

# AUTOMOTIVE NEWS

## MOBILIZE MOTOR CLUBS CAMPAIGN FOR ROAD SAFETY

WASHINGTON, D. C., March 7.—Nation-wide mobilization of its 752 affiliated motor clubs and a greatly expanded program of activities in a determined effort to reduce highway fatalities and injuries, was announced by the American Automobile association today.

Following a meeting of its executive committee, Thomas P. Henry of Detroit, Mich., president of the A.A.A., issued the "safety mobilization" order and called for an immediate "stepping up" of motor club safety activities from coast to coast.

The A.A.A., Mr. Henry said, will co-operate with other groups, but will more particularly concentrate on safety education in the grade and high schools, driver training through textbooks, driver schools and practical tests of driving ability, and pedestrian education and aid.

The development of automotive transportation in this country has brought many fundamental changes in the social and economic life of the nation. These changes directly affect the lives and well-being of millions of our citizens.

Our school patrols which now embody 250,000 boys and girls and give protection to 5,000,000 school children in 2000 towns and cities, and our school lessons and safety posters of which more than 225,000 are made available every month, have proven so meritorious that this is the time to expand and intensify these life-saving activities.

Even more urgent is the installation of safety education in our high schools. Many of our clubs have already launched practical courses with the cooperation of the educational authorities. Our new teaching material, including the text book, 'Sportmanlike Driving,' prepared by nationally known educators, is now about ready for circulation. This will be supplemented by films, driving demonstrations, instruction in car mechanics and other teaching aids.

Our new driver program provides for textbooks for the training and instruction of persons of various ages and classes—those who are learning to drive and those who want to improve their driving; the conducting of driver training schools under the auspices of our clubs; the actual testing of driving ability, with equipment now available, I am hopeful that by the end of the year we shall have scores of thousands of records of actual tests which may well throw new light on the nature and the solution of this crucial driver problem.

With pedestrian fatalities and injuries looming so large, no program can be complete that does not take this situation into account. The education of the pedestrian and the working out of pedestrian aids is one of the most important of our objectives. We shall, of course, continue our other established safety

## WE DRIVERS

A Series of Brief Discussions on Driving, Dedicated to the Safety, Comfort and Pleasure of the Motoring Public, Prepared by General Motors

### No. 1—CURVES AND TURNS

NO MATTER how expert we may be as drivers, we are all apt to fall into habits of driving that don't quite measure up to what we really know is right.

For instance, we all know that we ought to be careful about passing cars, especially when another car is approaching from the opposite direction.

And yet there possibly isn't one of us who hasn't, at one time or another, moved over in the road to pass a car, and then wondered if we would get around in time. Now here's an interesting thing about that. When we try to pass a car that's going forty miles an hour, it's just the same as if we tried to pass a standing string of cars 128 feet long. In other words, it's like passing eight cars parked bumper-to-bumper in the road. If we try to pass one going sixty, it's like trying to pass a line of more than sixteen cars standing in a row.

But turning aside to pass is not the particular kind of turning that we are interested in discussing here. What we are now concerned with is taking curves and corners. From time to time in these discussions we will find that the same old laws of Nature will be involved. Foremost among them will be the laws of momentum, and momentum plays the major part in going around curves. Because momentum not only wants to keep us going, but going in the same direction. When it is trying to make us go straight instead of curving our course, it operates under an assumed name, if you please. For then we call it "centrifugal force."

Now of course we all know what centrifugal force is. We feel it when we go around curves. Highways and railroads are banked at curves to offset centrifugal force. Aviators bank their planes at turns by tipping them with the controls. But even though we all know about centrifugal force, few of us realize how powerful it is, and how much greater it gets the faster we go.

A 3000-pound car making a turn of 500-foot radius, has to overcome a centrifugal force of only about 156 pounds at 20 miles an hour. But at 30 miles an hour, that force has grown to 360 pounds, and at 40 it is nine times as great as at 20. . . . over fourteen hundred pounds trying its best to push us off the road! The only thing that keeps us on the road in the first place is the friction between our tires and the road. The minute the centrifugal force gets stronger than the force of friction, off the road we go.

The trouble is that we often don't realize how fast we're going. On road trips, for instance, after we have driven at a certain speed for a long time, it seems a small matter to increase our speed a few miles an hour. Then after a while we may do the same thing again. In other words, we keep pushing forward our basis of comparison till by-and-by we have lost our usual sense of how fast we are going. Then, the first thing we know, we are face-to-face with a turn or even half way around it and we feel Old Man Centrifugal Force trying to push us off the road.

So what do we do? We clamp down the brakes. It's the only thing we can do when we find we're going too fast. But just the same, approaching that corner too fast has kept us from taking it as we should have liked to. For if conditions permit, it is often desirable to increase speed as we go around a curve. As long as our rear wheels are not being retarded, but are actually pushing us around the curve, our steering is effective and our car is under control.

The long and short of it is that we can't take liberties with the laws of momentum and centrifugal force. Man's speed laws may not always be observed, but Nature's speed laws always are!

Commenting on the A.A.A. program, Alvan Macaulay, president of the Packard Motor Car company, and president of the Automobile Manufacturers association, said in a letter to Mr. Henry:

"I am greatly impressed with the scope and the objectives of the expanded highway safety program undertaken by the American Automobile association, covering as it does education among grade and high school students, driver training and the education of the pedestrian in safety habits. "I am confident that the long experience of your organization and its component clubs throughout the country in safety activities, will result in the securing of substantial gains from every feature of the work you have undertaken."

## MOTOR CAR BUYER OF 1936 ECONOMY CONSCIOUS CLAIM

"Questions asked by automobile prospects in all sections of the country these days, indicate that Mr. 1936 Motor-Car Buyer is more than ever economy conscious," says C. P. Simpson, assistant general sales manager in charge of the West for Pontiac Motor company.

More important, however, according to Simpson, is the further indication that Mr. Buyer also fully appreciates the fact that gasoline mileage is but one consideration when determining the true economy.

"The 1936 Pontiac is an economy leader from every standpoint," says Simpson. "To those planning to buy cars, savings in original cost are important—also savings in operation. Pontiac cars have many economy features."

"Oil economy is assured by: 100 per cent full-pressure metered-flow lubrication, pressure-suction crankcase ventilation with oil preserving baffles at the outlet pipe, full length water packed cylinders, rear main bearing oil seal on crankshaft, compression rings that are grooved to prevent oil escaping into the combustion chambers."

"Precision construction and bal-

ancing of parts greatly reduces the cost of repairs of any engine.

"The cross-flow radiator, exclusive with Pontiac, besides being an efficient cooling system, preserves expensive anti-freeze solutions by reducing the possibility of their escape through the overflow pipe.

"Voltage control with the fan-cooled generator assures long life of batteries, lamp bulbs and other electrical equipment.

"Low piston travel in any engine means that in a year's driving pistons will travel many miles less than those in high speed engines, which increases the life of many parts subject to the wear and tear of constant high speed friction.

"I mentioned gasoline mileage at the beginning; said it was but a small part of true motor car economy. However, it is an important part, particularly from the sales standpoint.

"Here are a few of the features of car construction contributing to gas economy: vacuumatic spark control, gas selector, high compression cylinder head, and down draft carburetors; features that enable owners to report sixteen to eighteen miles to the gallon on the Pontiac eight and seventeen to nineteen miles on the six."

"Pontiac Motor company and its dealers welcome the trend to economy."

### Relief Chief Goes East

PORTLAND, Ore., March 7.—(AP)—Elmer Goudy, state relief administrator, entrusted for Washington last night armed with Oregon's four-point social security program formulated to obtain federal participation in assistance for children, the blind and those over 70.

## COPCO PROMOTES G. PASS MANAGER TO OFFICES HERE

GRANTS PASS, March 7.—(Sp.)—After over six years as manager of the Grants Pass Copco office, V. Ward Hammond has been transferred to the general Copco office in Medford to manage a new department. He will go there later this month.

The new division is now in process of formation and has no name. In general it will be a central maintenance department, Hammond said. A man to manage the local office has not been named, but Hammond said Friday that whoever he is, he will be here the first of next week. During most of this month, then, Hammond will assist the new manager in becoming acquainted with the work here. Hammond is to be in the Medford office on or before April 1.

In his work Hammond will be directly under J. C. Boyle, vice-president in charge of operations.

It is planned that Mrs. Hammond and the children will remain in Grants Pass until school is out in June.

Hammond came to the Grants Pass office January 15, 1930, to succeed Jack Kerr. He has been with Copco 12 years and for five years before

## MRS. PALMER BACK HOME; IMPROVING

Mrs. B. J. Palmer was back at her home on the Old Stage road yesterday after being confined for several weeks in a Salem hospital as the result of an automobile accident.

Mrs. Palmer was reported to be well on the way to complete recovery but though she is able to be about for a while each day she will still require special care at her home for some time. She returned to Medford by train Friday night, being accompanied by her daughter, Mrs. Edwin Thomas of Salem, who will remain for a brief visit here.

Mr. and Mrs. Palmer were returning to Medford after spending the Christmas holidays with Mrs. Thomas when the accident occurred, another machine colliding with theirs. Mr. Palmer was injured slightly. The accident happened ten weeks ago yesterday.

5 PHOTOS 15c. Peasley's Studio. Use Mail Tribune want ads.

## MOORE HAMILTON TO RESEEK SEAT IN LOWER HOUSE

Moore Hamilton, prominent county Democrat, was prepared yesterday to wage a campaign to retain his seat in the lower house of the state legislature.

Having served one term in the legislature, Mr. Hamilton filed for re-nomination. No other Democrat has filed for the office as yet, though W. F. Hector, Mail Tribune linotype operator, has declared his intention to do so.

William M. McAllister, attorney, filed a few days ago for the lower house nomination on the Republican ticket. Glenn O. Taylor, incumbent Republican, remained non-committal yesterday, but it is known his friends are urging him to seek re-nomination and in informed circles it was believed he would file.

L. R. Shurtzoff, prominent leader in the Townsend ranks, has indicated his intention of filing on the Democratic ticket for the nomination for county commissioner.

NEWBERG, Ore., March 7.—(AP)—Mrs. Archie Davis received critical burns about the upper part of her body when her clothing caught fire from a stove in her home.

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# 18th BIRTHDAY



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"Turret-Top" Fisher Bodies The smartest, safest bodies built today

Level Floors—Front and Rear Foot room for all

\*List prices at Pontiac, Mich., begin at \$615 for the "6" and \$730 for the "8" (subject to change without notice). Safety glass standard on De Luxe "6" and "8". Standard group of accessories extra. Offered on G.M.A.C.'s new 6% Time Payment Plan.