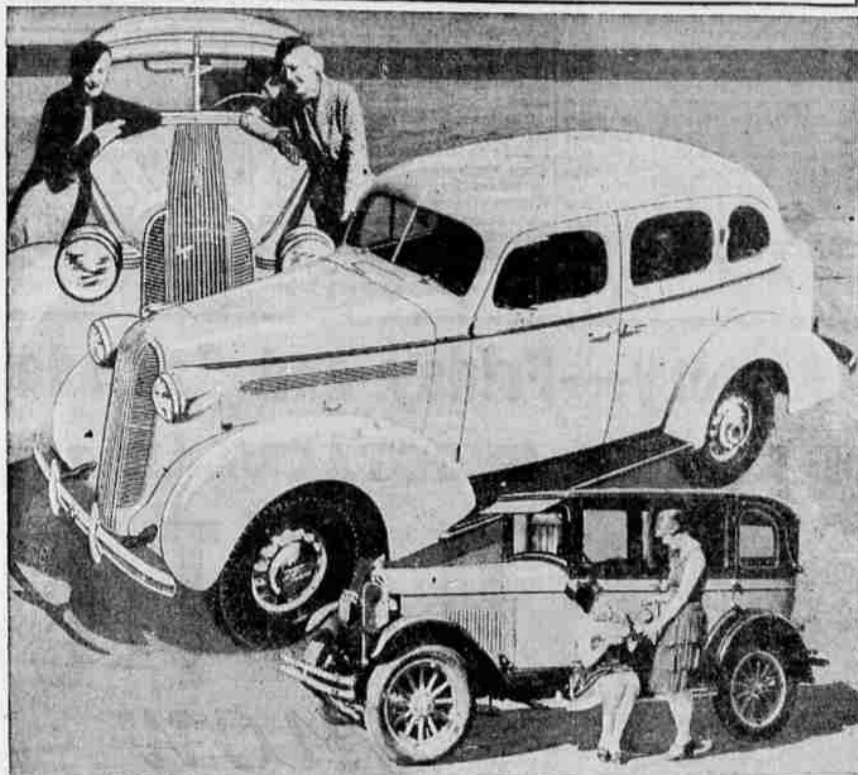


# AUTOMOBILE SHOW EDITION

## TEN YEARS OF AUTOMOBILE PROGRESS



In the foreground is the 1926 Pontiac—not a "Silver Streak," but quite a beauty in its day. The new '36 Pontiacs in the background are the latest models in the line and show what steps have been made in car design in the last decade.

## THOMAS D. CAMPBELL Operating World's Largest Farm Predicts New Tire Market

### Wheat King Sees All Farm Implements on Pneumatic Tires in 5 Years

When Thomas D. Campbell, America's largest raiser of wheat and internationally known farm expert talked to a group of Firestone men in Los Angeles recently, he confirmed the views of Mr. H. S. Firestone regarding the farm as an outlet for tires, according to (Name of Manager) of Firestone Auto Supply & Service Stores.



Thomas D. Campbell

"For the past several years, Mr. Firestone has pioneered the farm tire field, developing tires that would give traction, wear, and economy never before known on these operations." (Name of Manager) reported. "On his own homestead farm at Colusa, Calif., Mr. Firestone has every implement equipped with pneumatic tires. Thus he has been able to lead the way in bringing a real 'Farm' tire to the farmer."

Mr. Campbell, who has drawn attention in national and international farm conferences and vast columns of publicity because of his large operation, is a personal friend of the tire executive. He has been conducting tests of Firestone Ground Grip tires on his wheat farm at Hardin, Montana, through the past summer.

While the final results of these tests between tractors equipped with Firestone Ground Grip Tires and steel lugged tractors have not been computed as yet, Mr. Campbell was sufficiently impressed with the demonstrations to go on record with the following statement:

"I think it is only a matter of time 'till the farmer will demand machinery equipped with pneumatic tires."

"Farmers will demand tires for these reasons: 1. Economy of operation. 2. Saving to machinery. 3. Increased mobility of tractor."

"I maintain that every vehicle on the farm, with the exception of the plow, needs pneumatic tires and that tires will pay for themselves in 2 or 3 seasons."

"Our tests show an approximate saving of 17% in gas and oil alone for pneumatic equipped tractors. I found in going over the last census in Washington that there are in the United States approximately 2,000,000 farm vehicles ready for pneumatic tires. That is about the same number of automobiles we have in the United States after 25 or 30 years of development."

"I learned it takes more power to plow the farm land in the United States within season than it does to operate all industries combined, including transportation. This was in regard to gas and oil consumption—if true of these, I can see no reason why it would not be even more true of pneumatic tires."

"The thing that surprised us during tests between steel-wheel tractors and those equipped with Firestone Ground Grip Tires was in fact that the oil came out in much better condition in pneumatic equipped machines."

"By using a dynamometer, we learned that it takes 25% as much power to pull a tractor over plowed ground with pneumatic tires as it does to haul the same tractor through the same ground with ordinary lugs. That is a tremendous saving."

"Pneumatic tires will increase the life of farm machinery 50% by eliminating vibration."

"Nothing under the sun could make us change from Firestone Tires."

Mr. Campbell dwelt particularly on the subject of pneumatic tires lengthening the life of farm machinery 50% by eliminating vibration. "Up 'till now, the main arguments for rubber tires on tractors have been economy of operation, speed and mobility. Our tests show tire equipped tractors will have longer life. One only has to look at tractors out of use in corners of fields, to realize that cost of upkeep after a few years has been too heavy."

With the development by Mr. Firestone of the Ground Grip Tire, I believe much of this depreciation will be eliminated."

Mr. Campbell closed his talk with a statement that he felt the two greatest things coming out of the depression are the application of pneumatic tires to farm implements and air conditioning.

SPOKANE, Wash., Feb. 6.—(AP)—The Gonzaga basketball team, previously defeated by the Whitman Missionaries, turned the tables last night by defeating the Walla Walla quintet, 57 to 45.

# AUTO SHOW

Be Sure To Attend The Lions' Show  
**Thursday and Friday**  
And Be Sure To Visit The Showing By—

# Firestone

As Smart, Efficient and Sturdy as the 1936 Models Themselves!



## GROUND-GRIP TIRES

The GREATEST TRACTION TIRE EVER BUILT—  
Actually YOU SAVE MONEY

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.



### Firestone Batteries

As Low As—  
**52c**

Per Week  
ON OUR EASY BUDGET PLAN

Easy terms. No embarrassment. No delay. Accounts opened in Five Minutes.



Budget Terms if desired

## BRAKES

RECONDITIONED AND OVERHAULED

Don't be caught with poor brakes... take advantage of this offer today. The closest thing to a reline you've ever had.

Reg. \$3.50  
Special **\$1.95**

- 1. Pull all 4 wheels to inspect lining.
- 2. Inspect complete brake mechanism.
- 3. Clean brake drums with special solution.
- 4. Buff tips of brake shoes to prevent "grooving".
- 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. Make scientific road test.

Equip Your New Car With a Radio  
**FIRESTONE . . . STEWART-WARNER AUTO RADIOS**  
**\$24.95**

Think of it! A brand new Firestone Stewart-Warner radio for your car priced within reach of all. Exceptional tone and receptive qualities. Complete with airplane type dash mounting control.

# Firestone

## AUTO SUPPLY & SERVICE STORES

NINTH AND RIVERSIDE TELEPHONE 520

## TOLL OF TRAFFIC IS LAID LARGELY TO BAD MANNERS

### Civil War Between Driver and Pedestrian Must End, Says Governor Hoffman—Protective Needs Listed

NEW YORK—(Spl.)—Peace in the civil war constantly waged between autotists and pedestrians is being urgently sought today by Gov. Harold G. Hoffman of New Jersey, former motor vehicles commissioner, as a means of reducing the "ghastly toll of motor accidents."

Standardization of traffic laws governing motor vehicles and pedestrians alike is sorely needed as the first step towards obtaining this peace, Gov. Hoffman states in an article written for the American Magazine, but, he adds, regulations must be "psychological as well as physical." "People must be taught good manners; they must learn to think on their feet, he says. The governor even seriously advocates "sleep lights" for those who walk at night.

"Current warfare between those in cars and those on foot is responsible for 67 percent of the 98,000 city traffic accidents in the United States in the last three years and for millions of broken collarbones, fractured ribs, gashed faces and all the rest of the bloody inventory of the traffic accidents," Gov. Hoffman writes.

"Death moves on unthinking feet—in the face of red lights. It steps from behind parked cars. It straggles across the street in the middle of the block. It walks with its back to oncoming traffic on dark highways."

Nation-wide standardization of traffic laws for walkers and riders might readily be brought about by acceptance of the model code recently proposed by the national conference of street and highway safety, he declares. This code aims to simplify and bring order out of the confusion of a thousand and one conflicting traffic regulations in the various communities. Walkers and riders have equal rights under the code but such rights must be exercised with care.

"But we need 'consumer acceptance' of pedestrian regulation," he adds. "We've got to sell the idea to the community on the basis that everybody benefits by it. In other words, we are faced with a sales and advertising problem."

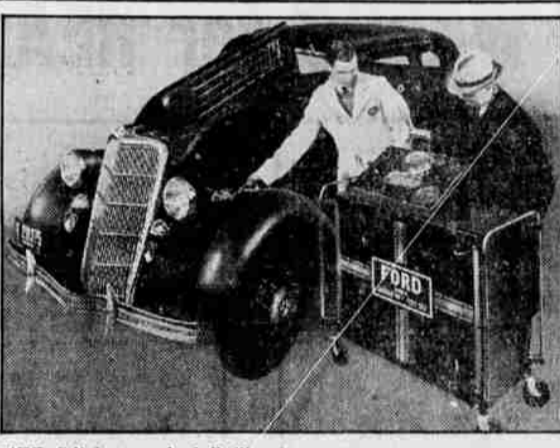
Gov. Hoffman reveals that surveys show that whereas 5 or 6 percent of the motorists will run through a red light, from 35 to 75 percent of the pedestrians will walk through a stop signal "with utter disregard of the accepted rules."

"Five out of every eight pedestrians killed are guilty of one of three major blunders," he continues: "crossing in the middle of the block, jaywalking diagonally across an intersection, or crossing against a red light."

"This is bad business. Indeed, we all believe it so thoroughly that it is the very lesson we hammer into our children day after day—so effectively that the juvenile fatality rate has declined each year since 1929. The sad truth is that we don't practice what we preach is indicated by the fact that in ten years the adult fatality rate has jumped 122 percent."

Commenting on the suggestion that has been made that speed-governors be placed in all cars or that cars be built with less speed, Gov. Hoffman insists "it is high time somebody suggested that pedestrians be rebuilt also."

## 'Clinic On Wheels' Tells What's Wrong



THE "clinic on wheels," illustrated above is an important part of the service equipment in most Ford dealerships. Developed by the Ford Motor Company and a manufacturer of electrical instruments, it is able to diagnose with positive accuracy nearly all the ills which may befall the modern motor car. The service man is shown testing the ignition, engine, electrical system and radio tests of every useful sort are made by this Ford laboratory test set. The findings of the device help repairs at a minimum cost, as there is no waste effort in hunting for the cause of obscure troubles.

photographic and identification work. He played important parts as a state witness in the Jordan, Manning and Meyerle murder trials here as well as the Bonanza, Chiquin and Central Point bank robberies. His future plans were not announced.

TWIN FALLS, Idaho, Feb. 5.—(AP)—Brief funeral services were held here today for B. Clyde Beach, 66, pioneer Lewiston and Twin Falls business man, formerly of Pendleton, who was found dead in his hotel room here Sunday night. Use Mail Tribune want ads.

Good manners as much as anything would relieve the problem, he believes. "There seems to be something about getting behind a wheel which makes many men and women churlish brutes," he writes, adding this attitude is an important accident-breeder.

"So long as the driver and the walker are at loggerheads, each has a grievance to satisfy, each seizes every advantage of the other, neither will give quarter. The upshot, as you can see for yourself in the average community, is the pedestrian brazenly daring the driver to hit him—and the driver just as brazenly daring him not to jump! Bad manners, of course, on both sides."

"Although the peak of the day's traffic is reached at about 5:30 p. m., after which it rapidly declines, the peak of the day's fatalities (for the country as a whole) comes around 7 o'clock in the evening. The pedestrian's chances of meeting death after dark are four times greater than in the daylight, when the traffic is infinitely heavier."

Gov. Hoffman has found that 88 percent of pedestrian fatalities in New Jersey occur after sunset, and is of the opinion that "we need twentieth century illumination to supplant the colonial glimmer which so many communities now call street lighting."

"Those who do much walking after dark will do well to adopt the growing custom of arming oneself with a hand flashlight," he continues. "If no flash is available I'd buy myself several of those reflex buttons they use on trucks and road signs—the kind that reflect a car's lights back to the driver—and I'd wear one on my right sleeve and one on my coat."

Gov. Hoffman's objective is the goal recently set by the safety congress: a nationwide reduction of 35 percent in traffic fatalities by 1940.

"No single angle of the problem is so susceptible to such quick results as the pedestrian phase," he concludes. "Just think, if we put this objective across, we'll have in 1940 no less than 12,600 friends and neighbors alive who now have the finger of death upon them."

"Our objective, in a nutshell, is less agony—less misery—less crime—by 1940."

### Klamath Deputy Sheriff Resigns

KLAMATH FALLS, Feb. 6.—(AP)—Rex McMillan, deputy sheriff here for the last five years, today announced his resignation. McMillan has been prominent in police circles for his

# PONTIAC THE GREATEST "8" OF ITS TIME!

AS A

# 10 MINUTE RIDE WILL PROVE!

TODAY, when people think about eight-cylinder cars, they immediately think of Pontiac—for the 1936 Pontiac is the greatest eight of its time.

It combines the finest of eight-cylinder performance with economy that amazes even owners of small, light cars. It is equally famous for dependability that a car of this price has never had before. And it's the one low-priced car that gives you exactly what you want—beauty unlike that of any other car on the road. Take it for a trial. Make any test you can think of. The more you try the surer you'll be that you can't do better than a Pontiac Eight.

**\$730**

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# AUTO SHOW

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At the MEDFORD ARMORY

Open—Fri. 1:30-12 p.m. All Day Sat. Programs—Fri. 7:30-12 p.m. Sat. 2:30-12 p.m.  
ADMISSION—Adults 25c. Children's Saturday Matinee 10c