

AUTOMOTIVE NEWS

REPORT STRESSES HIGHWAY LIGHTING FOR SAFE DRIVING

"At least 85 per cent of the night fatal accidents, it seems reasonable to believe, should be prevented by the provision of adequate highway lighting," according to a report on technological trends recently submitted to President Roosevelt by the national resources committee.

Citing statistics compiled by the Travelers Insurance company and the National Safety Council, the report goes on to prove the vital relationship of visibility to night fatalities, which in 1935 numbered 21,480 and comprised over 80 per cent of the total day and night traffic deaths, even though only one-fifth of the twenty-four hour traffic is on the road after dark.

From figures submitted by the states of New Jersey, Oregon, New York, North Carolina, and Pennsylvania, it was observed that fatality experience was about the same for the summer months of May, June and July as it was for the winter months of November, December and January; with one important exception, however, that between the hours of 5 to 8 p. m., fatalities were 58 per cent higher in the winter months when it is dark than in summer when it is light, and despite the fact that traffic volume is considerably less in the winter. The report estimates that a reduction of 47 per cent in night fatalities during the winter period should be expected if sufficient light were supplied.

Studies made by R. E. Simpson in 60 cities, quoted by the report, showed that the average daily fatality rate per M. T. U. million traffic units, on streets carrying 1500 automobiles per hour, was 0.046. The ratio of night to day fatalities on these same streets, according to the grade of street lighting, was:

Grade of street lighting (lumens per foot)	Ratio of night fatalities per M. T. U. to day fatalities per M. T. U.
A. 80 or more	8 to 1
B. 40 to 80	12 to 1
C. 25 to 40	21 to 1
D. less than 25	47 to 1

While the extension of highway lighting may be justified on the basis of cold dollars-and-cents economics, based on anticipated reduction of night accidents, numerous other social effects may be expected." The report continues to mention the advantages resulting from the reduction in highway crime, more efficient utilization of highways, and increased comfort in night driving. Estimates show that about 80 per cent of traffic moves in the daytime as compared to 20 per cent at night—a fact which indicates that the tremendous investment in our highway system is in large part being wasted during the hours of darkness.

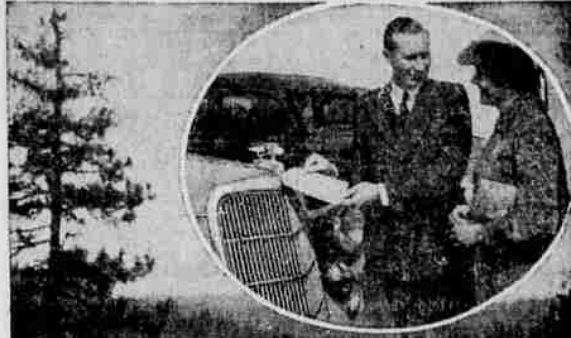
Concluding, the report says: "The present trend towards the extension of highway lighting may be expected to receive added stimulus."

Grants Pass Feud Victim Is Weaker

GRANTS PASS, Aug. 7.—(AP)—George Bryan, about 70, critically wounded early yesterday morning by a charge of buckshot which tore along the flesh of his chest, was much weaker this morning, hospital attendants said.

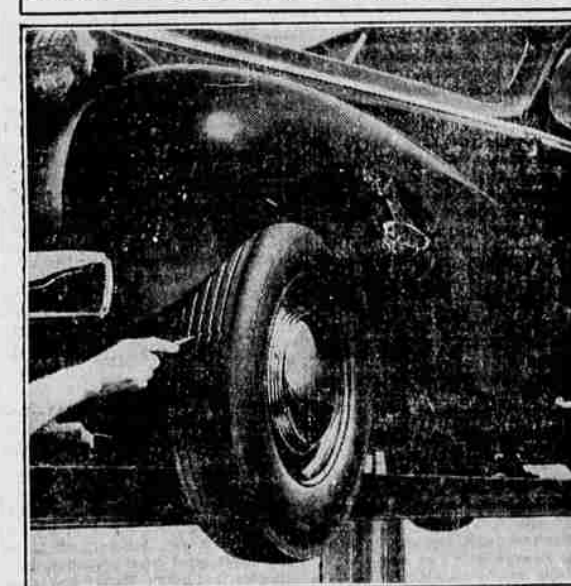
William Burger, 70, remained in the county jail pending charges.

Summer's Here - - How's the Car?



Making possible carefree summer driving, a plan to place mechanically sound used cars on the road for vacation trips is now in progress, according to the local Ford dealership. Feature of the plan is the Ford R & G used car program by which dependable used cars are renewed and guaranteed, placed used car buying on the same plane as new car buying. Pictured above is one of the beauty spots that may be seen inexpensively in a modern car. Inset—a prospective buyer appraises the guarantee on the R & G tag.

A SILENT, STREAMLINE TIRE



The Western Auto Supply Company's new Western Giant Silent Grip tire is in great demand because of its smart streamline styling, and special tread design that reduces road noise normally intensified by modern deep overhanging fenders.

Bryan was shot as he irrigated a garden south of the city adjoining Burger's property. From Ashland—Jack Beers of Ashland visited in Medford last evening.

NATIONAL AUTOMOBILE FATALITY CHART



Indicates DECREASES in Automobile fatalities
Indicates INCREASES in Automobile fatalities
Indicates lack of adequate data for comparison

The above chart shows the gain and losses by states in the nationwide campaign now being waged for highway safety. During the first five months of 1937 automobile fatalities increased 17% as compared with the same period of 1936, in the 29 states from which fatality reports were received.

DRIVE CAREFULLY - AND YOU'LL DRIVE FARTHER

LOCAL USED CAR ESSAY IS WINNER

Mrs. Charles W. Koyl of Ashland, Ore. is one of the winners in the recent nationwide Studebaker used car contest. According to an announcement received this week by B. L. Sanderson, local Studebaker dealer. The contest was confined to purchasers of used cars from Studebaker dealers since January 1.

Mrs. Koyl purchased a 1936 Studebaker sedan from the Sanderson Motor company in January and after driving the car for a short time, sent in her experience in a fifty-word essay based on her satisfaction, the dealer's attitude and the other points of the Studebaker pledge. The Studebaker used car pledge to the public is as follows: "Every used car is conspicuously marked with its price in plain figures and that price is rigidly maintained. All automobiles which are sold as certified cars have been properly reconditioned, and carry a 30-day guarantee for replacement of defective parts and free service on adjustments. Every purchaser of a used car may drive it for five days and then, if not satisfied for any reason, turn it back and apply the money paid as credit on the purchase of any other car in stock—new or used. To the public and to the Studebaker corporation we pledge adherence to the above policy in selling used cars."

Phone 542. We'll haul away your refuse. City Sanitary Service.

Use Mail Tribune want ads.

DRY LAW JUSTICE TO LAST REWARD

GREAT BARRINGTON, Mass., Aug. 7.—(AP)—Justice Josiah Alexander Van Orsdel, 76, associate justice of the federal court of appeals, Washington, D. C., died today.

He was a former associate justice of the supreme court of Wyoming and a former assistant attorney general of the United States.

Justice Van Orsdel handed down an opinion in 1932 in which the court ruled that a person violating the provisions of the prohibition act violates the principles of the constitution of the United States," he said, "and cannot be held to be attached to the principles of the constitution. Nor can it be said that such a person possesses a good moral character."

Truck Line Enjoins
PORTLAND, Ore., Aug. 7.—(AP)—Federal Judge Fee signed a temporary restraining order today preventing Public Utilities Commissioner N. G. Wallace and Charles P. Pray, superintendent of state police, from interfering with operations of the Cole-Weimer freight line which is undergoing financial reorganization.

Use Mail Tribune want ads.

EXPERT
COLOR MATCHING

Daily's Auto Painting
29 South Bartlett

Business is good here!

WE ARE SELLING GENUINE
GOODRICH TIRES

Would you have believed this possible ten years ago, when you paid 18 or 20 dollars for tires that couldn't even approach these in mileage or any other quality? No wonder people are flocking in! Tires made by the oldest and most experienced tire manufacturer—at slightly over a five-dollar bill for the Ford and Chevrolet size. Other sizes proportionately low. THIS CAN'T LAST. It's money in your pocket to buy these tires right now!

Today's Price
\$5.50
4.40 x 21

SEE US and SAVE

Your Credit Is Good Here

LIBERAL CREDIT TERMS
PAYMENTS ARRANGED TO FIT YOUR BUDGET

Lewis Super Service Station
8th and Front. We Never Close. Phone 1300

FAST ACTION'S
IN ORDER HERE!

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- * VALVE-IN-HEAD STRAIGHT-SIGHT ENGINE
- * ANOLITE PISTONS
- * AEROBAT CARBURETOR
- * SEALED CHASSIS
- * TORQUE-TUBE DRIVE
- * UNISTEEL BODY
- * FISHER
- * TIPTOE HYDRAULIC BRAKES
- * KNEE-ACTION COMFORT AND SAFETY
- * "HIGH OUTPUT" GENERATOR
- * JUMBO LUGGAGE COMPARTMENTS
- * DOUBLE STABILIZATION
- * SAFETY GLASS

IT'S no time now to dawdle around—here's August, summer's flying, that car of yours is going down steadily in trade-in value—and the Buicks are moving plenty fast!

Right now this big, silky, fast-stepping, valve-in-head straight-eight is still selling at the lowest prices in Buick history.

It's still your big chance to get a man-size bundle of thrill-packed travel-power at rock-bottom bargain rates. You can still have one for less than some sixes cost—and it's so far out in front of the others that no matter what they do next, they won't be able to match the '37 Buick for value!

So go slip your frame behind a Buick's ready wheel and head its nose out toward the long, wide highway. Try out its great power with your gas-treadle toe, give yourself over to it and let it show how it can send your spirits soaring.

And when you've sampled its mettle and learned the modest price figures, just ask yourself if it's likely that we'll soon see such value again! Yes, sir, it's a buy—the buy—just too good a buy to let slip.

So get busy—right now! Fast action is in order! Give us a ring and we'll talk things over!

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

A PRICE RAISE IS EXPECTED SOON

We Urge **BUY NOW!**
You to

While There Is Still a Large Selection of 1937

CHRYSLERS AND PLYMOUTH TO CHOOSE FROM

We Expect Our Next Shipment to be Higher

Come in and let us show you how easy it is to buy and how economical it is to operate a new Chrysler or Plymouth.

LANGE MOTOR CAR CO.

CHRYSLER AND PLYMOUTH DEALERS
38 North Riverside Phone 18

Sandy Says
It's a Fact!

AMERICAN INDIANS
WERE NOT
HORSEMEN
ORIGINALLY

And We Can Prove It!

Originally, Sandy adopted a policy of dealing only with first-class quality... and his steadfastness to that policy for 14 years, in reconditioning used cars, in pricing them honestly, and in PLEDGE BACKING them, has earned him an enviable reputation for reliability!

Originally the pace-maker and still leading the field—the exciting Studebaker is the best value ever to be condensed into six cylinders! It's the first six to offer the automatic hill-holder, plus the triply-sealed brakes, the only six with non-slam, non-rattle doors, built by America's finest craftsmen, and priced only a few cents less than a low-cost car!

PROOF THAT AN ELECTRIC FAN DOES NOT COOL A ROOM
The temperature of a room is actually increased by setting the air in rapid motion. However, each puff of air absorbs heat and moisture as it passes and thus gives a cooling effect. I. "Suggs of Knowledge"—Geo. W. Stimpson.

SANDERSON
MOTOR CO.
SALES
SERVICE
207 50 RIVERSIDE—PHONE 1385

SKINNER'S GARAGE
143 South Riverside Phone 102