

AUTOMOTIVE NEWS

IMPROVE DRIVING STANDARD IS AIM OF SENATE'S BILL

WASHINGTON, D. C., Aug. 14.—With a timely warning to the states that the destruction of life and property on the highways "cannot continue," the congress has given new impetus to the national efforts to lay greater stress on the qualifications of those who drive.

This statement was made today by the American Automobile association, following a favorable report by the senate committee on interstate commerce on a measure to prohibit the operation of motor vehicles in interstate and foreign commerce by unlicensed operators. The senate bill was introduced by Senator Harry S. Truman of Missouri, and a companion bill, offered by Representative Wilburn Cartwright of Oklahoma, is pending in the house of representatives.

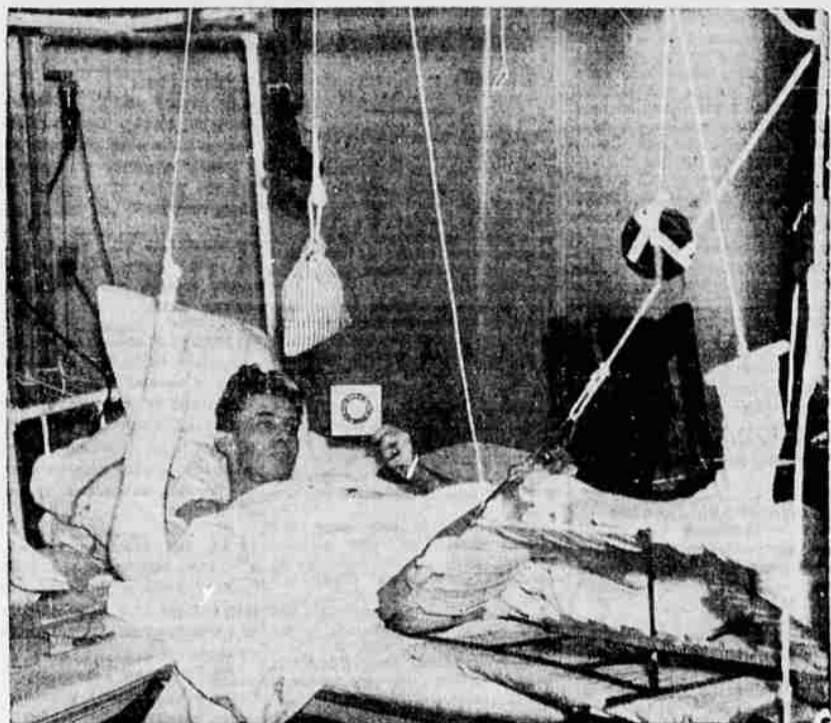
"Coming at a time when 12 leading colleges and universities are completing summer training courses for instructors, and on the eve of a school year which will find education for new and future drivers in the curriculum of between 5,000 and 6,000 high schools," said Thos. F. Henry of Detroit, president of the AAA, "the action of the senate committee is a significant step in the program to improve driving standards."

"The effect of the proposed legislation would be to require that state boards all vehicles in states which do not license drivers following an examination, in which the applicant must undergo an eyesight test, show ability to read and understand highway signs regulating, warning, and directing traffic, and a demonstration of ability to exercise reasonable care at the wheel. In addition the operator must be at least 16 years of age and the state must have a provision for revocation or suspension of licenses. Violation of any provision of the act would be punishable by a fine of not more than \$500."

While the legislation seems drastic on its face, said the AAA, it would not be effective until four years after the date of enactment, thus allowing ample time for states without license laws to enact such laws and other states to revise their license systems to accord with the standards set forth in the federal act. The statement continues:

"More than half the states would be affected by the Truman bill. Five states, namely, Florida, Illinois, Louisiana, Mississippi and South Dakota are without any form of license law except the licensing of chauffeurs in three, Florida, Illinois and Louisiana license chauffeurs only. The law enacted in a sixth state, Wyoming, must undergo legislative changes. In 11 states, namely, Alabama, Arkansas, Indiana, Maine, Minnesota, Missouri, Nevada, North Dakota, Texas and Wisconsin, no provision is made for a mandatory examination of applicants for license. A score of states would find it necessary to strengthen license laws, raise the minimum age for operators, or change the period for which licenses are issued so that they would be renewable at least every three years."

Here's a Real Safety Pledge Booster



Bill Shea, who has lain in Portland's St. Vincent's hospital since May 21 with a shattered leg, compound fractured arm, lacerated shoulder and a gaping hole in his thigh, pensively reads the Oregon State Motor association's safety pledge. He is one of Oregon's most confirmed believers in highway safety. Since his motorcycle was struck by an automobile he has been forced to lie in this position—and he has about five more weeks to go.

Paris Stylist Uses V-8 Emblem



FORD's streamlined V-8 insignia now has attained recognition by a famous French style designer, as attested by the photograph above, which has just arrived from Paris. The model is sitting on a Ford V-8 car manufactured by Matford, the French Ford company. The emblem is used in the chic blouse the model is wearing, as well as in the cape she holds in her hand. This authentic fashion was created by d'Aethre.

TOURIST NOTIONS OF STATE FUNNY

SALEM, Aug. 14.—(AP)—The state highway tourist bureau has received approximately 25 per cent more inquiries during the first seven months of this year than during the corresponding period in 1936. Harold Ray, director, announced today.

These inquiries were received at the rate of 300 a day during the latter part of June and July. Every state in the union and many foreign countries were represented.

Most of the writers asked for information regarding Crater lake, the Josephine county caves and beach resorts. A few of the writers indicated that Crater lake was in California.

A number of other writers wanted to know if the Oregon roads were passable, and if the hotels were modern.

"Is there many Indians out there," one writer asked. Another inquired if it would be necessary to bring blankets and other sleeping equipment.

Plan Rail Security
CHICAGO, Aug. 14.—(AP)—Heads of 20 railroad labor unions conferred today on a proposal for a national unemployment insurance plan exclusively for rail workers.

BUICK SALES FOR JULY SMASH LONG STANDING RECORD

FLINT, Mich., Aug. 14.—Records for the past 10 years were broken by the Buick Motor division of General Motors corporation during July, when 22,065 cars were delivered at retail to customers in the United States.

This was disclosed today by W. F. Hufstader, general sales manager, who announced that sales during the last 10 days of July jumped sharply to 9,827 units as compared with 8,094 in the previous 10 days and 6,144 in the first 10 days of the month. The July total was the best for this month since 1927 when 24,013 cars were delivered. This former high was in the announcement period of 1928 models and during a year when Buick sales were running a quarter of a million cars annually.

According to Mr. Hufstader, this is the first time in many years that July deliveries have exceeded those of June, reversing the usual summer trend in automobile sales. The month's figure compared with 30,739 June deliveries, a gain of 1,329 units and with 14,773 in the corresponding month last year, a gain of 7,292 units or 49.3 percent.

The executive said that the last 10 days of July showed the best retail sales volume for any similar period in this year and exceeded the best deliveries immediately after the announcement of the 1937 models last fall.

"Demand for Buick cars has been consistent throughout the year," the executive said, "and our problem has been one of making deliveries. The dealer organization has maintained a substantial backlog of unfilled orders, which has continued even into the summer months."

"To meet these heavy retail requirements production operations at the factory have been maintained at capacity throughout July, with output for the month totaling 22,065 cars for domestic and export shipment in addition to the 22,065 domestic sales, there were 1,210 Buick cars exported during July."

Mr. Hufstader said that July also was the third best month of this year, comparing with 23,307 deliveries in the peak month of April and 22,480 in May. He said a total of more than 220,000 Buick cars will have been produced and shipped during the 1937 model year.

Pioneer Banker of Dufur, Self Slayer
The Dalles, Aug. 14.—(AP)—John C. Johnston, 83, a resident of Dufur

NATIONAL AUTOMOBILE FATALITY CHART



Indicates DECREASES in Automobile fatalities
Indicates INCREASES in Automobile fatalities
Indicates NO CHANGE 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 six months of 1937 automobile fatalities increased 15%, as compared with the same period of 1936, in the 29 states from which fatality reports were received.

TAKE IT EASY — HASTE MAKES WASTE

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Use Mail Tribune want ads.

PACKARD'S GAIN SETS NEW RECORD

Deliveries of Packard cars in July this year exceeded those of July, 1936, by more than 119 per cent, it is announced by M. M. Gilman, Packard vice president and general manager. While there was a normal seasonal decline in deliveries as compared with June, Mr. Gilman said, it was considerably less than that of a year ago.

Reports to the company from the selling field show that July deliveries totaled \$438, as compared with \$345 in July last year, Mr. Gilman said. This figure, he added, brings the total number of new Packards delivered to purchasers in the first seven months of 1937 up to a new high record of 73,902.

"Field and factory inventories of completed cars are below normal for this time of the year," said Mr. Gilman. "At the same time unfilled orders in the field are heavy. These two factors undoubtedly will result in a shortage of new Packard cars in the late summer and early fall."

Wool Trade Quiet
BOSTON, Aug. 14.—(AP)—U. S. Dept. Agr.—Trade in spot wools was quiet during the past week. There was a little demand for fine western grown wools at firm prices.

Complete Motor Service
Rewinds, Exchanges, Repairs
Gage Motor Service
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LET US REFINISH WITH DUO OR DULUX
Daily's Auto Painting
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Willys Set Sales Record For Month July Figures Show

TOLEDO, O., Aug. 15.—Production of Willys cars for the month of July totaled 4,880 units, or a daily production average of 405 cars, against a daily average of 320 for June, bringing the total output of the current models up to 60,537 units at the close of July.

There were only 17 production days in July due to a four-day curtailment of factory operations in the early part of the month because of a shortage of materials.

The current dealer organization totals over 3,000 and foreign trade outlets are well established in 61 countries throughout the motoring public in proven economy, demonstrated with such a high degree of success in the national economy contest during the latter part of June and throughout July, has resulted in the extension of the economy program to the middle of August.

Mileage figures achieved by motorists in the economy program are in a great many instances exceeding owner reports of 35 miles to the gallon of gasoline.

Production of the coupe model introduced to the line in June reached larger proportions at the Toledo factory during July, with a rapid absorption of this model reported from all areas.

Commenting on July production and sales, David R. Wilson, president of Willys-Overland Motors, Inc., said, "The demand for the Willys is reflecting a change in the buying habits of motor car purchasers."

"Buying is showing a trend toward a more stable market determined by the owner's need for a new car, rather than by monthly impulses."

"An examination of the reasons leading up to this as it relates to Willys sales shows that better than an average of motor car buyers are now basing their purchases on 'value economy'."

Prison for Poor
WASHINGTON, Aug. 14.—(AP)—Parks administration officials announced today Secretary Wallace had approved a government purchase program for dried prunes of the 1936 crop in California, Oregon and Washington.

DAD IN LAW HELD FOR HITTING KIN

ROSEBURG, Aug. 14.—(AP)—A son-in-law's charges of assault and battery resulted today in an order of Justice of the Peace court hold-

ing John S. Roberts, Rice Creek farmer, for the county grand jury.

Frank Royer charged his father-in-law with striking him in the face as Royer attempted to apprehend suspected deer spottlights on his farm. Roberts, admitting the blow, contended he struck in self-defense and before he recognized Royer.

The defendant denied he had engaged in spotlighting and said he was returning from the home of a neighbor when Royer sprang upon him from the brush.

You Can Buy A

Packard

for

\$1085

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Take advantage of the present low price before the inevitable rise

Perry L. Ashcraft

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Sandy Says It's a Fact!

And We Can Prove It!

The ORCH DOES NOT BURY ITS HEAD TO HIDE

Stay in hiding no longer! Get out with the leaders in an exciting new 1937 Studebaker, and see what it's like to own a car that costs but a few cents a day more than a lowest-priced car... and is as distinctive as it is economical! Enjoy the best on Sandy's convenient terms... SEE and DRIVE the new Studebaker today!

SANDY'S Service is Dependable — you can get any type of repair done, from motor to fender repainting. A trial will convince you. All work guaranteed.

PROOF THAT AMERICAN INDIANS WERE NOT HORSEMEN ORIGINALLY

The American Indians did not have horses before the arrival of Europeans upon this continent. The first horses seen by Indians were those brought by the Spanish invaders of Mexico. L. "Nuggets of Knowledge"—Geo. W. Stimpson.

SANDERSON MOTOR CO. SALES SERVICE 207 SO. RIVERSIDE—PHONE 1395

GOOD BUY FOR RIGHT NOW!

WHEN you've got this fleet-heeled, smooth-powered, man-size Buick straight-eight to put a lift into the rest of the summer, why try to squeeze out the last long mile on a car that's already ripe for retirement?

Its trade-in value, you know, isn't getting any greater.

And new car prices, as you can well understand, certainly can't be expected to go down!

Meantime here's this valve-in-head straight-eight Buick. Selling at the lowest prices in all its history. Actually delivering, in some models, for less than certain sixes.

And so jam-packed with stirring action and solid worth that others can't hope to match it for value—no matter what they do next!

Go see for yourself! Turn yourself loose in a Buick of today—let it show its wares in its own entrancing way—and ask yourself if you can ever again expect to get so very much for so mighty little money!

You bet it's a buy! It has been for months. It's a good buy for right now — if only as a hedge against the future! Call us any time for a test-ride and we'll prove our words with some lively Buick action!

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- * VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- * ANOLITE PISTONS
- * AEROBAT CARBURETOR
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- * TIPTOE HYDRAULIC BRAKES
- * KNEE-ACTION COMFORT AND SAFETY
- * "HIGH OUTPUT" GENERATOR
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LOWEST BUICK PRICES EVER!

At today's prices, a big Buick valve-in-head straight-eight costs little more than the average six outside the lowest price field! Compare delivered prices and learn how little more buys a better Buick. General Motors Terms to Suit Your Liking.

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

SKINNER'S GARAGE

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