

AUTOMOTIVE NEWS

SAFETY WEEK IS OBSERVED LOCAL GOODYEAR DEALER

NEW YORK — National Tire Safety Week, which got under way yesterday and which will continue until May 21, "will be a major factor in raising the level of car maintenance, and as such, a contribution to traffic accident prevention," Alfred Reeves, vice-president Automobile Manufacturers Association, declared yesterday in a statement endorsing the campaign.

Aimed at reducing the number of highway accidents caused by smooth, worn tires, by replacing them with safe, new ones, the drive, sponsored by the Rubber Manufacturers Association, tire manufacturers, distributors and dealers, is further directed as a stimulant to business by increasing production, consumption and employment in the tire industry and others that contribute to it or are affected by it.

Mr. Reeves' endorsement was one of many received by A. L. Vilas, president of the Rubber Manufacturers Association, from leaders in the automotive industry, heads of safety organizations, insurance companies and officials of civic and farm groups. Also endorsing the movement are the motor vehicle commissioners from a number of states, including Pennsylvania, Ohio, Illinois, Wisconsin, Oregon, Michigan, Tennessee, Missouri, West Virginia and the District of Columbia.

Excerpts from some of the letters of endorsement follow:

"Your twin objectives of safer highways and better business justify the sincere applause of the general public and are worthy of unqualified support." — Paul G. Hoffman, president, Automobile Safety Foundation.

"Tires that have been used until the tread has been worn smooth increase the hazard of driving by skidding on slippery pavement." — Sidney J. Williams, director, Public Safety Division, National Safety Council.

"For the benefit of the public at large, smooth, worn tires have no place in the scheme of modern motor vehicle transportation." — Frank West, registrar, Ohio Department of Highways.

"I am quite sure that your National Tire Safety Week will have a great part in reducing the fatalities and wrecks which are happening on our highways." — Joe Boyd Williams, chief, Tennessee Highway Patrol.

National Tire Safety Week, Mr. Vilas said, is being observed at an opportune time—just as the motoring season gets into full swing and at a time of the year when highway accidents traceable to tire trouble mount in number.

"Hot weather doubles tire troubles," he said, "yet many motorists fail to take the necessary precautions to assure trouble-free travel in summer months."

"A chart recently prepared by one of the country's largest tire manufacturers showed that tire failure hits a high point in August, with the frequency almost as great in July and September."

"While the amount of driving increases in the summer months, statistics show that it does not increase nearly as fast as the degree of tire trouble. For example, it was shown that while there was a 65 percent increase in August driving over that of February, 140 percent more tire trouble was reported."

"The relation of summer heat to tire trouble was noted in the development of the modern automobile tire which experts claim enables motorists to get 40 percent more wear and at 10 percent of the cost than was possible several years ago."

WALEY DRAWS MAP TO GAIN FREEDOM

SAN FRANCISCO, May 14.—(AP)—Federal officers considered today a crudely-drawn map and an affidavit of Harmon Metz Waley purporting to show that ten-year-old George Weyerhaeuser was not taken across a state line when he was kidnaped in 1935.

The documents were submitted in connection with Waley's attempt at release from a life sentence in Alcatraz federal prison. Waley contends his federal sentence was invalid because the boy, he says, never was taken out of the state of Washington.

The map showed a route from Tacoma to a hide-away "in some small lake" on the Washington side of the Idaho state line.

122 Get Sheepskins
THE DALLES, May 14.—(AP)—The Dalles high school will graduate its largest class in history May 26 when 122 students are scheduled to receive diplomas.

10% OFF for CASH

(see page 2)

Medford's Knox Hat Store

O, Little Shoes



Travelers Safety Service

O little shoes with the scuffed-up toes,
That look so small in his father's hand,
Weren't you proud and big and grand
When you started this morning for
No-One-Knows?

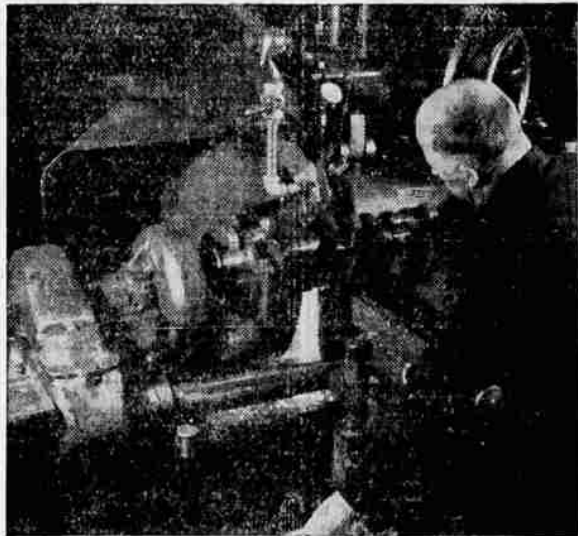
No-One-Knows, with its buffries tall,
Its golden knaparts and shining trowsers,
Knights and fairies and magic powers
To tempt the heart of a traveler small!

Now dusk has come and his feet are still
Ere ever his knightly spurs are won,
For his body was broken and crushed and done
While yet he trudged to the first green hill.

O little shoes with the blood-stained toes,
O light gone out of a boyish face,
Was this the end of his splendid race?
Was this his City of No-One-Knows?

—Anne Sutherland Brooks.

Half A Hair's Breadth



You can't use an expression like "within a hair's breadth," or even "by a gnat's whisker," around the Grinding Department at the Hudson Motor Car factory. Such expressions would only denote "sloppy" workmanship. E. Bradley, who is foreman of the Grinding Department, thinks like a micrometer. To him the human hair, or even the gnat's whisker, have broad and hefty dimensions.

Bradley, who has been with Hudson for over fifteen years, can operate any machine in his department. To illustrate what he means by working to close dimensions, he proceeded to grind the connecting rod bearing on a Hudson Terraplane crankshaft, using the hydraulic crank-shaft grinder employed in regular production. This machine grinds the bearings to within three-tenths of one-thousandth of an inch. This means that the bearings cannot be out of round more than this amount or taper more than the same dimension. Three-tenths of one-thousandth of an inch is less than half the thickness of a thin human hair.

Bradley states that the manufacture of automobiles in these days calls for accuracy formerly unknown even in the finest laboratories. The diameters of piston pins, for example, cannot vary over two ten-thousandths of an inch. The hole for the piston pin in the piston is diamond bored and held within a limit of three ten-thousandths of an inch. Throughout the Hudson and Hudson Terraplane cars, there are a number of points where these close manufacturing tolerances are maintained in order to promote quietness and long life.

GREEN PINE
SLAB WOOD
\$4.75 12-Inch or 16-Inch
BIG DOUBLE LOAD
Phone 7 Now
TIPPEE BRAND
TIMBER PRODUCTS COMPANY
MEDFORD OREGON
End of N. Central

THRIFTY BUYER PRAISES NEW FIRESTONE TIRE



CANNY SCOT SAVES 25% WITH NEW FIRESTONE TIRE

"When Kenneth Sutherland, who served four years with the 13th Canadian Black Watch, first saw the new Firestone Convoy Tire, he was amazed that he could obtain such value at the low price at which it is offered to the public," said Mel Starnes, manager of the Firestone Auto Supply & Service Store in Medford.

"Hoot mon! I dinna ken when I ha' seen such a irreal value," exclaimed Sutherland, upon seeing the Firestone Convoy. 'Tis a perfect tyre for savin' me money, wi' the low original price and the loong mileage."

"Motorists everywhere are saving 25 cent with this new high quality tire at a new low price," said the local store manager. "With every facility of its huge factories, ware-

houses and plantations in full operation, the Firestone Tire & Rubber Co. has been able to save money at the source of supply, in the manufacturing process and through its efficient distribution methods. These savings have been passed along to the motorist in the form of lower original costs.

"The new Firestone Convoy Tire has the famous Gum-Dipping process, which protects from internal heat, the greatest cause of blowouts, and two extra layers of Gum Dipped Cord under the tread to guard against punctures," he added. "The tread is made of extra long wearing rubber, and is so designed as to give long mileage."

Sportsmanlike Driving—Be a Sportsman



Youth is beginning to resent the tinge of irresponsibility often attached to young drivers. In the classroom, students are being educated in Sportsmanlike Driving. This new field of driver education offers much hope for better driving in the future.

A.A.A. SAFETY FEATURES

ALIEN VOTING IN CLACKAMAS EYED

SALAS, May 14.—(AP)—Alleged illegal voting in Oregon City and Clackamas county will be investigated by a number of veteran organizations here, in cooperation with Charles P. Bray, superintendent of state police. Governor Charles H. Martin announced today.

Complaint that illegal voting had been going on in Clackamas county

for some time was filed with Governor Martin here yesterday by a group of veterans. The governor referred the complaint to the state police department.

Veteran organizations appointed by Governor Martin today to assist in the investigation include: Willamette Falls post No. 8, American Legion; Waldo Coufield post No. 1324; Veterans of Foreign Wars; Carl Douglas Post No. 74, American Legion; and Oregon City chapter No. 4, Disabled American Veterans of the World War.

First Fever Death
SHERIDAN, Wyo., May 4.—(AP)—Wyoming's first Rocky mountain spotted fever death this year was reported here today.

SKIDS, BLOWOUTS SAFETY MENACE

Only two dangerous things can happen to an automobile, a blow-out or a skid, according to Jack Anstey, credit manager.

"Five years ago the B. F. Goodrich company introduced a tire with a special ply built in the carcass to afford protection against blowouts and now offers the Silvertown safety tread for maximum resistance against skidding."

"More than 100 different tread designs and 380,000 miles of actual road testing during the past two years went into the development of this new tire."

"Incorporating revolutionary non-skid and braking effectiveness as well as the advantages of the special ply, the new tire will do much to make motoring safe under all conditions."

"Skidding accidents during 1936 again showed an increase over the preceding year. According to statistics compiled by insurance companies, approximately 40,000 people lost their lives in automobile accidents in 1937, an increase of 2,000 over figures for the preceding year," Anstey said.

UNABLE TO FIND PAROLED RIOTER

ASTORIA, May 14.—(AP)—Sheriff Paul Kearney said yesterday he had been unable, after two days' search, to locate Ray Gillespie, state prison parolee who was ordered to serve the sentence after a recent conviction at Hillsboro on an assault and battery charge.

Gillespie pleaded guilty to charges of participation in a Seattle labor riot in which two men were killed two years ago. He filed a motion, through his attorney, this week to be allowed to change his plea to innocent and stand trial. He was originally sentenced to three years in prison.

Kearney said his office and the state police would continue efforts to locate Gillespie.

Dairymen Advised To Educate Public In Value Of Milk

PORTLAND, May 13.—(AP)—Dr. Robert Prior of Seattle, coordinator of the United Dairymen's association, told the seventh annual meeting of the Oregon dairy council last night the industry must finance a national educational campaign to increase the consumption of dairy products.

He said the dairymen's difficulty was under consumption rather than overproduction. Prior recommended contributions of one-tenth of a cent a pound to establish a \$4,000,000 national fund.

He estimated that the maximum use of milk products would increase the number of cows 80 per cent.

SAFER MOTORING AIM OF CAMPAIGN OF TIRE DEALERS

The week of May 14-21 has been designated as National Tire Safety Week, and is being observed in all parts of the country.

To C. C. Furnas, local dealer for the Goodyear Tire & Rubber company, of California, Inc., however, National Tire Safety Week merely focuses national attention on something he has been preaching day in and day out throughout the year.

"National Tire Safety Week is designed to call attention of the motoring public to the danger of riding on smooth, old, worn unsafe tires," Mr. Furnas said. "This is something we have been telling car owners for years, and I hope observance of the week nationally will help impress this deeply into the mind of every person who owns or operates an automobile."

"With highway accident totals increasing, rather than decreasing, it is important that motorists realize the chances they are taking when they venture out on tires that have passed their stage of usefulness, in

an effort to get a few thousand more miles. Goodyear has proved that 90 per cent of the danger of highway accident comes in the last 10 per cent of a tire's life. Old, smooth, worn tires may fall at any time; with new rubber the motorist is free from worry from that source.

"In addition to the danger of failure, a smooth tire offers no protection against dangerous skids when streets get wet and slippery. After all, brakes will stop the wheels, but it is the tires that stop the car. Gripping center traction, such as is found in Goodyear G-3 and R-1 tires, gives maximum protection against skids, provides maximum stopping ability in event of emergency.

"Many a car owner who believes he can squeeze a few more miles out of his worn tires may regret that these tires weren't replaced with new ones," Mr. Furnas concluded.

SAN FRANCISCO BUTTER
SACRAMENTO, May 14.—(AP)—Churning cream butterfat: first grade, 28 1/4c; second grade, 27 1/4c.

SAN FRANCISCO, May 14.—(AP)—Butter: score 92, 26c; 91, 25c; 90, 25c; 89, 24c.

Smoothing will protect the finish of your car from damaging summer sun.
Daily's Auto Painting
32 South Bartlett

NOW! TRADE IN YOUR OLD TIRES

MOTORISTS! COME IN AND SEE US DURING THIS BIG SAFETY DRIVE AGAINST SKIDS AND BLOW-OUTS. WE'LL TAKE YOUR OLD TIRES IN TRADE

TIRE SAFETY

May 14-21

REPLACE THAT SMOOTH TIRE with the Safest Thing on Wheels

GREATER PROTECTION AGAINST SKIDS WITH THE NEW LIFE-SAVER TREAD THAT WILL GIVE YOU THE QUICKEST NON-SKID STOPS YOU'VE EVER SEEN

GREATER PROTECTION AGAINST BLOW-OUTS With the Golden-Ply, an EXCLUSIVE GOODRICH FEATURE

DON'T BUY ANY TIRE UNTIL YOU'VE READ THIS IMPARTIAL REPORT BY FAMOUS LABORATORY

"BOTH regular, and also the premium-priced tires of America's six largest tire manufacturers were submitted to a series of exhaustive road tests made over a three-month period by us, to determine their resistance to skidding and wear, with the following results:

- *NON-SKID—The new Goodrich Silvertown with the Life-Saver Tread gave greater skid resistance than any other tire tested, including three tires listed at from 40% to 75% higher in price.
- *MILEAGE—The Goodrich Silvertown gave more non-skid mileage than any of the other tires tested in its own price range—averaged 19.1% more miles before the tires were smooth.
- *BLOW-OUT PROTECTION—Despite the severe nature of these tests, no Silvertown blew out or failed from any cause, while two tires of other makes failed."

A. R. Ellis, Pres.
PITTSBURGH TESTING LABORATORY ESTABLISHED 1881

NOW... Pride AND Pocketbook CAN AGREE

New Hudson 112 Averages 25.6 Miles per Gallon in 1000 Mile Traffic Test

From Los Angeles comes news of this amazing economy record, certified by impartial observers. Made under special test conditions, of course—but this is just one more example of the unusual gasoline mileages reported by Hudson 112 owners from coast to coast.

Hudson 112 economy starts with low first cost and carries on with low upkeep and amazing ability to stand up. Proof? Just ask us.

On top of that, here's a car you'll be proud to own. Look it over. Size up its extra bigness and room. Test its smooth power and amazing handling ease. Try its exclusive double-safe brakes. "Nothing like it," say those who have compared it with the "other three." Come in and see.



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83 HORSEPOWER

NEW HUDSON \$838 AND UP
Price for 3-passenger coupe, delivered here, ready to drive, including transportation and Federal taxes. HUDSON ALSO BUILDS TOP VALUE IN EVERY POPULAR PRICE CLASS

HUDSON Terraplane \$957 and up
HUDSON SIX \$1112 and up
HUDSON EIGHT \$1204 and up

Above prices do not include state and local tax. For delivered price in your locality, see your Hudson dealer. Attractively low time payment terms, with new Hudson, C. I. T. Plan.

THE NEW "LOWEST PRICED" CAR
HUDSON 112
CHAPMAN-COOKSEY MOTOR CO.
27 B. RIVERSIDE AVE., MEDFORD

The new Goodrich SAFETY Silvertown
LIFE-SAVER TREAD..... GOLDEN PLY BLOW-OUT PROTECTION

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