

Abbey Observes His Fourth Year In Business

Walter W. Abbey Incorporated, local Nash dealer is celebrating four years of business in Medford at 123 South Riverside avenue, the record of more than fifty 1936 Nash cars and trucks already sold being just a sample of this organization's success.

Elaborate plans are underway for the construction of one of the most modern and completely up-to-date automotive garages to be found in Oregon, according to Mr. Abbey, who reported the purchase of a quarter block business lot at the corner of Ninth and Bartlett streets. Work will start on this large structure some time in the fall.

The Walter W. Abbey firm includes besides Mr. Abbey, who is president and manager, Joseph Daly, vice-president and Nate Thornton, secretary-treasurer, and an entire staff of 16 men who have been employed continuously during the winter.

Weldon McBea has been with the Abbey agency for one year in the capacity of car sales manager. 'Mac' is well known in the Rogue River valley and is active in military circles, being a first lieutenant in Medford Infantry Company A. 186. Al Stoehr, genial Medford man, who has converted numerous southern Oregon folks to the advantages of Nash trucks, is assistant to Mr. Daley.

Frank Peterson, shop foreman in Abbey's well-equipped repair and service department, has been with this progressive company for three years. "The success of this firm is due to the fact that Nash cars please the public and in addition our crew is exceptionally efficient," Mr. Abbey stated. Previous to locating in this city four years ago, he operated a Nash garage at Klamath Falls, so he is thoroughly familiar with all phases of the Nash and has watched its improvements from year to year.

Otto Bohnert cut his first rhubarb for market last week.

WE DRIVERS

A Series of Brief Discussions on Driving, Dedicated to the Safety, Comfort and Pleasure of the Motoring Public. Prepared by General Motors



No. 9—COUNTRY DRIVING

IN DISCUSSING BRAKES we spoke of our cars as transportation systems... our own private railroads, so to speak, with home for our terminal.

As a rule we engineers behind the steering wheel work only on local runs... back and forth from the office, stores, and the rest of our regular stops. But every now and then, and especially when vacation time rolls around, we're likely to want to change our run. And one fine day there we are, out on the main line, at the throttle of our "Overland Limited," if you please.

Railroads put only their best engineers on important runs like that.

What the railroad men mean by the best engineer, is the one who has taken his train out and brought it in, time after time, year after year, without a thing to regret. Now there's one thing about this engineer that explains his good record better than anything else. He believes in signs. All along the way there are signals that tell him what to do, and he does exactly what they say.

When a semaphore says slow down, he slows down. Whenever he gets the sign of a curve or grade, he adjusts his speed accordingly. Every red and green and amber light that comes winking through the darkness means a definite order that he'd never dream of ignoring. And when a flare warns him of danger, he just stops until he gets the go-ahead. Now, when we pull out of our station and on to the main track, if we are good engineers we'll take good heed of our signals as they come flashing by—"Curve," "Steep Hill," red light—"Stop." But along comes one that says "Intersection," and there doesn't happen to be any car passing on that other road. Or one that says "School, go slow" and there aren't any children about. Or "Slippery when wet," but today the road is dry. And what's the result? Why, a good many of us get to taking those signals with a grain of salt, and, after a while with so much salt that if we aren't careful those warnings may lose their meaning. It isn't hard to imagine what would happen if the railroad engineer got into that habit. He wouldn't be an engineer very long. No matter how many times his warnings prove unnecessary, he still goes on accepting them as gospel truth. And people who drive thousands of miles every year tell us they have trained themselves to the very same habits as the engineers. We can just as easily form one habit as the other, and it pays to form the habit of automatically acting on the advice of our roadside signs.

So it isn't enough just to have our engine in good shape, and to watch our fuel and oil, or even to follow the rule of not driving too many hours at a stretch. Those things are highly important, but it is just as important to watch for our signals and follow them religiously. Then we can look forward to sending back that ever-welcome message—"Arrived safe after pleasant trip."



Jack's Second Hand Store is still doing business at the same old stand 408 E. Main street, Medford.

LOCALS

The upper floor in the Cupp's Furniture store has been newly re-decorated and re-arranged. They are offering some good bargains. See their ad in this issue of the American.

Little Melvin Kelly is suffering with the chicken pox.

It is reported that the pear blossoms are the heaviest and biggest they have ever been seen here.

Mrs. E. C. Fabr who went to Salem, to visit her daughter Frances and attend the tournament, remained until Tuesday to be with her until she had partly recovered from the flu.

The anniversary specials at Webb & Carlton's are still in force. See them for paints, wall paper and roofing.

Mr. and Mrs. Maynard Putney and Mr. Putney's father from Medford and his aunt, Mrs. Purcell visited Mr. and Mrs. Isaac at Klamath Falls. The Isaac's were in business in Ashland but have bought into the Moe Company at Klamath Falls.

After two weeks of lovely spring weather we are being treated to rain hail and snow—regular winter.

Ruby Walker is working at the Atkin's home.

Mrs. Blazing received a letter from her son Wilfred saying he was planning on visiting her this summer. Mrs. Blazing said she had not seen her son for three years as he has had work in Washington.

When in Medford Eat at

Leonard's
Lunch
Diners
Freshly Frozen Ice Cream
119 E. Main Phone 998

EASTER

Is at hand!

Let us help you to look your best on this joyous occasion.

Our work is sure to please

Phone for appointment

Claudette's

ROXY 20¢ ANYTIME KIDDIES 10¢

Sat. Only
GENE AUTRY in
"Tumbling Tumble Weeds"
Plus Episode 1 "Rustlers of Red Dog" with John Mack Brown.

Sun.-Mon.-Tues.
ALL STAR CAST in
"Big Broadcast of 1936"

Wed. Only
JACK HOLT in
"Storm Over the Andes"
Wed. Nite is Cash Nite

Thurs., Fri.
BARBARA STANWYCK
"Annie Oakley"

Easter Special

Two Permanents for the Price of one.
on
\$3.00, \$5.00, \$7.50

We have also added a Scalp and Facial Specialist to our staff for men as well as ladies. Call for appointment.

NO CHARGE FOR ADVICE

East Side Beauty Salon

610 E. Main St. Phone 688

More and More... Wise Motor Car Buyers are Choosing

NASH and... LAFAYETTE

The Safest Low Priced Cars Ever Built!

Automatic Cruising Gear

available on all Nash and LaFayette models at slight extra cost! Reduces engine revolutions 1-3 at high speeds. Saves up to 25% in gas; up to 50% in oil!

SAFETY is one of the important factors considered by motor car purchasers in selecting new cars—and both NASH and LAFAYETTE are FIRST with COMPLETELY SEAMLESS, ALL-STEEL BODIES! The largest double-acting hydraulic brakes, in relation to the size of the cars, too, contribute to the safety of these fine cars! Wider and lower than other low priced cars, Nash and LaFayette offer incomparable roadability! More room—greater economy—new, smooth motor performance... No wonder NASH and LAFAYETTE are 1936 LEADERS!

Low 6% Budget Terms Available!



Fine Fleet of International Trucks Goes Into Service!



This photograph shows the new fleet of five International trucks, CS-35 models with Beall trailers, recently delivered to Everett A. Skeeters' logging contractor of Talent. Skeeters is one of the Rogue River valley's best known logging contractors and his selection of Internationals is another fine tribute to this long-established and dependable line of trucks... These fine Internationals will be used by Mr. Skeeters for uninterrupted service, in his Rogue River valley logging operations!

Prices As Low As **\$695.00**

Delivered in Medford

INCORPORATED

123 SO. RIVERSIDE PHONE 393

WALTER W. ABBEY

Here Are The-- OWNERS of 1936 NASH and LAFAYETTE Cars International Trucks

Upon the occasion of our Anniversary, we are listing the recent purchasers of 1936 cars and trucks—added evidence of the popularity of Nash, LaFayette and International in southern Oregon.

NASH		
Purchaser and Address	Nash	Model
Standard Oil Co., Medford	Nash	400 Bus. Coupe
Juanita Miller, Medford	Nash	Deluxe Sedan
Mark A. Goldy, Medford	Nash	"400" Deluxe Sedan
G. Henselman, Medford	Nash	"400" Deluxe Sedan
Capt. G. J. Key, Med.	Nash	Ambassador 8 Sedan
Mrs. V. L. Thomas, Med.	Nash	"400" Sedan
Howard Bawden, Med.	Nash	"400" Deluxe Sedan
John H. Ralston, Med.	Nash	"400" Deluxe Sedan
A. G. Bishop, Medford	Nash	"400" Deluxe Sedan
R. D. Semon, Med.	Nash	"400" Deluxe Sedan
Mrs. E. Lampert, Nash	Nash	Amb. Six Deluxe Sedan
Chas. A. Wing, Med.	Nash	"400" Deluxe Sedan
R. DeVore, Medford	Nash	"400" Victoria
Med. School of Beauty Culture	Nash	"400" Sedan
Velma D. Fillingmer, Med	Nash	"400" Deluxe Sedan

LAFAYETTE		
E. G. Miller, Medford	LaFayette	Victoria
Arley & Gladys Beasley, J'ville	LaFayette	Victoria
Irene Mehrl, Ashland	LaFayette	Touring Sedan
Nick Struve, Medford	LaFayette	Coupe
H. H. Guenther, Med.	LaFayette	Touring Sedan
Sam Velt, Medford	LaFayette	Business Coupe
H. A. DeMers, Port Townsend	LaFayette	Coupe
F. C. Doremus, Med.	LaFayette	Business Coupe
O. Hackett, G. Pass	LaFayette	Touring Sedan
J. Roberts, Medford	LaFayette	Business Coupe
Mrs. L. Holbrook, Med.	LaFayette	Touring Sedan
H. B. Bentley Ashland	LaFayette	Touring Sedan
Mrs. R. A. Parker, Med.	LaFayette	Touring Sedan
R. E. Daugherty, Rogue River	LaFayette	Victoria
Susan B. Roberts, Ash.	LaFayette	Victoria
Grace F. Kresse, Medford	LaFayette	Victoria
Mrs. L. Castor, Medford	LaFayette	Touring Sedan
Myrtle E. Newman, Medford	LaFayette	Victoria
Mrs. Jonnie King, Medford	LaFayette	Victoria
E. M. Colby, Medford	LaFayette	Business Coupe
Fred J. Knox, Med.	LaFayette	Touring Sedan

INTERNATIONAL TRUCKS		
Oregon Orchard, Medford	CS-35	
City Water Department, Medford	C-1	
Robert H. Fields, Central Point	C-30	
Brophy & Co., Eagle Point	C-30	
Siskiyou School District, Ashland	C-30 School Bus	
Neel Newman, Medford	CS-35	
Collins Dairy, Central Point	C-1	
Earl Hobbs, Ashland	C-1	
J. W. Rosen & Son, Ashland	C-35	
E. Telkamp, Medford	C-30	
Bair Granite Quarries, Ashland	C-1	
Everett Carman, Medford	C-1	
City Fire Department, Medford	C-1	
P. D. Lofland, Central Point	C-1	
R. L. & I. E. Branley, Ashland	C-30	
Al Meusel, Medford	C-1	
E. A. Skeeters, Talent	CS-35	
Sonoma Valley Cheese Factory, Central Point	C-30	
Lewis Grimes, Central Point	C-1	
Medford Lumber Co.	C-30	

Just ask Any One of These Satisfied Buyers. Their Opinions Are Worthy Of YOUR Consideration.