

MOTOR NEWS

MEDFORD AUTO SHOW DRAWING BIG CROWD

The Medford Auto Show is going over with a bang. Of course that is the regular and proper thing to say but the first afternoon and evening indicate that it really is going to be a huge success.

The products of some twelve manufacturers are on display with about thirty three models and each model in its class reflects progress and refinement in every line.

It would be difficult to say if any one line attracted more attention than another as interest seemed pretty much divided.

The Overland not only had a handsome display of car models, but had two motor models, one of the small six in the poppet valve type and one of the Knight sleeve valve type, which attracted con-

NEW AUTO AGENCIES ARE STARTED HERE

That Ashland is becoming more of an automobile center is indicated by the procuring of two new automobile agencies here during the last few days.

H. A. Stearns, who has been associated with The Armstrong Motors Inc., has opened a sales room in the Oak Street garage for Overland automobiles and has several models on display there now, including some of the latest two-line products of the Overland factory.

As announced in Wednesday's Tidings Al Panzer and Loyd Low, prominent Klamath Falls automobile men, are making a suitable location here for the opening of a Star automobile agency.

With these two popular automobiles added to the list sold

WESTERN OILS ARE MEETING ALL TESTS

The Union Oil company yesterday began its 1926 advertising campaign in The Ashland Daily Tidings, which will continue throughout the season, according to a contract with this progressive company, which has just recently opened a distributing plant in this city. Mr. Lamb, local sales manager, states that the sales of western oils, such as the Aristo oils made by The Union Oil Company of California, has greatly increased, because, as Mr. Lamb explained, the motorist has come to the conclusion that Western oils will stand up as well as the Eastern oils.

In regard to the comparative merits of the eastern and western oils, Mr. Lamb stated:

"Unfortunately it is absolutely impossible to compare two oils in service as the conditions under which they operate cannot be duplicated. Nevertheless tests have demonstrated conclusively that the comparative consumption of eastern and western oils gives no advantage to the eastern product in this respect.

"Many motorists, too, suffer from the price complex because eastern oils sell at a higher price than the buyer was inclined to regard that fact as an indication of quality and the service to be obtained from it. Western oils of a quality equal to the best eastern is eliminated the transportation costs at a lower price because there are no points of distribution between good lubricating oils are fine ones and necessarily reflect methods of refining. The Aristo oil manufactured and refined by the Union Oil Company has met a most receptive market. Its sale, he said, has increased enormously during the past few years."

"AT YOUR DOOR" IS NEW SALES SLOGAN

"A. Y. D." a new automobile term, meaning "at your door" or delivered price, is certain to supersede the f. o. b. price custom in the automobile industry, according to George Wilson, local manager of The Armstrong Motors, Inc., Hudson-Essex dealers here.

"The a. y. d. plan fills a demand by simplifying the whole pricing system. There is no handling charge on any Hudson-Essex car. There are no "extras". The equipment desired by motorists has been bought economical-



ASKS NO FAVORS FEARS NO ROAD

The ease with which Oldsmobile Six absorbs road punishment is directly traceable to the exacting standards and precision of Oldsmobile manufacture. Soundly designed, accurately constructed, superbly capable of meeting every driving condition—here is a car, high in quality, low in price. Big, beautiful, staunch—powered by a motor of extraordinary performance capacity—it asks no favors and fears no road!

COACH \$950

F.O.B. Lansing, Mich.

THE PARK GARAGE
LOCAL DEALERS

OLDSMOBILE

AUTOISTS:

Always remember that you can get quick and satisfactory.

Battery
Generator
Starter
Ignition

SERVICE AT

The Ashland Electric Shop
346 E. Main Street

The New Marmon IS A GREAT AUTOMOBILE

SOME USED CAR BARGAINS

1924 Studebaker Special	\$1250
1925 Nash Adv. 6 Touring	\$1250
1924 Paige Sedan	\$1750
1920 Dodge Sedan	\$450
1923 Studebaker Light 6 Sedan	\$1000

All in first class condition and guaranteed.

A good allowance for your used car and easy terms on the balance.

DeBon Auto Co.
153 E. Main St. Ashland, Ore.

Now \$50 Less

THE LOWEST PRICES AT WHICH THESE CARS WERE EVER SOLD!

THE PRICES OF THE

HUDSON and ESSEX

NOW ARE AS FOLLOWS:

HUDSON COACH	\$1379	HUDSON SEDAN	\$1875
HUDSON BROUGHAM	\$1639	ESSEX COACH	\$909

The above prices are delivered at your door and equipped as follows: Bumpers, front and rear, shutter on radiators, electric windshield wiper, read vision mirror, lock in transmission and combination tail and stop light.

THEY OUTSELL ALL OTHERS. WHY?

Quality-Price-Equipment

Armstrong Motors Inc.
Lithia Springs Garage Bldg.
Ashland, Ore.
Phone 147

THE OVERLAND WORLD'S GREATEST VALUE NOW SOLD IN ASHLAND

We have procured the local agency for The Overland and will be glad to give a demonstration.

The New Overland Six De Luxe, \$1280 delivered.
The Standard Sedan, \$1125 delivered.

We can supply you almost any kind of used car you may want.

One real bargain is a Buick Six, 4 passenger Coupe, Like New.

STEARNS & McRAE
Oak Street Garage, Ashland

Star Cars Fours - Sixes

STAR 6 COACH	\$1045
STAR 6 COUPSTER	\$897
STAR 6 SPORT TOURING	\$855
STAR 4 SPORT TOURING	\$896
STAR 4 STANDARD TOURING	\$836
STAR 4 COACH	\$865
STAR 4 COUPSTER	\$765

These Cars Are Equipped With Balloon Tires. Sport Models Have Bar Cap, Motor, Meters and Bumpers.

GENUINE LEATHER UPHOLSTERING AND DUOCO PAINT.

Low & Panzer

TEMPORARY LOCATION
3RD ST. GARAGE JUST OFF MAIN

WE STILL HANDLE THE

Old Reliable GOODYEAR and FEDERAL TIRES

LET US RETREAD YOUR BALLOON TIRES

Madden's Tire Shop

COACH OR COUPE

\$825

BODIES BY FISHER

Exploded! The Old Theory of Low-Cost Design

In developing and introducing the new Pontiac Six General Motors has completely shattered the theory that high quality could not be achieved in a low-cost Six.

From the day of its public presentation, the Pontiac Six has been making giant strides toward leadership in its field—because it is the living expression of quality in every aspect of motor car value.

With the Pontiac Six priced at \$825, it is no longer necessary to accept the limitations of high-priced fours nor those that have hitherto characterized low-priced sixes.

In breath-taking performance, in striking beauty, in luxurious comfort, in staunch construction, the Pontiac Six is the vital embodiment of quality—yet it sells for a price so low that only General Motors could possibly achieve it.

A. C. WILHITE
61 S. Second Ashland, Ore.

PONTIAC SIX

CHIEF OF THE SIXES