

AUTOMOTIVE NEWS

DEATHS FROM CAR ACCIDENTS REACH NEW HIGH IN '35

CHICAGO, Jan. 11.—(Sp)—Motor vehicle deaths in the United States soared to new heights in 1935, reaching a total of 36,400, as compared with 36,101 for the previous year, the National Safety Council has announced. The slight decrease anticipated did not materialize because of the experience during the final months of the year. Despite this discouraging sign the council is going forward with renewed vigor in its five-year campaign to reduce traffic accidents 25 per cent by the end of 1940.

In spite of the somewhat unexpected increase, the council pointed out that the population of the country also increased about one per cent; thus the death rate per 100,000 population was 28.5 in 1935, the same as in 1934.

The increase in deaths was also less than might have been anticipated from the considerable advance in motor vehicle travel. Auto registration advanced 4.3 per cent from 1934 to 1935 and gasoline consumption went up approximately six per cent. In other words, there was an increase in the number of miles the average motorist was able to travel without an accident.

If fatalities had increased as much as motor car registration last year, the 1935 toll would have been 37,800 instead of 36,400, and had fatal accidents kept pace with gasoline consumption there would have been over 38,000 deaths.

The eastern states, including New England, made the best 1935 showing, compared with the previous year, by reducing their fatal accidents three per cent. Massachusetts and Rhode Island led the way with decreases (11 months' figures) of 12 per cent and 15 per cent, respectively. Outstanding improvements in the mid-western group of states was shown by North Dakota, Illinois and Minnesota, with decreases of 23, 12, and 8 per cent. Florida and Mississippi showed the most favorable reductions in the south, while in the west, Oregon, Utah, Wyoming and Montana all showed reductions of more than 10 per cent.

"COUNTING HIS HELPERS"



"One person out of every 100 of the population of the entire nation was killed or injured in automobile accidents during 1935."

"A compulsory automobile inspection service of the same type used in Memphis, these two states, reduced accidents in that city by 30 per cent in one year's time."

Announcing for January a free inspection service of the same type used in Memphis, these two states, are contained in a bulletin issued to all General Petroleum service stations outlining a safety plan for the month, according to D. C. Brees, manager of service stations for the Oregon division of General.

"This system of inspection which is accomplishing such noteworthy results in various cities of the country is nothing more nor less than an inspection of mechanical features by service men who are trained to make this check efficiently," said Brees. "In the interest of safe driving, we are prepared to render this service without charge or obligation."

SHELL OFFICIAL LOCATED IN CITY

The creation of a new position in the Shell Oil company brings to this city another Shell employee, F. A. Kocher. In the capacity of operations supervisor for the territory, Kocher and his family will reside in Medford.



F. A. Kocher

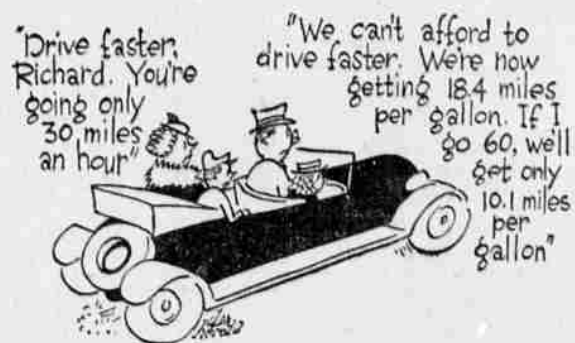
For the past seven years he has been with the Shell organization as a construction foreman, and will supervise operation of Shell distributing plants and trucks and be responsible for service station maintenance. He will also be in charge of construction of new stations and plants.

The territory to be covered by the new Shell official will extend from Lakeview west to Marshfield and from Roseburg south to the California line.

Fred Johnson, Medford manager for the company, stated that under the new plan materials necessary for operation will be purchased locally by Kocher. Johnson also pointed out that this move is one of several designed to centralize authority in the field. As a result, Medford becomes an important operations post for Shell in southern Oregon.

1-MINUTE SAFETY TALKS

By Don Herold



IT TAKES LESS GAS TO DRIVE SAFELY

Well, then, if you won't drive more slowly for safety's sake, do it for your pocketbook's sake.

I used to think the faster I drove, the less gas I used. I figured that you get there sooner (if you get there), so you have less time to use gas, so you use less gas. I was dead wrong.

I've learned the fact is it takes almost half again as much gas per mile when you drive at 60 than when you drive at 30.

If you drive 100 miles at 60 miles an hour, you can drive almost 150 miles on the same gas at 30.

From a purely economic standpoint, 30 miles an hour is the "cheapest" speed at which you can drive.

A car that gives you 18.4 miles per gallon at 30 miles per hour will give you only 10.1 at 60; 13.1 at 50 and 10.1 at 60 miles an hour.

Oil and tires go farther at moderate speeds, too.

Undue hurry was behind nine out of every ten of the 561,000 automobile accidents involving driving errors in 1934.

With all the time everybody now has in America, there's no reason for anybody to hurry—except doctors and firemen and expectant fathers.

Resolve now to drive more slowly and you'll not only help the cause of automobile safety—you'll save dough. Don't become one of the 36,000 persons who probably will be killed this year in automobile accidents. During the first eight months this year, nearly 22,000 have been killed, according to figures compiled by The Travelers Insurance Company.

New Chrysler Makes High Gas Mileage

The Lange Motor Co., local Chrysler and Plymouth dealer, is calling attention to the low gasoline consumption of the new 1936 Chrysler by giving gas test demonstrations. Each demonstrator is equipped with a gas meter mounted on the instrument board. They also have extra meters available to test any other car.

Mr. Lange says: "On these tests we have made as high as 23 miles per gallon of gas with the Chrysler 6 at a speed of 45 miles per hour. We have made as high as 19 miles per gallon with the Chrysler de luxe 8. This high gas mileage is due to the great reduction of engine speed which is made possible by the Chrysler silent automatic overdrive. It not only gives from four to six miles more per gallon but it saves the wear on the motor caused by high speeds. It prolongs the life of the motor 60 per cent. With this new overdrive a Chrysler will run 80,000 miles before it is even necessary to grind the valves."

HOOD RIVER, Ore., Jan. 11.—(AP) The Interstate Columbia River toll Bridge between here and White Salmon, Wash., earned \$8000 more in 1935 than in 1934, E. M. Chandler, president of the Oregon-Washington Bridge Co., said today.

Be correctly coseted in an Artist Model by Ethelwyn B. Hoffmann.



THE DALLES, Ore., Jan. 11.—(AP) Dogs slaughtered Mrs. Homer Sorweide's entire flock of 16 chickens and her six Belgian hare rabbits, reported to police.

Use Mail Tribune want ads.

GATES EXPLAINS FORD FINANCING

A new "\$25-a-month" plan for financing retail purchases of new Ford V-8 cars now in effect throughout the United States is explained by C. E. Gates, head of C. E. Gates Auto Co., Ford and Lincoln Zephyr dealers here.

The plan, involving substantially reduced finance charges and broad insurance protection for the car purchaser, is offered through Ford dealers by the Universal Credit company, according to Gates.

The plan has three important features:

1. Maximum monthly payments of \$25, plus the usual low down-payments.
2. Finance charges at the rate of one-half of one per cent per month (6 per cent for 12 months, computed upon the total of the original unpaid balance, plus insurance).
3. Insurance protection at regular conference rates, including not only fire and theft coverage, but also \$50 fire and theft coverage, but also \$50 fire and theft coverage, but also \$50 fire and theft coverage.

deductible collision insurance and protection against other accidental physical damage to the car.

The number of monthly payments may be reduced, or monthly payments less than \$25 may be arranged, if a larger down payment is made or if a late model car, valued at more than the usual down payment is turned in for exchange. The account also may be discharged at any time by full payment of the balance due, in which event a rebate of a portion of the credit charge will be allowed.

Pritchett Urges Plenty of Tread For Safe Driving

In keeping with the plea for safer driving being voiced more urgently every day in the nation's newspapers, and the consequent rise of public sentiment toward more careful use of the highways, Charles Pritchett, local manager of the Western Auto Supply company, reminds motorists that well-treaded tires are one of the greatest safety factors on their automobiles.

"The trend to finer highways with wider lanes, banked turns and smoother surfaces have increased the driving speed from 35 to 60 miles per hour," he warns, "thus placing an added strain on tires, and increasing to an even greater degree the responsibility for safety that is borne by tires."

Realizing that the improvement, not only in roads, but also in cars would continually place greater demands on tires, the engineers responsible for the Western Giant line of tires, exclusively distributed by Western Auto, have always applied themselves to improving quality and methods of manufacture so that these tires would always be years in advance of the needs of the latest cars, according to Mr. Pritchett.

"During winter months, the outstanding safety service that tires render is the prevention of skidding," the Western Auto manager states.

"When one realizes that smooth tires tend to skid even on dry pavements, he appreciates more than ever the value of new tires with scientifically designed treads on wet, slippery streets."

The effectiveness of wet, steering and acceleration of the car is entirely in proportion to the road gripping qualities of the tires. Authentic tests have proven, for instance, that cars with scientifically designed center traction tread tires, will, when the brakes are applied, stop much quicker than cars with smooth tires.

"All Western Giant tires have been scientifically built to give the maximum of traction on any road and in all kinds of weather. The greater traction thus afforded means safer driving at all times, for with a set of these tires on your car practically every safety function of the car is greatly enhanced."

Nash Sales Gain At W. W. Abbey Inc. During Past Week

Nash led in sales at Walter W. Abbey, Inc., during the past week, according to a report issued by Mr. Abbey Saturday.

Capt. Glen J. Key, motor transport officer for the local district CCG headquarters, purchased the biggest and best Nash made, a 1936 Ambassador Super 8 sedan. Captain Key said the new super 8 has everything he has ever hoped for in a superlatively fine automobile. The other Nash, a 1936 De Luxe '400,' was delivered to Mr. and Mrs. E. H. Thomas of Medford.

Mrs. Grace Kress is the new owner of a new 1936 LaFayette Victoria and W. H. Simonds took delivery of a new Willys sedan.

Mr. Abbey recently placed an order for 25 new International trucks to be delivered in Medford in the near future.

Mr. Abbey says the new Nash engine is the greatest engineering advance in 10 years. It is based on an important new discovery. It is so simplified in design that it has 509 fewer parts than some other motors. All manifolds sealed inside the block. It gives amazing speed, pickup and performance and it costs less to run than most of any of the lowest priced cars, according to Mr. Abbey.

Harry Carr, Famous Columnist, Called

LOS ANGELES, Cal., Jan. 11.—(AP) —Death has written "30" for Harry Carr, 58, Los Angeles newspaper columnist and author, who mirrored in words for four decades the world's passing show.

The 58-year-old writer, who started as a cub reporter on the Los Angeles Times 39 years ago, succumbed last night to a heart ailment, after an illness of many weeks.

A legion of friends in the circles of motion pictures, literature and government mourned him today.

BAKER, Jan. 11.—(AP)—An excellent prospect for the wool industry for the coming year was pictured to members of the Oregon Wool Growers association here today by President J. O. Barratt of Heppner at the opening session of the annual convention.

The W. C. T. U.

The W. C. T. U. met Thursday afternoon with Mrs. Eva McNary, a good attendance being present. The president, Mrs. E. A. Oldenburg, presided. The subject for discussion was "Christian Citizenship." Mrs. E. Iversen opened the devotional period with reading from Romans 13, stating that everyone has a vital opportunity to train for citizenship. She gave a splendid talk on this topic, touching on several characteristics of good citizenship—charity, kindness, usefulness, loyalty.

During the business session, Mrs. E. B. Hittler's resignation as secretary was accepted with regret and Mrs. Guy Cox was elected to the office. Rev. E. A. Oldenburg spoke on the Capper bill now before congress, which seeks to curb the advertising capacity of the big liquor interests.

Belknap was enjoyed in a solo, "Unanswered Yet," accompanied by Mrs. C. A. Meeker. Little Miss Eleanor Meeker entertained with recitations. Mrs. Arthur Short read Grace Noll Crowell's poem, "Ten Thousand a Day."

Mrs. Littell reported that licenses to sell liquor have been issued to 2,900 women in California. Mrs. Arthur Short invited the union for the February meeting.

Studebaker Dictator Coupe



Here is a Studebaker with rich personality—the Dictator coupe. It is available in either three or five passenger models. Its brand new 90 horsepower six cylinder engine gives it brilliant performance. The gracefully streamlined design is expected to win many friendships and the generous manner in which Studebaker body designers have spent money on interior luxury make it a real "standout."

ROAD OR NO ROAD

THIS TIRE PULLS YOU THROUGH and SAVES YOU MONEY!

\$7.85 (4-21)

HERE is the greatest traction tire ever built. The deep cross bars of tough rubber are scientifically placed to give extra traction in mud, snow, sand and loose ground. In addition the tread is self-cleaning. When you equip with Ground Grip tires you save the cost of chains, the trouble of putting them on and taking them off and the extra tire wear the chains cause.

Come in today and equip your car or truck. Put on a set of these tires now and forget about traction worries.

No Chains Needed

FOR CARS		Heavy Duty
4.40-4.50	4.75-5.11	\$7.95
4.75-5.00	5.11-5.50	\$8.50
5.00-5.25	5.50-6.00	\$9.00
5.25-5.50	6.00-6.50	\$9.50
5.50-6.00	6.50-7.00	\$10.00
6.00-6.50	7.00-7.50	\$10.50
6.50-7.00	7.50-8.00	\$11.00
7.00-7.50	8.00-8.50	\$11.50
7.50-8.00	8.50-9.00	\$12.00
8.00-8.50	9.00-9.50	\$12.50
8.50-9.00	9.50-10.00	\$13.00
9.00-9.50	10.00-10.50	\$13.50
9.50-10.00	10.50-11.00	\$14.00
10.00-10.50	11.00-11.50	\$14.50
10.50-11.00	11.50-12.00	\$15.00
11.00-11.50	12.00-12.50	\$15.50
11.50-12.00	12.50-13.00	\$16.00
12.00-12.50	13.00-13.50	\$16.50
12.50-13.00	13.50-14.00	\$17.00
13.00-13.50	14.00-14.50	\$17.50
13.50-14.00	14.50-15.00	\$18.00
14.00-14.50	15.00-15.50	\$18.50
14.50-15.00	15.50-16.00	\$19.00
15.00-15.50	16.00-16.50	\$19.50
15.50-16.00	16.50-17.00	\$20.00
16.00-16.50	17.00-17.50	\$20.50
16.50-17.00	17.50-18.00	\$21.00
17.00-17.50	18.00-18.50	\$21.50
17.50-18.00	18.50-19.00	\$22.00
18.00-18.50	19.00-19.50	\$22.50
18.50-19.00	19.50-20.00	\$23.00
19.00-19.50	20.00-20.50	\$23.50
19.50-20.00	20.50-21.00	\$24.00
20.00-20.50	21.00-21.50	\$24.50
20.50-21.00	21.50-22.00	\$25.00
21.00-21.50	22.00-22.50	\$25.50
21.50-22.00	22.50-23.00	\$26.00
22.00-22.50	23.00-23.50	\$26.50
22.50-23.00	23.50-24.00	\$27.00
23.00-23.50	24.00-24.50	\$27.50
23.50-24.00	24.50-25.00	\$28.00
24.00-24.50	25.00-25.50	\$28.50
24.50-25.00	25.50-26.00	\$29.00
25.00-25.50	26.00-26.50	\$29.50
25.50-26.00	26.50-27.00	\$30.00
26.00-26.50	27.00-27.50	\$30.50
26.50-27.00	27.50-28.00	\$31.00
27.00-27.50	28.00-28.50	\$31.50
27.50-28.00	28.50-29.00	\$32.00
28.00-28.50	29.00-29.50	\$32.50
28.50-29.00	29.50-30.00	\$33.00
29.00-29.50	30.00-30.50	\$33.50
29.50-30.00	30.50-31.00	\$34.00
30.00-30.50	31.00-31.50	\$34.50
30.50-31.00	31.50-32.00	\$35.00
31.00-31.50	32.00-32.50	\$35.50
31.50-32.00	32.50-33.00	\$36.00
32.00-32.50	33.00-33.50	\$36.50
32.50-33.00	33.50-34.00	\$37.00
33.00-33.50	34.00-34.50	\$37.50
33.50-34.00	34.50-35.00	\$38.00
34.00-34.50	35.00-35.50	\$38.50
34.50-35.00	35.50-36.00	\$39.00
35.00-35.50	36.00-36.50	\$39.50
35.50-36.00	36.50-37.00	\$40.00
36.00-36.50	37.00-37.50	\$40.50
36.50-37.00	37.50-38.00	\$41.00
37.00-37.50	38.00-38.50	\$41.50
37.50-38.00	38.50-39.00	\$42.00
38.00-38.50	39.00-39.50	\$42.50
38.50-39.00	39.50-40.00	\$43.00
39.00-39.50	40.00-40.50	\$43.50
39.50-40.00	40.50-41.00	\$44.00
40.00-40.50	41.00-41.50	\$44.50
40.50-41.00	41.50-42.00	\$45.00
41.00-41.50	42.00-42.50	\$45.50
41.50-42.00	42.50-43.00	\$46.00
42.00-42.50	43.00-43.50	\$46.50
42.50-43.00	43.50-44.00	\$47.00
43.00-43.50	44.00-44.50	\$47.50
43.50-44.00	44.50-45.00	\$48.00
44.00-44.50	45.00-45.50	\$48.50
44.50-45.00	45.50-46.00	\$49.00
45.00-45.50	46.00-46.50	\$49.50
45.50-46.00	46.50-47.00	\$50.00
46.00-46.50	47.00-47.50	\$50.50
46.50-47.00	47.50-48.00	\$51.00
47.00-47.50	48.00-48.50	\$51.50
47.50-48.00	48.50-49.00	\$52.00
48.00-48.50	49.00-49.50	\$52.50
48.50-49.00	49.50-50.00	\$53.00
49.00-49.50	50.00-50.50	\$53.50
49.50-50.00	50.50-51.00	\$54.00
50.00-50.50	51.00-51.50	\$54.50
50.50-51.00	51.50-52.00	\$55.00
51.00-51.50	52.00-52.50	\$55.50
51.50-52.00	52.50-53.00	\$56.00
52.00-52.50	53.00-53.50	\$56.50
52.50-53.00	53.50-54.00	\$57.00
53.00-53.50	54.00-54.50	\$57.50
53.50-54.00	54.50-55.00	\$58.00
54.00-54.50	55.00-55.50	\$58.50
54.50-55.00	55.50-56.00	\$59.00
55.00-55.50	56.00-56.50	\$59.50
55.50-56.00	56.50-57.00	\$60.00
56.00-56.50	57.00-57.50	\$60.50
56.50-57.00	57.50-58.00	\$61.00
57.00-57.50	58.00-58.50	\$61.50
57.50-58.00	58.50-59.00	\$62.00
58.00-58.50	59.00-59.50	\$62.50
58.50-59.00	59.50-60.00	\$63.00
59.00-59.50	60.00-60.50	\$63.50
59.50-60.00	60.50-61.00	\$64.00
60.00-60.50	61.00-61.50	\$64.50
60.50-61.00	61.50-62.00	\$65.00
61.00-61.50	62.00-62.50	\$65.50
61.50-62.00	62.50-63.00	\$66.00
62.00-62.50	63.00-63.50	\$66.50
62.50-63.00	63.50-64.00	\$67.00
63.00-63.50	64.00-64.50	\$67.50
63.50-64.00	64.50-65.00	\$68.00
64.00-64.50	65.00-65.50	\$68.50
64.50-65.00	65.50-66.00	\$69.00
65.00-65.50	66.00-66.50	\$69.50
65.50-66.00	66.50-67.00	\$70.00
66.00-66.50	67.00-67.50	\$70.50
66.50-67.00	67.50-68.00	\$71.00
67.00-67.50	68.00-68.50	\$71.50
67.50-68.00	68.50-69.00	\$72.00
68.00-68.50	69.00-69.50	\$72.50
68.50-69.00	69.50-70.00	\$73.00
69.00-69.50	70.00-70.50	\$73.50
69.50-70.00	70.50-71.00	\$74.00
70.00-70.50	71.00-71.50	\$74.50
70.50-71.00	71.50-72.00	\$75.00
71.00-71.50	72.00-72.50	\$75.50
71.50-72.00	72.50-73.00	\$76.00
72.00-72.50	73.00-7	