

AUTOMOTIVE NEWS

MOTOR DEATHS IN MANY CITIES TOP LAST YEARS MARK

WASHINGTON, D. C., June 27.—While the first few days of June brought a slight decline in the number of motor deaths in 127 large cities, the total for the first twenty-two weeks of 1937 ran 2 per cent above the same period of 1936, according to the American Automobile Association.

Basing his statement on official figures reported to the U. S. Bureau of Census, Thos. P. Henry, Detroit, president of the national motoring body, declared that only 38 cities, of the 127 reporting, had a decrease in motor deaths, and the rate of increase in the other 89, including the larger cities, "is a challenge to traffic and enforcement authorities."

Mr. Henry listed the thirty-eight cities which decreased their motor fatalities as follows: Albany, N. Y.; Atlanta, Ga.; Beaumont, Texas; Birmingham, N. Y.; Birmingham, Ala.; Bridgeport, Conn.; Cambridge, Mass.; Charleston, S. C.; Duluth, Minn.; Durham, N. C.; East Orange, N. J.; Evansville, Ind.; Fort Worth, Texas; Glendale, Calif.; Hammond, Ind.; Hartford, Conn.; Hoboken, N. J.; Kansas City, Mo.; Kenosha, Wis.; Miami, Fla.; Minneapolis, Minn.; Mobile, Ala.; Mrs. Vernon N. Y.; Nashville, Tenn.; New Haven, Conn.; Oakland, Calif.; Oklahoma City, Okla.; Portland, Me.; Rochester, N. Y.; Sacramento, Calif.; St. Louis, Mo.; St. Paul, Minn.; San Antonio, Texas; San Jose, Calif.; Schenectady, N. Y.; Seattle, Wash.; Topeka, Kan., and Waterbury, Conn.

With reference to the upward trend in motor deaths in leading cities, Mr. Henry said it is due to many factors, but it is evident that a greater degree of individual care on the part of both motorists and pedestrians will in the final analysis do more than anything else to solve the problem.

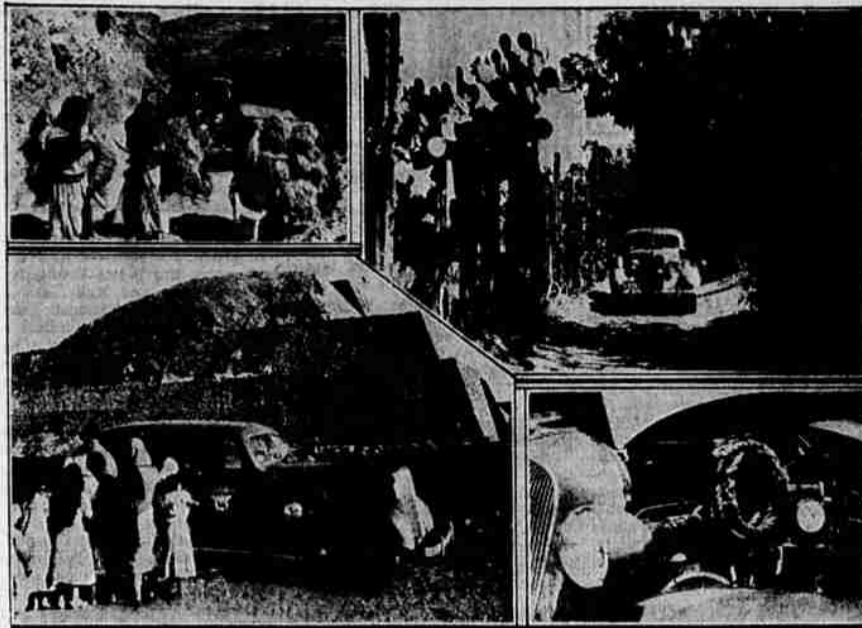
The AAA president listed fatalities from motor accidents occurring within the city limits of major cities during the first 22 weeks of 1937, with comparison for the same period in 1936, as follows:

Baltimore, 61 compared with 43; Boston, 61 compared with 42; Chicago, 305 compared with 276; Cincinnati, 57 compared with 43; Cleveland, 99 compared with 75; Detroit, 129 compared with 102; Los Angeles, 208 compared with 185; New York, 383 compared with 330; San Francisco, 48 compared with 19; and Washington, D. C., 43 compared with 33.

Oregon Projects Profit
WASHINGTON, June 26.—(AP)—Senator Steiwer said today that the appropriations subcommittee will restore to the interior department supply bill the \$450,000 for the Deschutes project in Oregon, previously eliminated in the house.

ROSEBURG, June 26.—(AP)—Struck by a rolling log while working in the woods on Lane mountain, Albert Hanel, 36, of Wilbur, received injuries which proved fatal. He died at the hospital here early today.

Chevrolet Road Scout in Mexico



Here are a few of the fascinating scenes visited by James McClure and his Chevrolet during his current survey of roads in the Mexican Republic. Cactus-fenced lanes, bowered with feathery pepper trees, are a common sight in central Mexico. The pyramid is that of Teayucay, an interesting landmark of Aztec civilization. The view under the hood of Mr. McClure's Chevrolet shows how he stores 17 pieces of survey equipment, including toolbox, ax, and a complete cooking set. The use of the space around the engine has not affected the cooling qualities of the car, he reports.

V-8 Fordor Sedan Has Roomy Comfort



ROOMIEST and most luxurious of the 1937 Ford V-8 sedans is the de luxe Fordor touring sedan shown above. While all 1937 Ford V-8 enclosed cars have ample luggage space, the integral trunk of this body type provides an extra large "hold" for many bags as well as the spare wheel and tire. Interior appointments set a new high in appearance. The famous 35-horsepower V-8 engine assures outstanding performance and good economy. This same body style is also available without de luxe appointments either with 35 or 60 horsepower engine.

DEALERS' SERVICE STATIONS BOOKLET ISSUED BY BUICK

FLINT, Mich., June 27.—More than 2800 dealers' service stations are listed in a booklet released to car owners throughout the country by the Buick division of General Motors in preparation for the summer touring season.

The service points are listed by cities and states, including Alaska and the District of Columbia, and provide a quick reference to the traveling motorist. A million copies are being distributed to car owners. A feature of the booklet is a section devoted to ready identification of highway traffic signs and tips on safe driving.

"Being a careful driver, you probably pay close attention to signs," it says. "But do you know how to read them before you see the lettering? It's simple, once you are familiar with the five standard shapes."

"The octagonal sign for STOP means dangerous corner, through traffic, stop street junction."

"The circular sign for STOP means railroad crossing."

"A tilted square means slow for curve, hill, dangerous corner, detour, soft shoulders, dip, narrow road. And remember, slow down before you come to curves, not on them. Use second gear on steep hills. Should you find yourself on a soft shoulder, don't use brakes or disengage the clutch; simply remove your foot from the accelerator and let your car slow down naturally before pulling back on the road."

"A regular square sign indicates information; cross road, men working, hospital zone. Usually this sign gives you a hint to slow down."

"An oblong sign carries directions; keep right, no left turn, distance into town, speed limit."

"Of course you already know the arm signals required for safe driving; arm upward for right turn, arm straight out for left turn, arm pointing down for slowing down and stopping."

AUTO DEATH TOLL IN STATE IN MAY 10 MORE THAN '36

SALEM, June 26.—(AP)—Traffic accidents in Oregon during May took a staggering toll of 38 lives, 10 more than May of last year and almost three times as many as were killed in May, 1935, according to figures released today by Secretary of State Earl Snell.

Total deaths for the year to date reach 116, against 103 for the same period last year.

"This is a most serious and alarming situation," Snell said, commending on the figures. "Even in view of the commendable work and untiring efforts of the various organizations, the press, the radio, and interested citizens, to curb this terrible toll of human life the trail of accidents grows longer and bloodier. The people of Oregon must be stirred to action."

Accidents for the first five months of the year totaled 13,981, with 3,294 injuries, as compared with 11,044 accidents and 2,285 injuries in 1936.

The President's flag consists of the presidential seal on a blue background, with a white star in each corner.

Roaring Blaze Put Out By Relic Hand-Pumper

Perhaps the old gray mare aint what she used to be, but the old Jacksonville hand-pumper of 1883 is.

At least it put out a raging conflagration behind the Medford firehouse Friday afternoon as hundreds of spectators watched, cameras clicking and Paria Emery of Portland ground out movies for a Universal news reel.

It was all just a show, staged as part of the program of the Oregon Fire Chiefs' association convention here. A kerosene-soaked shack, built for the purpose, was set on fire and quickly put out by the hand-pump firemen who were attired in old-fashioned red shirts, black mustaches and huge ten-ton helmets.

Three of the pumper crew were burned on the hands when they rushed toward the flaming shack and the water failed to shoot through the nozzle when it was expected. They were Ray Wilson, chief of the Jacksonville fire department and of the pumper crew, Frank Tracy of Portland and Clifford Bride of Sheridan. All were taken to a doctor's office for treatment.

The rest of the fire suppression was all fun, some of it burlesque. After the flames were controlled the old Jacksonville hook and ladder contraption, dating back to 1867 when

THOMAS INSTALLS MODERN FIXTURES

The latest system of accounting and modern bank pay windows have been installed to speed up service to the customer by the Oregon and Washington Mortgage Co., Inc., located in the Craterian building on South Central, according to W. E. Thomas, manager.

The pay windows are finished in two shades of mahogany with a chromium streamline trim and glass windows. The door has been moved flush with the sidewalk giving some much needed space to the interior, which has been completely remodeled and refinished. Private consultation rooms have been constructed across the rear.

The distribution of \$19,450 from 160 small loans, recently made by Mr. Thomas is as follows: \$872 was used to purchase food and \$871 for medical services. \$1350 was used to pay rent and \$1359 went to furniture stores. Auto refinancing took \$2889, fuel \$380, business \$1658, clothes \$1663, home improvements \$380, legal \$176, personal debts \$291, insurance \$1085, contract refinancing \$1609, taxes \$200, moving \$122, aid friends \$255, department stores \$1472, public utilities \$457, car repairing \$385, jewelry \$509, gas and oil \$30, mortgage interest \$22, real estate \$300.

The most recent marked step in the emancipation of women in China is the addition of 33 women to the Shanghai police force.

funerals \$800, and travel \$245, according to Mr. Thomas.

A. R. Mathes, manager of Community credit, Inc., of Portland, says: "The people of Medford and surrounding territory are fortunate in having a locally owned and managed company like the Oregon and Washington Mortgage Co. to serve their personal finance needs. It is important to the borrower that an understanding of local conditions and individual circumstances be considered in the treatment of his account."

W. E. Thomas, manager of the Oregon and Washington Mortgage Co., has the qualifications of understanding and foresight that are important in this business. Having lived in Medford most of his life, he is familiar with the individual needs of Medford people, which makes it possible for him

to be of greater service than if he were an outsider and under the direction of some headquarters far away.

"Furthermore, Mr. Thomas has displayed by his recent changes a desire to keep up with modern trends in business. He is now equipped with the most modern system and fixtures. Out of all companies in this business that serves the financial needs of 98 per cent of the entire population of the United States, Medford may well be proud that it has a personal finance office rated second to none."

Rep. Pierce Amends

WASHINGTON, June 26.—(AP)—Representative Walter M. Pierce of La Grande, Ore., will offer an amendment to the rivers and harbors committee Bonneville dam bill permitting engineers, under a civil administrator, to operate the plant.

HEAD MAN... and the whole road knows it



Lowest price ever on a Buick 4-door Sedan

- NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES
- * VALVE-IN-HEAD STRAIGHT EIGHT ENGINE * ANG LIFE PISTONS * AEROBAL CARBURETOR * VALVE CHASSIS * TORQUE TUBE DRIVE * UNITS BODY BY FISHER * LIFT-OFF HYDRAULIC BRAKES * KNEE ACTION COMFORT AND SAFETY * HIGH OUTPUT GENERATOR * JUMBO LUGGAGE COMPARTMENTS * DOUBLE STABILIZATION * SAFETY GLASS

THERE'S one thing you can tell from the very look of Buick—when the man behind this wheel bugles for road-room—room on the road is what he's going to get!

For here's the boss car of the bunch this year—and the whole road knows it.

Under that deep-barreled bonnet is the ablest straight-eight engine in the world—you'll never have need for all the power this quick and quiet giant can pour forth.

Try the wheel. Obedient as your finger. Press the brakes. A toe-touch stops you soft and sure. Check the take-off. You get the jump at every light, nimble as a sprinter breaking fast out of his hole.

Yes, this glorious Buick is the kind of car we

think you want. And it's the kind of car you can easily have. For with all that's in this stand-out performer—it still sells at the lowest Buick prices ever.

If you want to know how low that is—match price tags with the sixes. You'll find you can afford this eight!

USED CAR BARGAINS
We have a number of excellent used cars on hand at bargain prices. See us first and save shopping time.

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"It's Buick again!"
YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

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AND PORPOISE IS NOT A FISH!

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The new Studebaker is "It"! Stop fishing for the tops in automobile quality, and come in and ask Sandy for a demonstration. SEE and DRIVE the new Studebaker, and you'll know that you have the peak of automobile perfection—and that it costs only a few cents a day more than a lowest-priced car!

Proof That "Beautiful and Dumb" Is Not Based On Fact! Studies made, as well as objective comparisons, show that there is no relationship between appearance and intelligence. Confirmed by the Department of Psychology of New York University.

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