

NEWS OF THE AUTO WORLD

CHILDREN LEAD IN SAFETY WORK, EXPERTS CLAIM

Education System for Adults
Stressed by
Officials.

Times Special
DETROIT, June 13.—The "five-year plan" of the National Safety Council, which seeks to save 35,000 lives by 1941, can be completed only if adults learn to practice safety as well as the nation's children are doing, experts agree this week.

Safety engineers, for insurance companies, traffic officials and public safety directors are united in the belief that education is the nation's strongest weapon in the fight against traffic accidents, and that children are responding more readily than adults.

New evidence of the example being set by children for their elders has been found by police officials here. It appeared in the school term records of Detroit's Safety Patrol boys, who have been competing throughout the term for a five-day trip to Washington, offered by the Plymouth division of the Chrysler Corp.

Fatalities Reduced

Since 1922, when child safety education began on a national scale, traffic fatalities among children of grade school age have been reduced more than 6 per cent. Adult traffic deaths in the United States during the same period increased 198 per cent. National Safety Council records show.

Major credit for this decrease in traffic fatalities among children must go to the nation's patrol boys, according to Lieutenant Wesley Brown, head of the Public Safety Bureau of the Detroit police department.

"This year there are 250,000 patrol boys protecting the lives of 7,500,000 school children four times a day, at street intersections, near schools and throughout the country," Lieutenant Brown declared. "That these safety-conscious youngsters are actually saving lives and preventing accidents by their splendid work appears again in their record for 1936."

Children Lead

"In compiling records of the school term just closing, to determine which of Detroit's patrol boys are eligible for the Plymouth-sponsored trip, we find the children again leading adults in accident reduction. Under the protection of 6200 patrol boys, Detroit school children have reduced their fatal accidents more than 40 per cent during the first five months of 1936, as compared with the same period last year. Adults have effected a reduction of only 7.4 per cent."

Offered as an incentive and a reward for better safety patrol work, the Washington trip is being given by Plymouth this year to the 66 boys selected by police and school authorities for outstanding service during the school year. The 66 winners were chosen at a special assembly of 320 Honor Patrol Boys last week, and the prize-winning troop left Detroit Friday for a five-day tour of the national capital, with side trips to Mt. Vernon and the United States Naval Academy at Annapolis.

MANY BUICKS APPEAR IN SCENES OF MOVIES

13 Films Listed as Showing Make of Auto in Action.

Always popular with the movie colony, the 1936 Buicks have gone Hollywood in a big way, according to T. H. Corpe, director of advertising and sales promotion of the Buick Motor Co.

Today he announced that Buick cars are appearing in more than a dozen pictures in theaters throughout the country.

Among the season's important films in which the familiar Buick hood may be seen, he said, are the following Warner Bros. productions: "Men Are Like That," "Men Are Like That," "Munsters," "The Aristocrats," "Times Square Playboy," "The Golden Arrow," "Lawyer Woman," "Jail Break," "The Big Noise," "Bullets or Bullets," "The Case of the Velvet Claws," "Public Enemy's Wife," "Hot Money" and "Earthworm Tractors."

NEW RECORD SET BY PACKARD DELIVERIES

7200 Cars Distributed in May, Vice President Says.

Times Special
DETROIT, June 13.—Packard Motor Co. passed its all-time monthly peak of car deliveries in May.

"Over 7200 cars were delivered by the company in May," M. M. Gilman, vice president and general manager announced this week. "This makes new history for Packard. The previous high was recorded at the height of the prosperity era, in August, 1928. Then Packard delivered 7190 cars, a figure which itself was substantially above any previous or subsequent monthly mark until recently."

U. S. BUYS AMBULANCES

Army Orders 112 Units From Ford Dealer in East.

United States Army has placed an order for 112 ambulances with Northwest Motor Co., Chevy Chase (Md.) Ford dealer. These will comprise the 131-inch Ford V-8 truck chassis, with panel body constructed according to United States Army specifications ready for ambulance use.

SALESMAN WINS CAR IN CHEVROLET CONTEST



STANDARD OIL SERVICE SHOWN BY CARTOONISTS

New Advertising Campaign to Use Suggestions of Motorists.

Newspaper cartoonists are drawing their impressions of service rendered by Standard Oil dealers for a new series of newspaper advertisements by Standard Oil Co. of Indiana.

George Lichty in the first cartoon, pictures his impressions of the fast service an automobile receives when it drives up to a Standard dealer's station. Even before Lichty's surprised motorist can order gas or ask for the battery to be tested, the "mind-reading" dealer has completed his work.

Succeeding cartoons this summer will feature similar impressions by other prominent cartoonists.

Motorists also are invited to add to submit their impressions of "Standard service," either in writing or in a drawing, or both, and, for every original letter or drawing acceptable for use in its advertising, Standard pays \$10.

The offer is not a contest, but it provides an opportunity for motorists to win cash by obtaining a contribution blank from any Standard dealer and submitting their usable impressions of the service Standard dealers have made famous.

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