

AUTOMOTIVE NEWS

NATIONAL SAFETY CONGRESS SLATED FOR KANSAS CITY

KANSAS CITY, Mo., Sept. 26.—(Sp.)—The butcher, the baker, the candlestick maker—they'll all be here the week of October 11 to 13 to attend the 26th National Safety congress and exposition in the municipal auditorium.

Every day are accident problems in every field of human endeavor from agriculture to woodworking, from meat packing to mining and from aviation to railroading.

Seven thousand men and women representing these and other industries will gather in Kansas City from all sections of the United States and several foreign countries to plan the coming year's campaign against accidents.

More than 100 sessions on every conceivable phase of safety and accident prevention will be held. Accidents in the home, on the farm, on the streets and highways, at the work bench, in the oil fields, and every other conceivable place that accidents occur—will be taken apart by more than 400 speakers to see what makes them tick.

A child falls down the stairs, a farmer gets caught in a moving tractor, a plane crashes, an auto skids into a telephone pole, a carpenter falls from a scaffold, a worker loses a hand in a punch press, a housewife scalds herself at the kitchen stove.

These and other types of mishaps that claimed the lives of 111,000 Americans in 1936 will be studied carefully in an effort to avert future tragedies.

A cross section of the five-day congress program reveals sessions devoted to "Aviation Safety and State Aviation Commissions," "Farm Machinery Accidents and Their Prevention," "Latest Protective Devices and Safety Equipment for Workers in the Chemical Industry," "The Safe Maintenance of a Commercial Vehicle," and "The Safe Transportation of Liquid Fuels by Motor Carriers."

The congress, sponsored annually by the National Safety Council, includes for the first time this year a session devoted to "Agricultural Safety." Because the congress city is located in the heart of one of the largest agricultural districts in the world, the farm sessions promise to be among the most popular of the entire congress program.

FROM HORSE-DRAWN STAGE TO MODERN SUPERCOACH IS ROMANTIC STORY OF HIGHWAY TRAVEL



Since the days of the horse-drawn stage coaches, highway travel has always been interesting. Above are pictured various models of inter-city buses from the small jitney of 1911 to the Greyhound "Super-Coach" of today, hundreds of which are now operating over western highways and throughout the nation.

Sales Manager



Hobart Price, well known Medford automobile man, has been appointed sales manager for Rogue River Chevrolet, Medford Chevrolet dealers, according to an announcement last week by C. M. Hurd, head of that firm. Price has already assumed his post with the local firm.

"With ten years of experience in the automotive sales field and a

host of friends in this community, Mr. Price is a most welcomed addition to our staff," Mr. Hurd said Saturday in commenting upon the new appointment. "We are gratified in the opportunity of securing his services and are confident that Chevrolet sales in this area will expand under his direction of our selling activities," Hurd stated.

Hobart Price is a member of the Medford lodge, B.P.O.E., the American Legion post here and the Rogue Valley Golf club. He and his family have resided in this city for several years, during which time they have made many friends who wish Price success in his new position.

In discussing his recent affiliation with the local Chevrolet firm here, Mr. Price said: "During my brief association with Rogue River Chevrolet, I have had an opportunity of thoroughly acquainting myself with the Chevrolet line. I have been greatly surprised at the splendid mechanical construction, economy and smooth performance of the Chevrolet and anticipate with pleasure my connection with the Medford sales concern."

Packard dealer. Only a short time ago it was considered remarkable if one of these cars could be driven from 80,000 to 100,000 miles in a year. This is being done now in six months.

In eight months a Packard One Twenty was driven 107,000 miles by one of the large tire companies. The company engineers reported that the car was driven with a 65 percent overload on the tires and traveled 24 hours a day from five to six days a week.

Another Packard, a six, was driven 97,410 miles.

Records of another tire company showed that a Packard One Twenty was driven 231,948 miles on highways.

Cars used for testing tires are in no way especially prepared by Packard for the grueling service, Packard engineers explained.

Approximately 110,000 American soldiers and sailors died in the World War.

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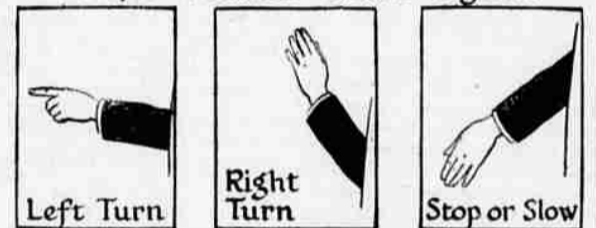
Phone 390

Sportsmanlike Driving—Use Hand Signals.



Single Position Hand Signal

Triple Position Hand Signals



Hand signals are one of the most important requirements for safe motoring. State laws vary as between extending the arm horizontally to signal all changes in the movement of the car and different signals for right turns, left turns and stopping. Shown above is the single position required in some states and the three signals required in others. By all means, learn to give the proper signal. It is Sportsmanlike Driving.

A.A.A. SAFETY FEATURES

The meeting of large numbers of retail orders that are being placed "right-unseen" by customers who have yet to see the new models for which they have already signed up. I regard this action on the part of so many motorists not only as a significant tribute to the manufacturers, but as a business sign that augurs well for our future.

"However, the most interesting part of the meeting, Mr. Taylor admits, "was a privileged preview of 1938 Dodge passenger cars, several just-finished samples of which had been specially shipped to the conference from the factory. Though the cars impressed the dealers who saw them by their obvious, eye-filling beauty no public statement of mechanical changes and innovations were offered. These details," says Mr. Taylor, "will be revealed at 'announcement time' when the whole story of the new Dodge will be told to the public."

general automotive repair shop in the new building recently erected next to the battery-generator-starter building, according to announcement Saturday by Walter Severin, owner. The repair shop is in charge of C. Wellman, who has had a long experience with all makes of automobiles, according to Severin.

The Severin Electric has made a healthy growth during the past two years. Six people are now kept busy and Severin says he plans to add a complete line of tires soon.

Severin Electric Opens Repair Shop

The Severin Electric, located at 1303 North Riverside, is opening a

TAYLOR BACK FROM DODGE SALES MEET SEATTLE LAST WEEK

For up-to-the-moment information on automobile developments, more particularly on the question what the motor car industry will bring forth for the new season, none of our local motor car merchants will have much of a jump on Mr. Taylor of the Pierce-Allen Motor company here.

Mr. Taylor has just returned from Seattle, Wash., where he participated in a conference called by officials of the Dodge division of Chrysler corporation and attended by a large gathering of dealers and dealers' representatives.

The dual purpose of the meeting was to review the 1937 activities of Dodge dealers operating in the territory and to discuss sales and service plans for 1938 in advance of the automobile shows at which first-hand knowledge of what is newest in automobilism will be shared by the general public.

"I was surprised," Mr. Taylor said on his return, "at reports read at

Don't pinch yourself by paying cash when you buy tires. Don't give up the money you may need in case of sudden illness or an accident. On our Goodrich Plan you enjoy first-quality products, at a fair price and pay as you are paid. It's an honest, dignified way to buy that's tuned to the times. Check this method out before you buy.

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One of Studebaker's biggest advantages is that it takes a long time to reach the "tin can" stage! Durability is worked into the Studebaker by America's finest craftsmen. Its distinctive interior style comes from Helen Dryden's magic touch, and its pace-setting design comes from the intensive study and research of Studebaker's engineers. This neck-crowns makes us proud to present the new 1938 Studebaker for your inspection. Come in for a free demonstration!

PROOF THAT THE AVERAGE OYSTER PRODUCES ABOUT 50,000 EGGS A YEAR
The oyster is extremely prolific. Not all the eggs hatch, however.—Pathfinder, May 2, 1931

SANDERSON MOTOR CO.
SALES SERVICE
207 SO. RIVERSIDE—PHONE 1305

SMART 1938 MOTOR CARS WILL SOON BE ANNOUNCED BY MEDFORD DEALERS

Never before have Motor Cars been so smart! Never before have Medford dealers offered such values to prospective car purchasers! Watch this newspaper for the arrival of new models... then see them at showrooms of Medford dealers! You owe it to yourself and your family to have a new car THIS FALL!

KEEP INFORMED ON THE ADVANCEMENT IN THE AUTOMOBILE INDUSTRY - WATCH THE AUTOMOBILE ADS IN THE MAIL TRIBUNE