

AUTOMOTIVE NEWS

STANDARD SALES STAFF SEE FILM BUSINESS SCOPE

Standard Oil salesmen in this territory were the guests of the executives of the company yesterday at a motion picture show featuring a double bill with two feature attractions. The meeting was held under the direction of Mr. H. L. Hathaway, local district manager for the Standard Oil Company of California.

Interesting and educational, the films are a part of the program of the company to acquaint their employees with the extent and magnitude of the operations of Standard Oil Company of California in order that they may have full knowledge of the company's resources and production methods and be trained in more courteous selling procedure.

The two forty-minute "talkies" are each admirably suited to their purpose. The first, an institutional film entitled "The Story of Standard Oil Company of California," is by way of being an air travelogue, in one of Standard's fleet of planes, as it circles the Standard Oil building in San Francisco and then sets off to fly over a few of Standard's extensive holdings, its oil fields, its pipe lines, its refineries, its buildings and its stations.

Every standard employe after seeing this picture was fully conversant with the world-wide scope of the company's activity. This was graphically shown by a diagram map of the world showing where Standard operated oil wells, where its ocean-going fleet of tankers delivered crude oil to refineries and refined products to world-wide markets.

The important part that the Standard Oil company plays in western prosperity was attested by the figures which show the number of its employes and the amount of the weekly payroll as well as the money spent by the company for production, transportation, refining, packaging, advertising and merchandising.

The audience was brought to a realization of the fact that every form of transportation is used by Standard in the moving of its products. Pipe lines, hundreds and hundreds of miles of them; with pumping stations every few miles to keep the oil flowing, move crude oil from oil fields to refineries. Pipe lines and tankers are used to ship crude to the refinery and ship fuel and truck to move packaged products from the refinery to dealers. Fleets of sea-going tankers travel over ocean lanes to all parts of the world. Tank trucks carry gasoline to dealer outlets and trucks of all sizes and makes move other Standard products. Fleets of passenger automobiles are used by salesmen and executives.

One of the most instructive parts of this interesting talking picture is a trip through the refinery. A powerful argument for the purchase of oils and gasolines refined in this most modern of refineries is found in this picture where costly machinery, the most efficient built, is shown in use. Here, perhaps is found one of the best justifications for bigness, for size, for financial stability, because it was evident to the audience that the buyer benefits from Standard's magnificence; benefits from the modern machinery pictured in the Richmond and El Segundo refineries; benefits from the many tests for quality and uniformity that are made, as a matter of course, in this great refining plant on all refined products before they are shipped or packaged.

Standard Oil salesmen found in this feature fresh reason and new justification for the slogan that "Standard is Unsurpassed."

The second picture, "Selling Standard," is an educational film on salesmanship featuring Paul W. Ivey, Ph. D., Professor of Merchandising at the University of Southern California as commentator and is dramatized by a score of Hollywood actors. It would be of interest to any group of salesmen in the country. Here before the eyes of the audience are portrayed those methods which make for friendliness and more cordial relations between the public and the salesman. The necessity for courtesy and service are cleverly emphasized.

AUTO DEATHS IN AUGUST DECLINE

SALEM, Sept. 21.—(AP)—Ten less fatalities resulting from automobile accidents were reported during August this year compared to the same month in 1934, the secretary of state reported. Twenty persons were killed last month, while 471 were injured. Injuries were four less.

The total fatalities to date for 1935 reached 180. Last year during the same period 201 were reported. Injuries to date were 3,469 in a total of 13,999 accidents, the report showed. A reduction in accidents and fatalities were shown, while persons injured showed an increase of 161.

SALEM, Sept. 21.—(AP)—The resignation of Stanley B. Strayer as district attorney of Baker county was received by Governor Martin's office here today. The resignation was to take effect October 1.



ST. LOUIS, HERE WE COME!

The boxcar train of Portland volture No. 25, Forty and Eight, shown here, is en route to St. Louis carrying seven Oregon delegates to the American Legion national convention and the Forty and Eight Promenade Nationale, September 23 to 25. This picture was snapped in Portland Saturday evening shortly before the group left. In the picture are delegates and members of the boxcar committee. As an aid to making the trip possible, the General Petroleum corporation provided the necessary gasoline and oil for the jaunt.

1-MINUTE SAFETY TALKS

By Don Herold



TO PARENTS ONLY

Bachelors, old maids, high school youngsters and everybody else but parents will please leave the room. This talk is to parents only. If I could just get all the parents in America interested in automobile safety, I wouldn't bother about the bachelors and the others. I'd let them go. It seems that it ought to be easy to get parents excited and fanatical on the subject. STATISTICS SHOW THAT ONE CHILD IN THREE WILL BE KILLED OR SERIOUSLY INJURED IN AN AUTOMOBILE ACCIDENT BEFORE HE OR SHE HAS COMPLETED HIS NORMAL LIFE SPAN. Yet I imagine that a large percentage of the careless driving done in this country is done by parents. We parents ought to think "ONE OUT OF THREE" every time we start a child to school or permit him to play in the street, and every time we start out in a car. We should consider every wild driver a personal enemy of our family. We almost ought to carry red flags with "1 out of 3" on them. I wish I could arrange an unsigned pact between all parents to be careful of each other's kids while driving. According to statistics of The Travelers Insurance Company, there were 5,290 children killed and 182,210 who were injured in automobile accidents last year. ONE OUT OF THREE.

COAST BUSINESS AT HIGHEST MARK SINCE JANUARY '32

SAN FRANCISCO, Sept. 21.—(AP)—Far western business has reached its highest level in 43 months, the statistical index of the Bank of America showed today.

According to the bank's business review, the index stood at 69.2 for August, highest since January, 1932, and 8.8 per cent above the corresponding figure last year. It was also 8.8 per cent above July.

Substantial increases in carloadings and electric power production were largely responsible for the optimistic showing, the report said.

August was the ninth consecutive month of this year in which bank debts of the far west have gained over corresponding periods of the two previous years. The gain over last year was 19.8 per cent during the month.

Dollar volume sales, reports from 101 retail establishments showed, were 8.8 per cent above the corresponding month last year, and 10 per cent over the first eight months of 1934.

Use Mail Tribune want ads.

Hotel San Pablo advertisement with details on location, renovation, and rates.

STOP over night at... the SAN PABLO en route to the SAN DIEGO FAIR

LOCALS

Emergency Operation—George Stuart, local CCC enrollee, was rushed to the Sacred Heart hospital, Friday night for an emergency appendicitis operation.

Undergoes Operation—Mrs. Julia Dow, of this city, underwent a thyroidectomy at the Osteopathic Clinic and Hospital Saturday morning, and was reported recovering nicely.

Portland Arrivals—Arriving on the plane from Portland yesterday were Mr. Bowman, salesman for the Waco company, and Mr. Jacobs, who spent the night here.

C. E. Joint Camp Meeting—Members of the Medford Christian Endeavor will meet next week end, Saturday and Sunday, with members of the Klamath Falls officer's council at some point in the Greaspring mountains for a two-days camping and business meeting. It has been announced, Walter Myers, state C. E. field secretary, will be present for the encampment.

Rev. Martin at Nazarene Church—Rev. E. E. Martin of the North Pacific district, will be guest speaker at the local Church of the Nazarene tonight at 7:30. It has been announced. The possibility of the arrangement was not known until after the regular church notices had already been printed. Rev. Martin is a pulpiteer of outstanding merit.

Belcastro Leaves—Pete Belcastro, popular wrestler here, left Saturday for a wrestling tour of Mexico. His first bout will be sometime this week in Mexico City, after which he will travel about the country for several months, wrestling at San Luis Potosi, Monterrey, Tampico and other centers. Before leaving he had recovered considerably from a foot injury sustained Thursday night.

Daring Alaska Gold Rush Figure Passes

TUSCOLO, Ill., Sept. 21.—(AP)—Calmer Barnes of Arcola, who achieved fame in shooting the White Horse rapids during the gold rush in the Klondike, died at a hospital here last night of a heart ailment. He was about 72 years old.

His death recalled the daring exploits of Barnes and his twin brother, Dr. Omar Barnes, in the days when they carried gold-crazed passengers and their baggage through the swirling White Horse waters.

Use Mail Tribune want ads.

LIGHTING EXPERT TO TALK AT NAT TOMORROW NIGHT

Frank A. Pim, former illuminating engineer for the state of Oregon, and now doing the same work in San Francisco and Cleveland, Ohio, will address a body of state and city police traffic officers, city fire officials, and officials of Ashland, as well as all garage owners and mechanics who care to attend at the Natorium Monday evening at 7:45 on "Auto Ignition and Lighting from the Technical Angle."

While Pim was illuminating engineer for the state he drafted all the information contained in the automobile light law, and fought diligently for its passage. His close personal contact with auto lighting and ignition problems make him a valuable speaker in explaining the vagaries of the present day complicated ignition systems on automobiles to those who might not otherwise be able to understand them.

In speaking of ignition systems, Pim said: "Ignition on present day automobiles has been developed to such a nicety that a difference of one thousandth of an inch in the distributor points makes a difference of 4 and a half per cent in the cam angle, when a difference of only two per cent will mean a loss of over four miles to a gallon of gasoline. It is to explain this cam angle, and the proper way to adjust for it, that this meeting has been called. All interested are invited to attend, and there will be no admission charge."

REFUND ORDERED ON NEBRASKA OLD AGE PENSION PLAN

LINCOLN, Neb., Sept. 21.—(AP)—The Nebraska supreme court today formally entered judgment that the \$4,000,000 state relief and old age pension system and a special one cent per gallon relief tax on gasoline were unconstitutional.

A group of thirty gasoline dealers immediately filed suit in the Lancaster County (Lincoln) District Court asking that approximately one million dollars already collected under the tax be prorated back to the dealers.

No change in the price of gasoline was reported 24 hours after the decision, announced in an opinion yesterday.

The issuance of the formal decree was made possible today when the state filed a motion to discontinue with further pleadings. This motion was intended to speed price reduction and pave the way for a motion for a new trial.

The attorney general's office announced it would resist refund of the million dollars to gasoline dealers on the claim the tax was paid by consumers and not by the dealers.

SPANISH SOPRANO PLANS TO CREATE MUSICAL MEDFORD

Dolores Rodriguez Sperling, distinguished Spanish soprano who is at the present time making her home in Medford, has ambitious plans for a more musical Medford. She recently opened a studio here, and announced that at some time in the future she intends to organize an opera chorus club, and an oratorio society. Said Miss Rodriguez: "With a good director, good voices and dramatic talent, none of which are lacking here, why should we not become musically conscious from a civic standpoint, and put our best foot forward?"

Miss Rodriguez has a long list of accomplishments to her credit in the musical world. She began to play the piano at the age of six, and to study voice when 19, under MacGuthrie Williams, student of Herbert Witherspoon, at McPhail school in Minneapolis. Since then she has studied under six more teachers, four of whom are outstanding. Her early singing experience has placed her in concert work in America and abroad, and she spent one season with the Municipal Opera in St. Louis.

During her study at Chicago Musical college, where she was a pupil of Helen Wolverton and of Graham Reed, she won a scholarship with Richard Hagerman, eminent composer and conductor. The position of hostess at the college was also created for her, so that she might continue her studies. She also taught both voice and piano while in Chicago.

Upon coming to the Pacific coast some time ago, Miss Rodriguez did intensive studying at the Oakland Conservatory of Music and Drama with Mabel Regelman of San Francisco, and later was appointed a faculty member there.

Later she went to southern California, engaging in concert work, and in teaching voice. Asked how she liked Medford, Miss Rodriguez said that it is one of the nicest places that she has ever lived.

HISTORIC 'VILLE DWELLING SOLD

The charming old Sargent house at Jacksonville, long an historic dwelling and landmark, and said to be one of the most comfortable homes in the valley, was sold yesterday by the estate of Alice Applegate Sargent, recently deceased, to James W. Grigsby of Medford, who, with his family, has already taken possession.

The deal was made through the Carl Y. Tengwald real estate office. Tengwald said yesterday that the plans have been under way for some time, but have been held up through legal matters.

At Sacred Heart—C. W. Foster, 113 Clark street, was recovering satisfactorily last night from a major operation undergone Saturday morning.

DR. WATTS NAMED HEAD OF MEDICS

GEARHART, Ore., Sept. 21.—(AP)—Dr. Thomas Wynne Watts of Portland was today named president-elect of the Oregon State Medical association. The election of officers concluded this annual convention of the physicians. Dr. Watts automatically becomes president next year.

Dr. E. A. Massey of Klamath Falls succeeded to the presidency for this year, having been named president-elect last year. The retiring president is Dr. A. M. Webster of Portland.

Other officers are: Dr. W. J. Wiess, Ontario, first vice president; Dr. O. C. Hagmeyer, Astoria, second vice president; Dr. J. C. Vandervert, Bend, third vice president; Dr. Morris L. Bridgeman, Portland, secretary; Dr. Otis F. Akin, Portland, treasurer.

Dr. John F. Fitzgibbon was elected delegate to the convention of the American Medical association. Councilors of the state association are: 1st district, Blair Holcomb, Portland; 2d district, Karl H. Martzloff, Portland; 3rd district, Charles E. Hunt, Eugene; 4th district, E. D. Lamb, Klamath Falls, re-elected.

French Balloon Safe WARSAW, Sept. 21.—(AP)—The French balloon, Maurice Mallet, believed to have crashed in the Battle sea during the 27th annual Gordon Bennett race, arrived here today.

USE THE ORIGINAL BUDGET PAY PLAN advertisement.

LOOK! THE NEW GOODRICH ELECTRO-PAK GIVES YOU EXTRA POWER FOR TODAY'S DRIVING REQUIREMENTS!

Goodrich BATTERIES as low as \$4.95 and old battery. Electro-Pak "HC" \$12.95 advertisement.

ENDS CHIEF CAUSES OF Sudden BATTERY FAILURE! advertisement.

Amazing X-RAY System lets you LOOK INSIDE all low-priced cars!



It's no longer necessary to take for granted the parts of a car you can't see. The remarkable new X-Ray System will let you see with your own eyes the surprising, hidden differences in all of the low-priced cars. It will show you a graphic comparison of the vital features INSIDE! The things that low-priced cars leave out. The things that high-priced cars include. And when you see that LaFayette alone is the lowest priced field has all of the VITAL features of high-priced cars—then you'll see why it's safer and smarter to buy a LaFayette this year! The Nash Motors Company, Kenosha, Wisconsin

THE NEW 1936 LAFAYETTE \$595 A PRODUCT OF THE NASH MOTORS COMPANY WALTER W. ABBEY, Inc. 123 So. Riverside. Tel. 303 Associate Dealer, OTIS E. HACKETT, Grants Pass

Richardson Springs advertisement with details on location and amenities.

NO MONEY DOWN advertisement.

Lewis Super Service Station advertisement.

HOTEL MANX advertisement with details on location and rates.