

AUTOMOTIVE NEWS

JULY PEAK MONTH FOR HIGHWAY USE GAS SALES SHOW

Oregon's highways received more use in July this year than in any month in history, if gasoline gallonage figures compiled by the secretary of state are taken as an indication of travel volume, according to Ralph W. Coan, director of the Oregon State Motor association in charge of traffic.

Consumption of gasoline in the state jumped to 21,831,302 gallons, an increase of more than 2,500,000 over August, 1935, which previously stood in record as the greatest single month for motor fuel use. Figures for August this year are not yet compiled.

The increase in use of Oregon's roads was in line with the state's tremendous rise in recreational travel, which, according to non-resident registration figures, amounted to about 60 per cent, the motor club official said.

For the first time in history, too, taxes paid during a single month reached and passed the million dollar mark. Taxes in the month of July amounted to \$1,091,565.14.

"Increase in the use of gasoline, of course, indicates an increased use of each automobile," Coan said. "Motorists, both resident and non-resident, have shown a decided tendency this year to make more and better use of the motor vehicles and highway provided for them by advancing science." The motor vehicle registration has increased, he said, but not as much as gasoline consumption.

The motor club official pointed out that in June and July, two of the peak months of the 1936 touring season, there was an increase of 16 per cent in use of gasoline in Oregon. For the year, up to the end of July, the increase over the same period of 1935 amounted to 15 per cent.

MEYERS, SKINNER TO ATTEND MEET

O. V. Meyers, with his wife, and Art Skinner of Skippers garage, Buick dealers of Medford, are preparing to join one of the largest delegations of automobile merchandisers that ever traveled eastward from this state to attend a factory convention. Climaxing the biggest selling season in eight years, sixty Buick dealers and salesmen from the Portland zone, which comprises the state of Oregon and the eight river counties in Washington, will depart from Portland October 4 in specially chartered Pullman cars for the Buick plant at Flint, Mich. At Spokane the party will be joined by another group of approximately thirty Buick men from the eastern Washington area.

The occasion, attracting such a large attendance from such a great distance, it was explained by Mr. Skinner, will be a preview of the new 1937 models together with one of the most important dealer conventions. Distributors, dealers and salesmen from every section of the United States will participate in relays in the program which will continue through a week. The Portland delegation will be in Flint three days, attending meetings, touring the immense Buick plants which cover 200 acres, and viewing the Buick division of the vast Fisher body plant.

Indicative of the importance of the Buick plant for 1937, President Harlow H. Curtice of the big manufacturing company has announced that an additional appropriation of \$14,500,000 is being spent to carry out the production and factory improvements inaugurated two years ago with a \$15,000,000 expenditure. This brings the total expended in improvements by this General Motors division to approximately \$30,000,000 over a two-year period.

The program covers every phase of manufacturing activity—plant and equipment, new tooling and rearrangement of production facilities—and was designed not only to increase plant capacity but also to inject the most modern and efficient methods into engineering and production.

By Dorothea Haskins
During a 45-minute assembly Thursday morning the first moving picture to be shown in the auditorium this semester was presented by the Chevrolet Motor company and showed the necessity of knowing the machines you operate. An aviator must know his plane well before trying to fly. An autoist should know his automobile before buying a car. It showed that safety is the outstanding quality, as well as modernized economical and comfort device.

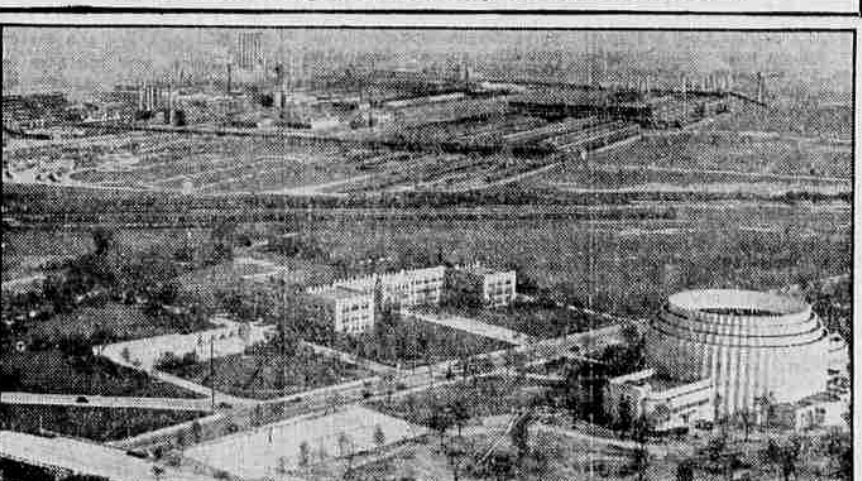
By Marena Reynolds
At 1 o'clock Friday afternoon a pep assembly was held. The program be-

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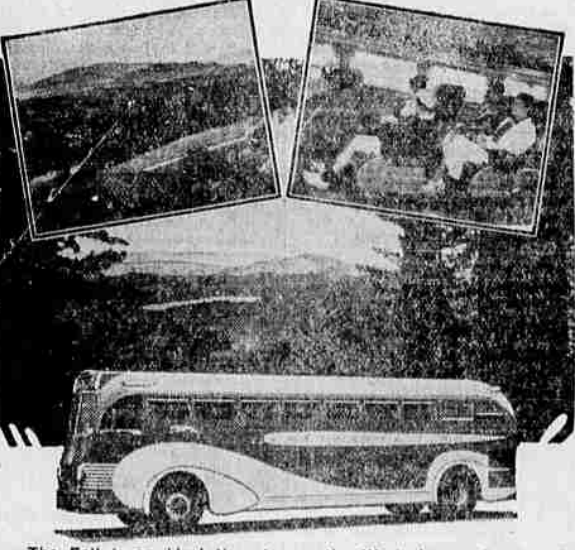
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World's Largest Factory Seen From Air



THIS AERIAL PHOTOGRAPH gives an interesting view of the Ford Motor Company's vast enterprise in Dearborn, Michigan. In the right foreground is the beautiful new Ford Rotunda, built for the convenience of visitors. Since the Rotunda was opened May 18 last more than half a million people have passed through it. The Ford Administration Building is immediately across Schaefer Road from it. In the background is the Ford Engine plant, largest industrial establishment in the world. The new motor assembly mills are at the top right of the photograph. More than 70,000 men find employment in operating the Rouge plant at the usual production rate of 5,000 to 6,000 Ford V-8 units a day.

Scenic West is revealed in all its splendor from broad windows of new Greyhound Super Coach



The Fall is an ideal time to see the West. A new Greyhound Super-Coach is shown in typical Western Scenery, while the insert at the top right portrays the comfortable interior of the bus.

gan by the singing of "I'm An Old Cowhand From the Rio Grande," by the boys' glee club. The student body then sang "H. A. Yell" led by Frankie Rinnabarger. A school song, led by Viola Cleven, was sung. Coach Bowman gave a speech and closed by saying: "Everybody be at the football game tomorrow at 2 o'clock at the Van Scoyoc field."

Motor Court Assn. State Convention Albany Oct. 2-3

The Motor Court Trade association of Oregon, formerly the Oregon Auto Camp association of Oregon, will hold its annual convention in the American Legion hall at Albany, Oregon, October 2 and 3. The California Camp Owners' association convention will be held at Santa Barbara, California, October 21-22.

The dates are arranged to allow members of the two state organizations to attend both conventions. Members of the Oregon association, together with the visitors, are looking forward with much anticipation to the trip arranged by the committee in charge, over the McKenzie highway Saturday, October 3, and to the enjoyable dinner at Bend, Oregon. Every camp owner in Oregon is invited to attend the convention, and take part in the important discussions pertaining to the auto camp industry in the state.

Various sections of the state report the heaviest tourist travel in the history of the industry, which has brought into the state millions of dollars within the past few months. There will be a number of prominent speakers on the program for the first day of the convention.

Edward N. Fehler of Corvallis, is president and Clinton A. Ambrose of Portland, secretary of the state association.

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Tourist Business Boon to Industry Statistics Prove

The butcher, the baker and even the candlestick maker reaped a profit this year from Oregon's tourist business.

Oregon will be just about \$26,000,000 better off at the end of this year as a result of the tremendous increase in tourist business, according to the Oregon State Motor association. The jump in travel amounted to more than 40 per cent, non-resident motor vehicle registrations show.

"Few persons realize that money brought into the state by tourists goes into every line of business," said E. B. McDaniel, president of the motor club, an A. A. A. affiliate. "It is not only the persons who contact the visitors, but those who deal with those who contact the visitors that profit."

Comparing the tourist business with other industries in the state McDaniel said that few others surpassed it in gross receipts.

"When we speak of the annual tourist business, we often mean only that accruing from visitors from other parts of the country, forgetting that the money spent by Oregonians in recreational pursuits would swell the gross figure tremendously." The motor club leader declared that tourist advertising done by the Oregon state highway department, the Evergreen Playground association and the Oregon State Motor association was largely responsible for the increase in tourist travel this year.

Wool Moderate
BOSTON, Sept. 26.—(AP-USA)—The volume of business in wool on the Boston market during the past week was very moderate and rather scattered. Some houses received a fair call, while others transacted very little business.

Wheat Futures Up
LIVERPOOL, Sept. 26.—(P)—Wheat futures closed about one penny higher on active covering, uncertain financial situation and importers buying.

Paul Wayland Bartlett, American sculptor, was born at New Haven, Conn., in 1865. He died in 1925.

California occupies more than half of the Pacific coast line of the United States.

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SAFETY POINTERS

Economy and efficiency in the operation of an automobile is assured by frequent tuning up of the motor, including especially the adjustment of the carburetor. This is stressed by General G. F. Olsen, technician of General Petroleum Corporation, in a communication to C. A. Miller, southern district manager of this company. The startling information that a motor uses 7,500 gallons of air while burning one gallon of gasoline, he says, shows the necessity for most accurate carburetor adjustment to prevent waste and insure the utmost mileage, plus the efficient operation intended by the manufacturer.

Safe driving insures economy, because it is a well known fact that speeding uses more gasoline and oil. This is pointed out by A. L. Knipping, Jr., operating manager of General Petroleum Corporation's marketing department. He cites figures of the

United States Bureau of Standards to show that an average car capable of 18 miles to the gallon of gasoline, at 30 miles per hour, cuts this mileage to 16.4 miles at 40 miles per hour; 14.6 miles at a 50-mile speed; 12.8 miles at a 60-mile speed; and 10.8 at a 70-mile speed. Tests conducted at Indianapolis speedway, the General office declares, showed that a motor uses nearly seven times as much oil up to 55 miles an hour as at 30.

"Safe driving builds reputation. But reputation, like character, takes years to establish; yet it can be destroyed in a few moments." This bit of wisdom is contained in a bulletin on safety recently issued by General Petroleum Corporation to its large personnel, including C. A. Miller, southern district manager for this organization. The bulletin points out that insurance pays claims, but does not compensate for bad impressions and accidents. One accident, giving a pedestrian a "close shave," of forcing another car to the curb, often undoes the thoughtful efforts of years. This

is the kind of reading material sent to employees of a company that has built an enviable reputation for accident prevention. It's worth the consideration of every motorist.

FLETCHER FISH IS HEAD OF GLEEMEN

Fletcher Fish was elected president of Medford Gleemen at the annual meeting held Friday night in the Baldwin Piano Shoppe. He succeeds H. N. Butler. Victor Tengwald was re-elected secretary and Ray Erickson chosen librarian to succeed Harry Marx. Directors elected were R. W. Frame, M. E. Olson and Reese Braloy. It was decided to meet and rehearse at 7:30 every Wednesday night

at the Baldwin Piano Shoppe. James Stevens is director. All members were requested to meet at the piano shop promptly at 7:30 next Wednesday as the Gleemen are to sing at a Grange meeting in the Red Top schoolhouse.

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I could not realize that there were such vast improvements in the various Ford cars, but I suppose manufacture will continue to improve, and there will be something better for 1937. I have driven various makes of automobiles and have never gotten the economy, satisfaction and reliability out of any of them that I have out of the Ford cars.

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