

AUTOMOTIVE NEWS

AUTO TOLL LOWER IN OREGON SHOWN BY OSMA FIGURES

Forty fewer persons lost their lives in automobile accidents during the first nine months of 1935 than during the same period last year, according to official state figures announced recently by the Oregon State Motor association, sponsor of the state-wide "Let's Quit Killing" safety campaign.

The motor association pointed out that of the 24 persons killed in Oregon in September, four were in Jackson county. The county contributed no deaths in September, 1934, when the total was also 24 fatalities.

Despite Oregon's failure to show a reduction in fatal automobile accidents in September, the number of persons killed since the first of the year shows a decrease of about 18 per cent. During the first nine months of 1934, there were 225 fatalities, while at the end of the same period this year the number was 185.

"It is gratifying to see that safety work is having a definite effect," said W. R. McDonald, director of the motor association in charge of safety. "I believe every person and every organization playing a part in the fight to save lives can feel that their efforts have been rewarded."

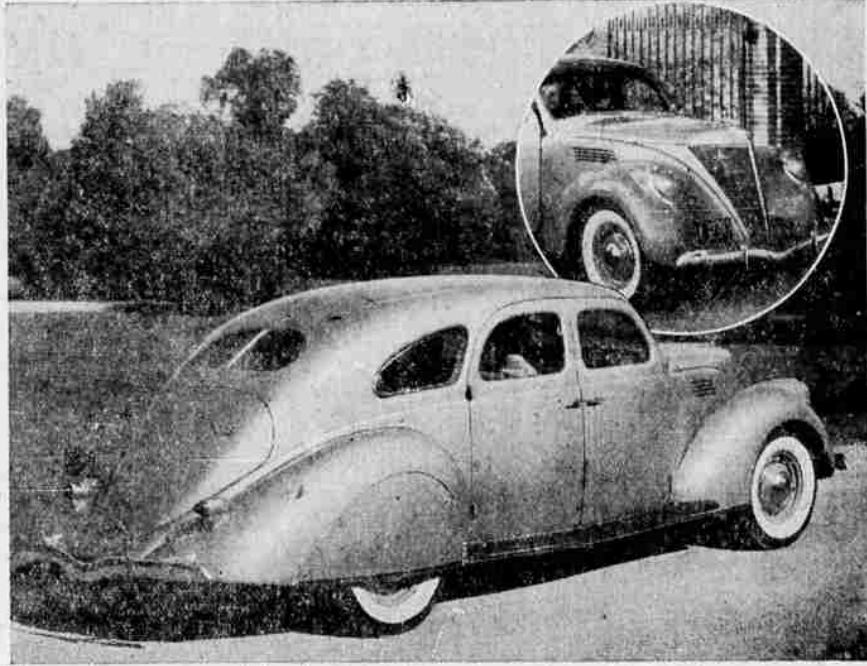
"It is interesting to note that had the same rate of increase existed this year that existed in the first nine months of 1934, the traffic toll would have been 306 lives. The first nine months in 1934, it will be remembered, brought a 36 per cent increase in deaths over 1933.

"Safety work, I firmly believe, was not only responsible for halting the increase, but was a major factor in bringing about an actual reduction."

Following is a month by month report of Oregon's fatalities:

Month	1934	1935	%C.
January	24	17	22
February	17	13	25
March	18	27	1.7
April	33	17	19
May	28	13	27
June	29	27	23

Ford's Lincoln-Zephyr Reaches Pacific Coast



Three-quarter rear view and the front section of the new V-12 Lincoln-Zephyr, product of the combined resources of the Ford and Lincoln organizations and newest entry in the medium-price field, are illustrated in this four-door sedan type displayed at Pacific coast auto shows.

It is the most completely streamlined car ever put into production. Its design is decidedly advanced, having no orthodox chassis or chassis frame. The car comprises a "bridge truss" body of extraordinary strength, in which the engine is mounted and

to which the running gear is attached. The Lincoln-built 12-cylinder engine develops 110 horsepower. Wheelbase is 122 inches, springbase 133 inches. Center-pole spring suspension with record low center of gravity gives unusual riding comfort.

Month	1934	1935
July	23	27
August	30	20
September	24	24
Total	225	185

*Cumulative reduction for 1935 at end of month.

Phone Suit Falls
 PORTLAND, Ore., Nov. 16.—(AP)—Federal Judge James A. Fee held the McKenzie River 32-line Telephone association is a volunteer group and as such cannot enter suit. He dismissed an injunction action brought to prevent the Pacific Telephone & Telegraph Co. from stringing wires along the McKenzie association's line.

Firestone's 35th Anniversary Sale Offers Bargains

More than 500 bargains are offered southern Oregon motorists in Firestone's 35th anniversary sale which is being observed locally by the Firestone Auto Supply and Service Store at Ninth and Riverside, under the management of Ed Efteland.

Extensive preparations and plans were made for months previous to opening this sale in order that it might be one of the biggest auto-

mobile events of 1935. All Firestone stores are participating in the 35th birthday celebration which features outstanding bargains in auto supplies of all types as well as articles for the home and garage.

Among the many sale items are Stewart-Warner auto radios with selective night range over 1000 miles, and home-like reception. Firestone tires with safe non-skid tread design, gum-dipped protection against blow-outs and high mileage records, are offered at special sale prices. Firestone's convenient budget plan is proving particularly helpful in this territory, according to Mr. Efteland.

FDR'S BACKING OF NORRIS FLAYED AS RADICAL ACTION

WASHINGTON, Nov. 16.—(AP)—Col. Frank Knox, Chicago publisher and Republican presidential possibility, said here today that President Roosevelt's endorsement of Senator Norris (R., Neb.) was consistent with the course under which he had "abandoned his own party program and taken up the radicals' program."

Knox was here for the week end, visiting his wife, who has established a winter residence here. He refused

to discuss politics generally, or his own plans for 1936.

"It is not at all surprising that the president should endorse Senator Norris, just as he has Senator La Follette of Wisconsin," Knox said, "because of the fact of things it is obvious he thinks much as they do."

"But it leaves the Democrats in Wisconsin and Nebraska as orphans in the storm. They are feeling it very keenly. I know about Wisconsin because it is a neighboring state. I suspect the Democrats in Nebraska feel much the same way."

"The president's program is no longer Democratic but radical. The president has abandoned his own party program and taken up the radicals' program. This is consistent with his own program, but not the program on which he was elected."

For More that Wear buy
NOLDE & HORST
 Ethelwyn B. Hoffmann

SENATE POLITICS COST STATE COIN, BIG CAPITOL SITE

ASTORIA, Ore., Nov. 16.—(AP)—Senator Frank Franciscovich of Astoria told the Astoria chamber of commerce that "political lockeering" by the senate failed, and as a result Oregon's new capitol will be on the old site instead of a larger site.

He said the senate at the special legislative session, wanted two blocks to the north added to the present site, so to cut down the appropriation from \$3,500,000 to \$2,500,000 to

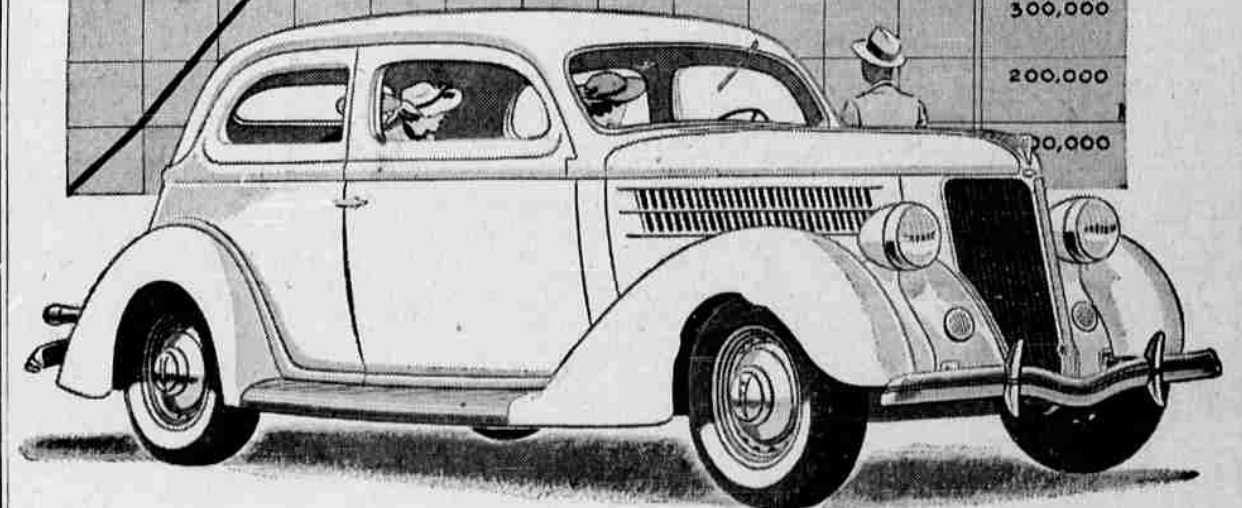
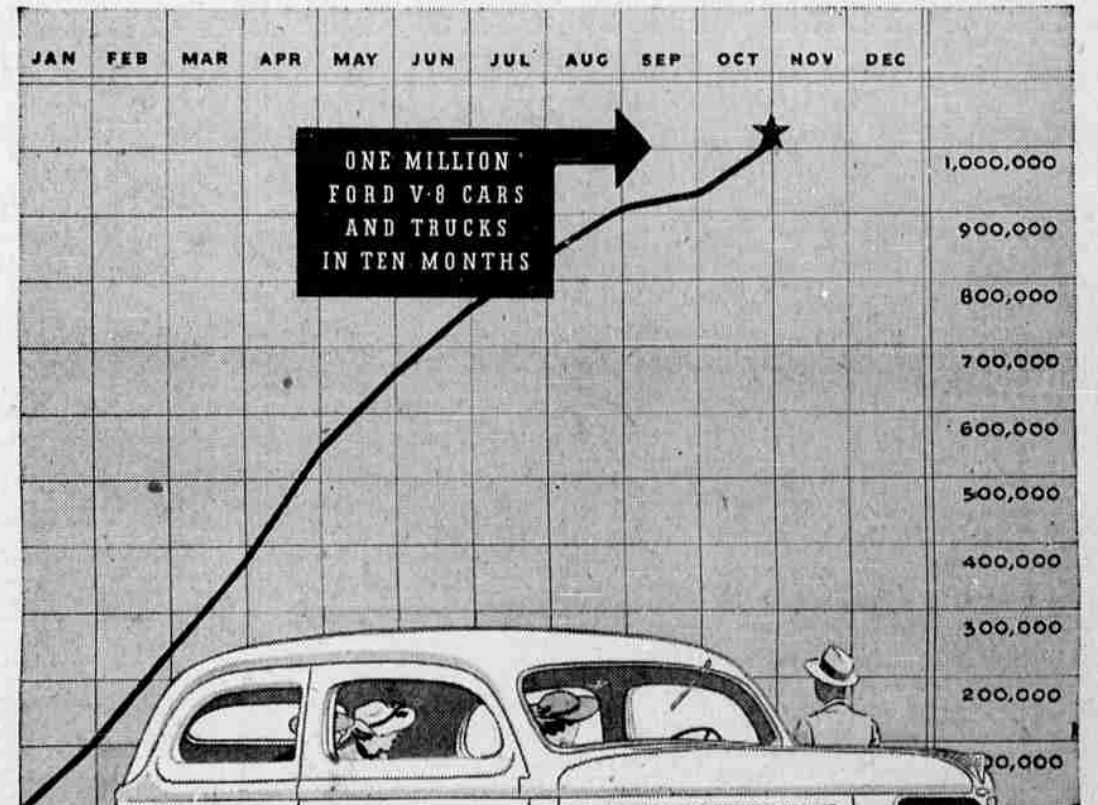
use as a "lever" to gain a site concession from the house.

"Unfortunately the Marion county delegation in the house, counted on to oppose the low appropriation, became alarmed as the session's end approached and, fearing there might be no capitol hill at all, passed the senate measure," Senator Franciscovich said.

"As a result, taxpayers will probably later have to raise more money to complete furnishing and equipping of the capitol building and pay dollar for dollar, whereas if the \$3,500,000 appropriation had passed, 45 cents on the dollar on the added added million would have come through a federal grant."

Dad-Son Injured
 SPOKANE, Wash., Nov. 16.—(AP)—Fred C. Bowen broke his right arm at golf. His son, Billy, broke his left arm in football. They work together taping neckties and shoestrings and get along fine.

V-8 LEADERSHIP



ON OCTOBER 31 of last year, Henry Ford announced his intention to build a million Ford V-8s in 1935. We are pleased to report that this goal was reached in exactly ten months instead of a full year.

One million cars and trucks is an impressive total. But figures by themselves mean nothing. It is what they represent that counts. Selling a V-8 at a low price has brought a new kind of automobile within reach of the

people. Producing it has provided steady work for hundreds of thousands of men in the Ford plants, in associated industries and on the farm.

These million Ford V-8 cars and trucks have helped to make things better all around. In the first ten months of 1935 the Ford Motor Company paid out, in the United States alone, \$140,119,326.00 in wages and \$523,111,389.00 for materials.

FORD MOTOR COMPANY
 BUILDER OF FORD, LINCOLN AND LINCOLN-ZEPHYR MOTOR CARS

SEE THE 1936 FORD V-8. THE CAR THAT LED ALL OTHERS IN 1935 HAS BEEN MADE STILL BETTER FOR THE NEW YEAR

See the New 1936 FORD Now On Display
C. E. GATES AUTO CO.

Sixth and Riverside YOUR FORD DEALER Phone 141

35th ANNIVERSARY SALE

offering **Greater Firestone Values**

Special Trade-In Offer!
 Equip Your Car For Style, Comfort, Safety

\$1.50 PER WEEK

Trade-in your present wheels and tires for modern equipment. Convenient terms. Your account opened in five minutes.

Use the **Firestone BUDGET PLAN**

as low as **50c per week**

Firestone batteries have snappy performance—more months service per dollar.

AUTO SUPPLIES

FORD RADIATOR CAP
 1935 V-8 Greyhound type. Regular \$2.50. Special **\$1.49**

TROUBLE LIGHT
 Sturdy construction, long cord. Sale price **98c**

FLOOR MATS
 Universal size. We cut to fit. **59c up**

Model A Ford 79c

RADIATOR ORNAMENTS
 Choice of 6 styles. Special **29c**

FENDER FLAPS
 New design for modern cars. Pair **59c to 95c**

Cigar Lighter 19c

Fall Lubrication and Oil Change SPECIAL \$3.29

It's time to prepare your car for fall and winter driving! Heavy summer oil in the crankcase, transmission and differential of your car should be changed to winter lubricants. This special should interest every motorist. A complete scientific lubrication of chassis, moving parts, drain, flush and refill transmission, drain, flush and refill differential and drain, flush and refill crankcase with 100 percent Pure Pennsylvania Oil (5 quarts).

2 gal. can. . . . \$1.39
5 gal. can. . . . \$3.49

BRAKES OVERHAULED

Good brakes may save your life. Play safe—this special "Brakes Reconditioned and Overhauled" is the closest thing to a reline you ever had. Drive in today—avoid the last-minute rush. What we do:

1. Pull all 4 wheels to inspect the lining.
2. Inspect complete brake mechanism.
3. Clean brake drums with special solution.
4. Buff tips of brake shoes to prevent "groan".
5. Inspect bearings to insure use of proper grease.
6. Lubricate all moving parts, brake mechanism.
7. Set anchor pins correctly.
8. Equalize all brakes on Electric Brake Machine to show same foot pounds of pressure when lining is applied to drum.
9. Scientific road test.

\$3.50 Reg. \$1.95

Firestone AUTO SUPPLY & SERVICE STORE

9th and Riverside - - PHONE 520

For our courtesy car to pick up and deliver your car.