

# AUTOMOTIVE NEWS

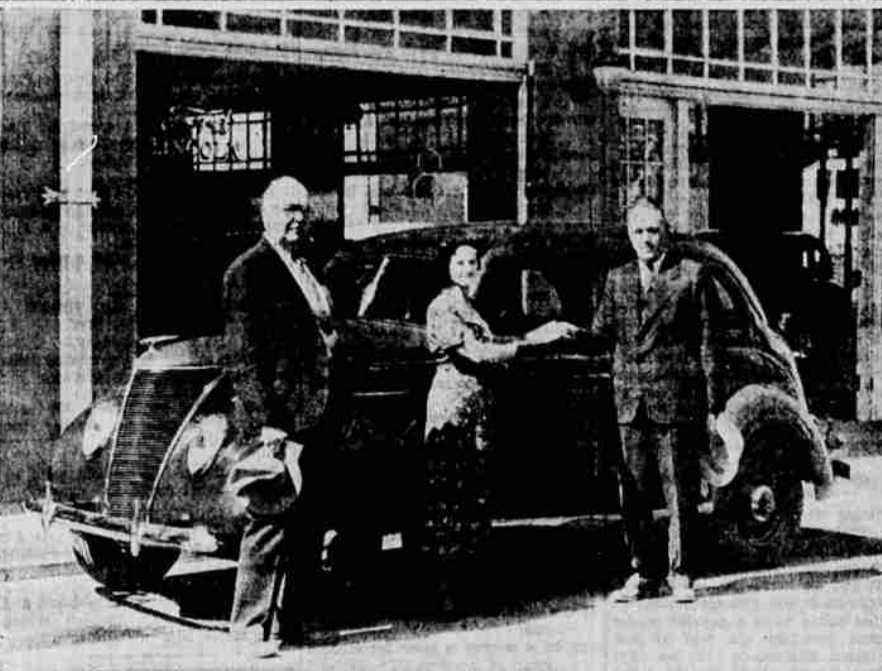
## MOTOR INDUSTRY SEEKS LIGHTING SAFETY FOR CARS

NEW YORK, Sept. 18.—To minimize headlight glare in the eyes of 40,000,000 drivers and all pedestrians, the Automobile Manufacturers association announced here today that its member companies are undertaking a comprehensive program to encourage proper use and maintenance of headlamps. This new program will supplement the extensive activities in the general field of highway safety which the industry is supporting through the Automotive Safety Foundation.

In announcing the program, Alvan Macaulay, president of the association and of the Packard Motor Car company, revealed that the automobile companies are mobilizing the support and collaboration of the industry's thousands of dealers and service stations. In addition, the industry plans to make use of every available channel through which motorists can be impressed with the importance of proper use of modern headlighting systems to give relief from glare and of regular maintenance to provide safer seeing.

Commenting on the program, Mr. Macaulay said: "The high incidence of highway accidents at night is a source of grave concern to the automobile industry, as it is to everyone interested in making motoring safer. While there are other reasons for the night record, such as fatigue and alcoholism, lighting plainly is an important element in the situation. "The industry, of course, has long recognized it as such and has spent large sums of money in research to improve headlamps. This research, which is being continued unabated, has produced the modern headlamp which is considered to be the finest and most precisely made piece of

## Medford Woman Winner Of Ford In Kellogg Contest



Mrs. F. E. Redden of this city shown receiving a smart, new Ford V-8 sedan from Carl Spencer, representative of the Kellogg Company, as one of the winners in that company's nation-wide \$54,000 contest recently conducted. C. E. "Pop" Gates, head of C. E. Gates Auto Company of Medford is shown at the left. The delivery was made through the Gates company and Mrs. Redden's award was one of 5,148 prizes featured in the Kellogg contest.

Contestants were required to complete the text of a comic strip. Prizes were limited to 20 words. The cartoons appeared in an advertising campaign conducted by the Kellogg Company in newspapers throughout the country. The characters in the cartoon were shown at the breakfast table. One of the figures, an irritated husband, complained about the quality of his corn flakes. The embarrassed wife tried to cover her

confusion by explaining she had bought an inferior grade. It was the job of contestant to supply conversation in the second panel of the cartoon.

Judges selected by a nationally recognized organization versed in conducting contests, deliberated for several days before a final decision could be reached. The winning contributions were chosen because of originality and clearness.

The first prize of \$5000 in cash went to Mrs. Margaret D. West, 3438 Arnold Street, Cincinnati, Ohio; second prize of \$3000 in cash went to Mrs. Florence C. Mann, 121 1/2 Pine Street, Danville, Illinois, and the third prize of \$2000 in cash to Miss Maryann Fiege, 813 Third Street, Reading, Ohio. Fourth and fifth prizes were Lincoln-Zephyr sedans to Mr. W. A. Dutton, Sioux City, Iowa,

and Mr. H. W. Johnson, 302 E. Nulische Street, San Antonio, Texas. The following people received Ford V-8 Fordor sedans:

- Mrs. Bertrand Jett, Weems, Va.
- Mr. E. Bush, 25 Prospect Place (Tudor City), Apartment 307, New York, N.Y.
- Mr. F. W. Glazier, Jr., 1616 Schiller Street, Alameda, California.
- Mrs. Ida M. Kier, King City, Missouri.
- Rev. William H. Turner, B. A. (Th.), 17 Cole Street, Pawtucket, R.I.
- Mr. Hilton Cadieux, 1735 Edison Avenue, Detroit, Mich.
- Mr. W. E. Hatcher, 1125 14th Street, Douglas, Ariz.
- Mrs. F. E. Redden, 1016 Reddy Avenue, Medford, Or.
- Mr. Allen W. Root, 313 Taylor Avenue, Daytona Beach, Fla.
- Mrs. Winifred Wolf, Sidney, Neb.

## 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 being waged for highway safety. During the first seven months of 1937 automobile fatalities increased 13% as compared with the same period of 1936, in the 32 states from which fatality reports were received.

DRIVE CAREFULLY AND YOU WILL DRIVE FARTHER

## AUTO CAMP OWNERS ANNUAL CONVENTION TO BE HELD IN BEND

The Motor Court Trade association of Oregon, formerly Oregon Auto Camp association, will hold its annual convention at Bend, October 1 to 8. The California Camp Owners association will hold its annual convention at Sacramento, Calif., October 20 and 21. The dates are so arranged as to give members of the two state associations opportunity to attend both conventions.

This is the first time the association convention has been held in the eastern part of the state, and members are looking forward to a most enjoyable time at Bend. Every camp owner in Oregon is invited to attend and take part in discussions affecting the auto camp industry.

There will be a number of prominent speakers on the program and a large delegation of California, Washington and British Columbia association members in attendance. It is hoped that there will be a large eastern Oregon delegation of auto camp owners and operators also. All arrangements in connection

with the convention program and pleasure trips are in charge of George W. Ludowitz, vice president, and W. W. McClure, director, Eastern Oregon division of the association. C. R. Ashton of Albany, Ore., is the president, and Clinton A. Ambrose of Portland, secretary of the state association.

## New Studebaker On Display Here Soon

B. L. Sanderson, local Studebaker dealer, who is returning from the factory with a new 1938 model, is expected back around the middle of the coming week, according to Jack Sanderson. The 1938 Studebaker will be placed on display as soon as it arrives here.

Mr. Sanderson, in his telegram from the factory this week, stated: "The new cars are mighty swell," according to Jack.

Presbyterian Church Ladies are serving chicken luncheon, Tuesday, 21st, 1 o'clock. Missionary program, 8:00.

Expert Color Matching All Work Guaranteed Daily's Auto Painting 29 South Bartlett

## Sandy Says It's a Fact!

THE AVERAGE OYSTER PRODUCES ABOUT 50,000 EGGS EACH YEAR.

Used Cars "R" in season! At Sandy's lot, the season is twelve months long, as the Sanderson system of reconditioning makes a car dependable for year-round service.

How many miles can your car produce a year? Just as many as you prepare for, and to prepare for the maximum number calls for Sandy's service. Drive in regularly to enjoy regular motoring satisfaction... and drive in NOW to prepare for enjoyable Autumn miles!

PROOF THAT THE NORTH STAR IS NOT VISIBLE IN THE SOUTHERN HEMISPHERE. This is because the axis of the earth points almost directly toward the polestar. From any given point in the Northern Hemisphere the North Star occupies about the same apparent position throughout every night of the year. 1. "Nuggets of Knowledge"—Geo. W. Stimpson.

**SANDERSON MOTOR CO.** SALES SERVICE 207 SO. RIVERSIDE—PHONE 1385

optical equipment in large-scale production. "However, whether this headlighting equipment makes as large a contribution to safer motoring as it is capable of doing depends obviously on its being properly used and efficiently maintained by regular service. In this respect, it is no different from many other parts of the car. Briefly, it is for these reasons that the automobile industry is launching a broad and continuing program aimed at raising the standard of headlamp use and maintenance." Supplementing Mr. Macaulay's comments, Paul G. Hoffman, president of the Automotive Safety Foundation and of the Studebaker corporation, said: "Although in some states and cities conditions are better than in others, due to the creditable efforts of enforcement officials and safety organizations, taking the country as a whole, neither use nor maintenance of headlamps is nearly so good as is desirable from a safety standpoint. As a consequence, despite the finely engineered headlamps with which cars are equipped, glare is causing unnecessary interference with vision because of failure to use this equipment properly while neglect of maintenance is so reducing the efficiency of the headlamps that many motorists are not getting nearly as much light on the road as they could have."

## Abbey Moving Used Cars New Location

The Walter W. Abbey used car lot, which has been located at 123 South Riverside, is being moved today to the corner of Ninth and Bartlett streets, according to Ralph Gill, who is in charge of Abbey's used car department.

The new used car lot is across the street from the new Abbey building.

## YOUTH KILLED IN RUSH TO SEE HIS NEW BABY

CHICAGO, Sept. 18.—(UP)—John Kay, 21, rushed from his boss' office today to go to the hospital to see his wife and new baby. His headlong flight carried him through the open door of an elevator shaft and he plunged five floors to his death.

# HIGH SCHOOL STUDENTS!

## OF JACKSON COUNTY EARN A NEW DRESS, SUIT OF CLOTHES and SPENDING MONEY

## C. E. GATES AUTO CO.

offers the high school students of Jackson County the opportunity of learning to become salesmen and earning spending money!... This is no puzzle or contest—just a legitimate, business-like chance for live, aggressive students to earn some cash in their spare time.

## HERE'S WHAT TO DO—

Come in, look over our Used Car Bargains—then GET BUSY and EARN SOME MONEY! If you send in a name, have your prospect bring in a card or note from you so that you will be protected on your commission. Better still, BRING THE CUSTOMER IN YOURSELF!

Remember! We have reduced our prices for this unique sale and EVERY CAR OVER \$200 CARRIES A GUARANTEE AS GOOD AS A GOLD BOND!

This Program Will Extend to Nov. 1, 1937  
Come To Our Sales Room—See The Cars—Get Full Information!

## C. E. GATES AUTO CO.

"WATCH THE FORDS GO BY!"  
Sixth and Pacific Highway — Medford — Telephone 141

## HOW TO EARN THE MONEY—

For any and all customers brought or sent to our Used Car Sales Lot at Sixth and Bartlett Streets who purchase a car within 10 DAYS of the time your name and the customer's have been listed in our prospect file, we will PAY IN CASH to you—

FOR A SALE UP TO	
\$100.00 .....	\$2.50
to \$200.00 .....	\$3.50
to \$400.00 .....	\$5.00
Over \$400.00 .....	\$10.00

## WATCH OUT



PUT SOME TIRES ON MY CAR. ANY KIND WILL DO...THEY'RE ALL ALIKE

Take our word for it—all tires are not alike! Goodrich Silvertowns are different from any other tire built because they have something no other tire in the world has—the amazing Life-Saver Golden Ply. In a few simple words let us explain to you just why this exclusive Goodrich invention may save your life.

Today's high speeds generate terrific heat inside the tire. Rubber and fabric separate. A blister forms—and sooner or later—BANG! A blow-out! The Life-Saver Golden Ply built into every new Goodrich Silvertown resists heat. Rubber and fabric don't separate. Blisters don't form. And when you prevent the blister, you prevent the high-speed blow-out.

Why gamble? Silvertowns, with the Life-Saver Golden Ply, cost no more than other standard tires. Come in today and let us put a set on your car. That's the way to play safe—that's the way to provide yourself and your family with real blow-out protection.

SILVERTOWNS ARE DIFFERENT, THEY'RE THE ONLY TIRES WITH THE LIFE-SAVER GOLDEN PLY, A SPECIAL HEAT-RESISTING INVENTION THAT PROTECTS YOU FROM HIGH-SPEED BLOW-OUTS!

HEAT CAUSES BLOW-OUTS PREVENT THOSE BLOW-OUTS WITH THIS HEAT-RESISTING GOLDEN PLY

## THE NEW Goodrich SAFETY Silvertown

WITH LIFE-SAVER GOLDEN PLY BLOW-OUT PROTECTION

Lewis Super Service Station  
7th and Front We Never Close Phone 1300

## YOUR EXPENSES RISE in the FALL

See us for the cash you need. You will want to get new clothes, shoes, books and other school supplies for your children.

Or, if you need money for fuel, house repairs or other expenses, just come in and make use of this convenient family finance service. You can borrow on your own signature—without endorsers. Ample repayment time. Call, write or phone.

**Oregon & Washington Mtg. Co.**  
15 S. Central W. E. THOMAS, Mgr.  
License No. 8-157 M-180