

AUTOMOTIVE NEWS

NEW REGULATIONS FOR AUTO TRAFFIC BECOME EFFECTIVE

Now, and until June 12, the motorist entering the intersection first has the right of way, but after that date the driver on the right will take the honor. This was pointed out by the Oregon State Motor association, which warned that the change probably will catch many automobile operators unawares.

The new right of way law was passed at the last session of the Oregon state legislature. The old rule, it was contended, was found confusing to many motorists and made traffic court squabbles difficult to settle. After June 12 the law will be similar to that contained in the "rules of the road."

"Drivers when approaching high-way intersections shall look out for and give right of way to vehicles on the right, simultaneously approaching a given point, whether such vehicle first enter and reach the intersection or not," the new law reads. This provision does not apply at an intersection where and when traffic is controlled by traffic signals or police officers.

A further important feature, the motor association explained, provides that "any driver entering an intersection at an unlawful speed shall forfeit any right of way which he would otherwise have under this subdivision." All other provisions regulating the movement of vehicles at intersections remain the same.

One danger attendant to the change has been called to the attention of motorists. Some drivers may believe that the rule entitles them when on the right to take the right of way at any time, ignoring the traffic on the left, according to the motor association.

All motorists have been warned to look both ways, and drive slowly, when approaching intersection. The association stressed the importance of the speed feature of the law, declaring that it is easy to drive through an intersection at an illegal speed and be in the wrong even though on the right.

Ye Poet's Corner

Destiny,
Through this winding path of ours,
No matter how we plan our travels
There will be tears and flowers.

We may view the Orient's grandeur,
Or Sahara's desert plain;
But that destined something happens,
Leading, leading on again.

We may call it destiny,
Or call it fate, or what we will;
Love or sorrow often helps us
Up the weary, winding hill.
—Agnes E. Hines,
Forest Grove, Ore.
(This poem was published in the Northwest Poetry anthology).

Chevrolet Averages 21.75 Miles Per Gallon in 3000 Mile Run



With the crankcase and ignition sealed by California officials, this strictly-stock 1935 Chevrolet Master De Luxe sedan was driven 3000 miles without a stop, traversing locale that offered all extremes of temperature and weather conditions in the state. The results showed 21.75 miles per gallon of "Rocket 90" gasoline. Only three and three-quarters quarts of Pennzoil were required to fill the crankcase when the seal was broken. Only one quart of water was used. Top left, Ted Ellis, the driver, and the stock Chevrolet furnished by Ted Eades Chevrolet Company of Inglewood, Calif. Top right, the official seals for ignition and crankcase. Lower right, Ted Ellis and Frank J. Berka inspect the seals. The route of the non-stop journey included the High Sierra, Death Valley, and Muroc Dry Lake.

BISHOP COMPARES BIRTH CURBS TO 'DILLINGER'S MOB'

ST. PAUL, Minn., Aug. 17.—(AP)—Archbishop John Gregory Murray charged today that birth control organizations were like the Dillinger mob, as both, he said, were "organized to commit murder."

"I see little difference in killing an unborn child and a living person," the archbishop asserted in an interview replying to criticism aimed at him by Margaret Sanger of the national committee on federal legislation for birth control.

"There is little difference between birth control organizations and the Dillinger mob. Both were organized to commit murder."

He made his charge on the eve of an official pronouncement throughout the archdiocese ordering all Catholics to renounce membership and employment in organizations advocating birth control or sterilization.

At all masses in Catholic churches of the archdiocesan province the decree will be read tomorrow. It affects physicians, nurses and social workers as well as laymen.

Archbishop Murray explained his action in announcing communicants might not retain membership in birth control organizations or or-

ESPEE KEEPS EYE ON LOCAL SCOUTS

A. S. Rosenbaum, district passenger agent of the Southern Pacific company, received a telegram yesterday from the New York offices of the company advising him that the delegation of 31 Medford Scouts and four leaders, had arrived there safely, and had been taken under the wing of the Southern Pacific company officials. They promised to advise the Medford office if any change of itinerary was to be made, so that parents may keep in touch with their boys.

Editor, Author Dead
WASHINGTON, Aug. 17.—(AP)—Gilson Gardner, 66, editor and author, died here last night after a heart attack.

The total cost of 1934 accidents is estimated at \$3,300,000,000, including wage loss and medical expense for injuries and deaths, as well as property damage from motor vehicle accidents and fires.

NEW DECREES BY NAZIS TO CRUSH MASONS AND JEWS

BERLIN, Aug. 17.—(AP)—New decrees to crush further the possibility of anti-Nazi opposition were issued today against Free Masons, the confessional (protestant opposition) church synod of Silesia, and Jews.

Hans Hinkel, Nazi commissioner for culture, with Dr. Paul Joseph Goebbels, propaganda minister, announced strict regulations for reorganizing Jewish cultural groups into one "life union of Jewish cultural societies." Provision was made for their close supervision.

Jewish artists, it was indicated, can perform only before these groups and individual organizations must join the union before Sept. 15. Afterward, the union will be supervised by Hinkel.

Semi-officially, it was announced through this way, "the national socialist state is giving non-Aryans all possibilities for their own cultural and artistic life."

Secret police in Breslau ordered the confessional group of Silesia dissolved on the ground it had misled the public. This may be the first step toward undermining the confessional groups in the same way the Stahlhelm, war veterans' organization has been dissolved.

WARN TOURISTS AGAINST TICKS, FEVER CARRIERS

A warning against spotted fever ticks, which already this year have taken the lives of three persons, has been sounded by the Oregon State Motor association for the benefit of all motorists traveling through eastern Oregon.

Although two persons died in Harney county and one in Baker county, the motor association has learned through H. H. Stage, associate entomologist for the United States government, that danger of the disease exists almost any place east of the Cascade mountains.

The ticks, which attach themselves to both humans and wild and domestic animals, are most often picked up while walking through sagebrush, it was pointed out. When the brush is agitated the parasites are flocked into the air, landing either on the person or on the ground.

While it is considered difficult to identify the tick carrying spotted fever, the motor association explained that the dangerous kind had a mottled appearance of white and brown, their backs being light towards the center and dark on the outside. The disease has become widespread only in the past few years.

Precautions against spotted fever were listed as follows:

Before going on a field party into eastern Oregon, involving several days' exposure, obtain an inoculation by a physician.

Otherwise, after each exposure, remove your clothing and search carefully for the ticks, even though you have merely stepped out of your car.

Wear high leather boots or tight leggings, and a belt that fits tightly around the waist.

If a tick is found, do not attempt to pull it off or remove it with tweezers. Put a drop of gasoline or turpentine on it, which will force the tick to withdraw its head from the skin. The tick can then be removed easily, without danger of leaving the head imbedded.

MEASURING BRAKE EFFICIENCY OF TERRAPLANE ON SALT BEDS



At the conclusion of the Terraplans economy run in which better than 24-miles to the gallon were secured under A.A.A. observation at a speed of 28 miles an hour, and over 20-miles to the gallon at 50 miles an hour, a brake test was made at various speeds. A.A.A. officials found the Terraplans brakes to be eminently satisfactory and, as the illustration shows, upon the locking of the wheels by the brakes the car slid forward in a straight line. In spite of the smoothness of the Salt Bed which is far from ideal, as a brake testing surface, the stops made by the Terraplans were phenomenally short.

However, put a drop of gasoline or turpentine on it, which will force the tick to withdraw its head from the skin. The tick can then be removed easily, without danger of leaving the head imbedded.

RICHFIELD AIDS TOURIST TRAVEL BY AD CAMPAIGN

Benefits of newspaper advertising campaigns are not limited to the sponsoring institutions, nor to the consumers who purchase their products or services.

When cleverly designed they confer general benefits on a very wide circle.

Illustrative of this is the campaign "Let's Go Places with Richfield," launched through the columns of this

ers, week-end trippers and tourists generally have felt the lure of our attractions. They have responded in appreciable numbers, and will continue to respond as the campaign progresses.

This is indicated the triple value of a newspaper advertising program such as Richfield's. Increased travel has increased the company's gasoline sales, has benefited the general public through information leading to health, enjoyment and a broadened experience, and has concretely benefited this district through the influx of "tourist money" and bettered business generally.

In addition, Oregon has received much desirable publicity from this series, which to date has covered the following scenic attractions and locations: Oregon Coast Highway; North Silver Falls near Silverton; Haystack Rock at Cannon Beach; Crater Lake; Mill Creek Falls near Prospect; Humbug mountain near Gold Beach; Scott Lake and Three Sisters near Bend.

Richfield advertising executives declare this "triple threat" style of newspaper advertising is so successful in achieving their ideals of public service that it will be continued, at least throughout the summer, with the copious use of photographs of the alluring attractions of this section.

Of the 12,000 occupational deaths in 1934, about 4400 occurred in agriculture, 3800 in trade and service industries, 2900 in construction, 2000 in transportation and public utilities, 1900 in manufacturing and 1800 in mines, quarries and similar industries.

Through the use of striking photographs showing outstanding scenic attractions in Oregon, vacation seekers, and which Richfield officials declare has been singularly successful.

To begin with, this newspaper advertising has effectively improved the market for the company's product—Hi-Octane gasoline—in this region. But it has done a great deal more than that.

Through the use of striking photographs showing outstanding scenic attractions in Oregon, vacation seekers, and which Richfield officials declare has been singularly successful.

BIG REDUCTION
NEW CAR GUARANTEE
CHRYSLER DEMONSTRATORS
1 Chrysler 6 Airstream Sedan — 1 Chrysler 8 Airstream Sedan
Liberal Price For Your Old Car
ARMSTRONG MOTORS, Inc.
38 North Riverside. Phone 18

You are entitled to ALL THESE FEATURES when you buy a low-priced car

CHEVROLET

and you get them only in **CHEVROLET**

The most finely balanced low-priced car ever built

THE new Master De Luxe Chevrolet is the only car in its price range that brings you all of the fine car features pictured here! It is the only car of its price that gives the famous gliding Knee-Action Ride. The only car of its price with Blue-Flame Valve-in-Head Engine—Stabilized Front-End Construction—

and Weatherproof Cable-Controlled Brakes. See and drive the Master De Luxe Chevrolet and learn by actual test how much these features mean in terms of added motoring enjoyment. Do this and you will agree that the Master De Luxe is exactly what its owners say it is—the most finely balanced low-priced car ever built. Visit your nearest Chevrolet dealer and drive this car—today!

Master De Luxe CHEVROLET

Compare Chevrolet's low delivered prices and easy G. M. A. C. terms. A General Motors Value

ROGUE RIVER CHEVROLET, Inc.
CHEVROLET CARS AND TRUCKS—COMPLETE SERVICE—GENUINE CHEVROLET PARTS
32 NO. RIVERSIDE H. D. BYINGTON—C. M. HURD PHONE 188

ARE YOU A SAFE DRIVER?

... ask yourself these questions

- Which requires greater caution—a curve to the right or a curve to the left—and why?
- What is the safest way to handle your car on a highway curve—when do you use the brakes—when do you throw out the clutch—when do you accelerate?
- In rounding a curve at high speed, is it safer to hold the steering wheel steady or "jiggle" it?
- In passing another car on the road, is it safer to make a short, quick swing around, or a longer, more gradual one—and why?
- On a slippery or icy road, your rear wheels suddenly start skidding. What is the way to bring the car out of the skid?
- When is it safe to pass another car on a hill?

Even the most experienced drivers seldom know the correct answers to these questions. And there are several additional safety questions that every driver should be able to answer. Get them all, and get the right answers, from the nearest Hudson and Terraplane dealer. Come in today.

All models equipped with all-year ventilation

COME FOR A "SAFETY RIDE" IN THE WORLD'S SAFEST CAR... AND LEARN ALL THE ANSWERS

HUDSON and TERRAPLANE \$585 and up for Terraplans... Hudson Six \$695 and up... Hudson Eight \$760 and up. All prices f. o. b. Detroit for closed models.

EAKIN MOTOR COMPANY
103 South Riverside Phone 304
See the New Hudson Country Club Sedan—124" Wheelbase—113 or 124 H. P.—\$880 f. o. b. Detroit. 5 1/2 to 7 inches more body length than sedans costing \$180 to \$375 more.