillment of his legislative program now at the crux in the closing rush of congress.

So, he hastened away from the family birthday party here today for Franklin, Jr., third son, to return to the White House and a round of conferences tomorrow with congressional leaders.

With Mrs. Roosevelt, the president and family spent the day on the estate in privacy and merry making. It was the twenty first birthday of Franklin, a student at Harvard and a member of the university crew.

Primary consideration in tomorrow's conferences at the White House appears likely to be focused on the

SUSPECT HELD IN ROSALIA ROBBERY

SPOKANE, Wash., Aug. 17.—(AP)—The first arrest in connection with the slaying of Marshall Bert Leavelle during the robbery of the Bank of Rosalia was reported today by Colfax, Wash., police.

While officers of Whitman county denied the man, whose name was not disclosed, was being held in connection with the robbery and slaying, Spokane police said they were informed his picture had been shown to Matt Elliott, cashier of the bank, who was held as hostage by the robbers when they escaped. Elliott was reported to have been unable to identify the picture.

Of all motor vehicle fatalities in 1934, 12,900 occurred in cities of 10,000 population or more and the remaining 29,100 in smaller towns and rural areas. In cities, 87 per cent of the deaths were pedestrians. In rural areas only 33 per cent were pedestrians.

Only three diseases cause more deaths than do accidents. Among males, only one disease kills more than accidents. From the ages of five to nineteen, accidents are the leading cause of death.

Seventy-five thousand trout were planted in streams in Monterey county, Calif., in two days recently.

X-RAY SYSTEM REVEALS ENORMOUS DIFFERENCE IN THE LOWEST-PRICED CARS



SEE with your own eyes in our showroom how the 1936 LaFayette is bigger, stronger, safer, in a dozen vital ways! For example, you will see hidden things . . . such as wood pillars, in some cars, supporting steel tops. Or steel bodies with only wire mesh and fabric over your head. Under the X-Ray System, all of the vital features in low-priced cars are brought to light for you to compare. Before you buy any low-priced car this year, see the X-Ray System—and

you'll realize that LaFayette alone in the lowest-price field gives you ALL of the vital engineering features usually found only in expensive cars. That it is bigger, roomier, safer! The Nash Motors Company, Kenosha, Wisconsin. **OUT TO WIN AMERICA ON VALUE \$595 ALONE!**

IT'S HERE THE NEW 1936 LaFAYETTE
A PRODUCT OF THE NASH MOTORS COMPANY
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STAGE DRIVERS CHOOSE DODGE

DRIVING EASE—COMFORT AND SENSATIONAL ECONOMY OF AMAZING NEW DODGE DECIDING REASONS FOR GREYHOUND DRIVERS' CHOICE!



Here they are! Three Pacific Greyhound stage drivers and their wives: Left in right, Mr. and Mrs. Dana Campbell, Mr. and Mrs. A. L. Case and daughter and Mr. A. M. Davidson . . . shown standing in front of our showrooms with their smart, new Dodge touring sedans!

Another Tribute To the Superiority Of DODGE PERFORMANCE!

Drivers of big Greyhound stages know car performance . . . they see cars of all makes every day in actual driving conditions on highways . . . they drive continually so when rest and relaxation is desired, they naturally want the LAST WORD in comfort and driving ease . . . WHAT A TRIBUTE to Dodge that these three drivers . . . with a total of 22 years of service . . . select this fine car. YOU, too, will find all that you want in an automobile at LOW FIRST COST and AMAZING ECONOMY in DODGE . . . be sure to see this car before you choose YOUR next automobile!

Sensational Economy—Restful Riding Comfort—Smart Body Lines And Driving Ease Recommend DODGE to Every Motorist!

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