

AUTOMOTIVE NEWS

NAME CAUSES OF AUTO ACCIDENTS

CHICAGO, Aug. 31.—(Sp)—No one can say exactly how many motor vehicle accidents in the United States are due to particular causes, according to Accident Facts, published by the National Safety Council, because few accidents are investigated carefully enough to determine exactly what was the cause and because most accidents have not one but a combination of several causes.

In those states where data are available, the principal causes are: (1) Exceeding the speed limit or driving too fast for existing conditions. (2) Violating the right of way. (3) Driving on the wrong side of the road. (4) Improper passing. (5) Failure to signal, and (6) Driving off the roadway.

Different states vary widely, however, in the proportions of accidents charged to any single driving act. When one state shows twelve per cent of its accidents due to speed, and its next-door neighbor shows 56 per cent, it is reasonably certain that the real difference is between the official methods of classification rather than between the motorists' habits of driving.

"Since most of the states still do not collect and summarize motor vehicle accident reports," says Accident Facts, "and since those which do vary so widely in their analyses, it is impossible to say with accuracy that throughout the nation a certain percentage or a certain number of accidents result from any particular kind of unsafe driving."

"After all, it is not so important that we cannot determine exactly what percentage of accidents is due to any one of many complex causes. We are interested in eliminating the accidents, and these causes tell us how to proceed. First, we must improve our highways and keep our vehicles in good condition. Second, and much more important, we must teach drivers and pedestrians to realize the accident possibilities of their actions on our streets and highways."

Farmer Insurance Group Back Drive For Motor Safety

The Oregon Advisory Council of the Farmers Automobile Inter-Insurance Exchange, composed entirely of prominent citizens of the state of Oregon, is taking an active part in the prevention of automobile accidents and in a recent meeting adopted the following resolution:

Resolution
WHEREAS: Automobile and truck accidents in the state of Oregon are causing an increasing toll of life and damage to property; and

WHEREAS: A large percentage of the lives that were lost and the property that was damaged could have been saved by more careful driving; and

WHEREAS: Most accidents are not the result of defective equipment, bad road conditions, etc., but are the result of carelessness, drunkenness, excessive speed, ignorance of the laws of the highway and failure to consider the rights of others; and

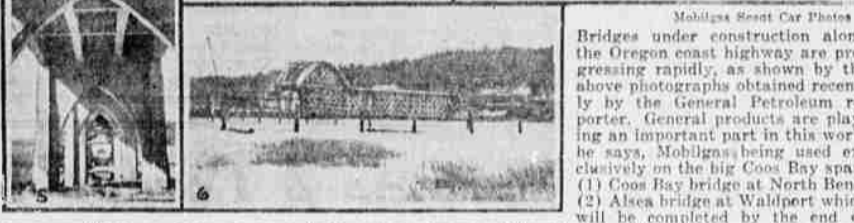
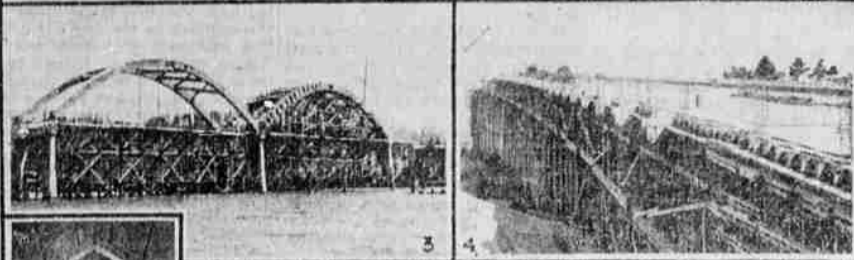
WHEREAS: The greatest menace to life on the highway is the driver who drives while under the influence of liquor;

THEREFORE, BE IT RESOLVED: That the Advisory Council of the Farmers Automobile Inter-Insurance Exchange lend its support whenever possible to any program designed to save human life and property by reduction of automobile accidents by:

1. Adult and infant education in the traffic laws of the state;
2. Periodic inspection of the motor vehicle;
3. Strict law enforcement;
4. Safety engineering in motor equipment;
5. Elimination from the highways of the drunken driver;
6. Enforcement of proper highway legislation.

(Signed):
Ray W. Gill, D. E. Towle
A. G. Rompel, Sam H. Brown
J. J. Schriest
Dr. Collie F. Oathey.
It is hoped that similar organizations will fall in line to the end that accidents will be brought to a minimum and that eventually the enormous toll of life and destruction of property will be reduced.

Where Coast Tourists Will Cross



Bridges under construction along the Oregon coast highway are progressing rapidly, as shown by the above photographs obtained recently by the General Petroleum reporter. General products are playing an important part in this work, he says. Mobilgas being used exclusively on the big Coos Bay span. (1) Coos Bay bridge at North Bend. (2) Alsea bridge at Waldport which will be completed by the end of the year. (3) Part of the Umpqua bridge at Reedsport which will cost \$1,267,000. (4) Gothic style of bents (piers) of south approach of Coos Bay bridge. (5) Sialaw bridge at Florence. Contract payments on all five bridges have been running about \$350,000 a month with from 14,000 to 16,000 men employed.

No Added Expense In Producing of Streamland Cars

"There is no longer any good reason why the fully streamlined car should not reach the hands of the purchaser at no greater cost than the conventionally styled models of the past. For, while initial costs were high, these costs should by this time have been largely absorbed by the mass progressive manufacturer," is the opinion of Vern R. Drum, president of the Hupp Motor Car corporation.

"In the restyling of motor cars and the creation of new types, the burden borne by the manufacturer in the high cost of dies and special tools represents large investments. Any departure from the conventional and generally accepted design of motor car compels such a capital outlay and is a matter of no little concern to the motor car maker."

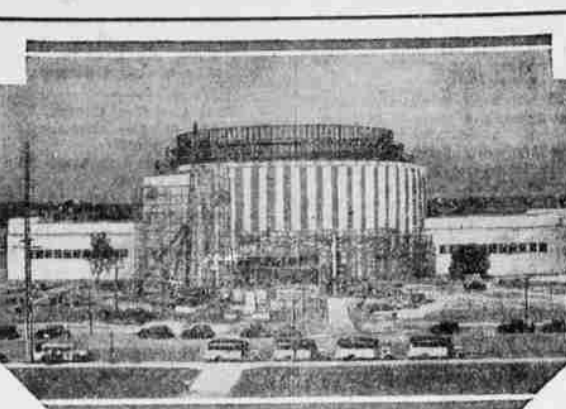
"However, the modern, fully streamlined car, if not too radical or conservative, is undoubtedly here to stay, and the manufacturer who has been first to appreciate the irresistible trend of streamlining and has combined its advantages with style and beauty, has been the first to augment his clientele through these influences."

THE GRANGE

The sixth of the "travel program" will be held September 3 at the Eagle Point Grange hall with Roxy Ann Grange putting on the program for the lecture hour. These meetings are gaining much favor and being enjoyed by all. The last meeting was the best attended of all meetings thus far held.

The cup for which each grange working will be presented by Roxy Ann Grange to Eagle Point Grange, which will hold it until they present their program at Phoenix in October.

Ford 'Guest House' 35 Per Cent Finished



DEARBORN, Michigan.—To accommodate the increasing number of tourists who, the year around, travel to Dearborn to see Ford basic operations at the huge Rouge Plant, Henry Ford is re-erecting there what was the huge, semi-circular rotunda at Ford Exposition at the Chicago World's Fair. It will form, when finished, the visitors' entrance to the plant, which, in itself, is a veritable permanent world's fair, and the greatest single industry in the world. Construction of this permanent

building in a 13½ acre park opposite the Ford Administration building here is 35 per cent finished. It is planned to dedicate the completed structure to the public about Thanksgiving. The steel framework, weighing 3,000 tons, is in place and work is well along on laying the 140,000 square feet of Indiana limestone which form the walls.

In the foreground are shown some of the buses which carry thousands of visitors monthly on tours through the Rouge Plant.

RANGE FEUD ENDS IN MORGUE, JAIL

PRINEVILLE, Ore., Aug. 31.—(AP)—A long rangeland feud between two armed and mounted cattlemen ended today when one was killed and the other arrested as the slayer.

Sheriff B. B. Groff said James Phillips declared he shot James Beoletto, 50, in self defense. Both live in the Conant basin about 40 miles southeast of here in the isolated central Oregon rangeland.

The men were both on horseback, driving cattle, when they met near their ranches. An argument began over cattle. Phillips said he believed Beoletto was about to draw and fire, so he pulled his revolver, first and fired one shot. It was fatal.

1-MINUTE SAFETY TALKS

By Don Herold



INVITATION TO 400 KILLINGS

There will be from 350 to 400 people killed in automobile accidents in the three Labor Day holidays—Saturday, Sunday and Monday (Labor Day), 1935.

And they will be nice people. I could make a list of 350 or 400 people—public enemies and good-for-nothings, whose deaths might not be so bad for the world—but these 350 or 400 who are going to be killed during the Labor Day holidays are, alas, going to be some of our best folks.

It seems strange and awful to me that we should know in ADVANCE that we are going to kill this many

PORTER BUYS WEST SIDE BARBER SHOP

Tod Porter, well known Medford barber who has been with Bowman's Barber shop and beauty parlor for the past 4½ years, has purchased George's Barber shop which he will operate. Mr. Porter has a host of friends who will be interested in learning of the new business venture. The shop is located at 7 North Fir street.

Long Mountain

LONG MOUNTAIN, Aug. 31.—(Sp)—Mrs. Dottie Dutton of Antelope and Mrs. M. L. Pruet of this district gave a surprise birthday party for Mrs. Sarah Woods Monday afternoon. Those present were Mrs. Evelyn Osterhout, Mrs. Tom Wrigley, Mrs. Lilly Cingade, Mrs. Carl Esch and

Callic, and Mrs. Ralph Ferguson of Roseville, Calif.

RIVERSIDE TIRES



GET UP TO 28% MORE MILEAGE ON FIRST QUALITY RIVERSIDES

In actual tests over some of the worst roads in the country Riversides proved that they give up to 28% MORE MILEAGE than other first quality tires! And the same extra quality that gives you this greater mileage gives you greater safety too! New Riversides are as safe as any other first quality tire made and they stay safe up to 28% longer!

You get up to 28% more mileage because of such features as Riverside Super Vitalized tread rubber—wears longer because it stays cooler—Latex dipped cords, double carcass insulation, and the new reversed breaker strip construction. Then Riversides' center traction safety tread gives you maximum protection against forward and sideways skidding.

EXTRA LIBERAL ALLOWANCE

ON FIRST QUALITY RIVERSIDES AND RIVERSIDE STANDARDS
Wards will make you an extra liberal allowance for your old tires on the purchase of any first quality Riverside or Riverside Standard Tire! That's why we advise you to get Wards LOWER prices before you buy tires!

Written Guarantee Against Everything

Both First Quality Riversides and Riverside Standards are backed by Wards written guarantee against EVERYTHING that can happen to a tire in service WITHOUT LIMIT as to number of months or miles! They have to be America's best tires to be backed by such a broad guarantee!

- Blowouts
- Cuts, Bruises
- Faulty Brakes
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- Wheels Out of Line
- Even Collision

Save Up To 1/2 On Wards Auto Accessories!

 Wards Oil Filter 1.19 Wards 12,000 mile oil filter. Exactly same as make used on most new cars! Save 1/2!	 Lined Brake Shoes 1.19 Set of 4 for Ford 28-31 Exchange. Save extra! Trade in your old brake shoes at Wards! Set of 4 for Ford, 30-31 exch. \$1.19	 Wards Spark Plugs 33c Each Wards famous Supreme quality! No better made even at twice this LOW price!	 Lunch Kit Set With Pt. Vacuum Bottle \$1.00 Ventilated box with pint vac. bottle. Wards Supreme Qual. For Both	 Luggage Carrier 1.00 Clamps to running board with 3 thumbscrews. Black enamel finish. Safe! Handy!
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A NEW, fully Streamlined TOURING SEDAN WITH EXTRA CAPACITY TRUNK



A surprising new body style—so skillfully done that it results in lines of singular grace and beauty—while providing an amazing amount of storage space in the in-built trunk. Mechanically, the finest of a line of twenty-eight worthy predecessors. Yet lower priced than any of today's fully streamlined cars. Available in the Hupmobile Six or Eight. SEE it before you decide.

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