

NEW ALLOY STEEL IS DEVELOPED BY STUDEBAKER CO.

One of the most important factors contributing to the strength and dependability of the modern automobile is the amazing progress made in the development of new steels and steel alloys. To achieve maximum strength, long wear, and light weight, metallurgists of the automobile industry have created many special steel alloys to meet the specific requirements demanded by advanced engineering and design.

An interesting instance of this specialization in steels is afforded by discoveries made by metallurgists of the Studebaker Corporation, which has developed nickel-molybdenum steel, said to be one of the most important alloys used in motor car construction.

For several years Studebaker metallurgists had experimented with various steel alloys. Their research indicated that chromium, nickel, and molybdenum offered the greatest possibilities. Chromium, by hardening and will withstand tremendous crushing loads. Nickel gives inherent strength and toughness, and is much used in gears because of these qualities and its great resistance to wear. Molybdenum, perhaps the most important alloy element, gives great toughness and elasticity.

Chrome-molybdenum steel had already been developed, and was widely used as a lighter and stronger alloy. But it was difficult to combine with this alloy the requisite elements that would increase its hardness sufficiently to meet the ideal sought by Studebaker's metallurgists. They found it possible to make harder chrome-molybdenum, but the result was not entirely satisfactory.

Means were finally devised to effect a combination of nickel and molybdenum into an entirely new alloy, exceptionally tough and hard when case-hardened, and uniform in physical properties. This alloy is now widely used for certain gears and shafts which require a very hard surface and a tough core.

NOTED FLYER ON U. S. TIRE STAFF

Clarence D. Chamberlin, trans-Atlantic flyer and noted throughout the world as one of the most skillful of the air men, has been retained by the United States Rubber company as a consultant in the development of airplane tires.

The company has embarked on an airplane tire program which has for its object the development of airplane tires constructed on the most scientific lines and an active sales effort to place them in a conspicuous position on the market.

Joseph A. Flaurhaug, another well known flyer, has been appointed manager airplane tire sales. Mr. Chamberlin's first active work will be the use of U. S. airplane tires on the long four about the United States he is now making. This tour will take him to every state in the union. He will devote a considerable part of his time to acquiring tire data, and will keep in close touch at all times with the tire development department.

There are 1157 natural gasoline plants in the United States, having a daily capacity of 8,948,000 gallons, of which 80 per cent of the total product is used by the motorists of the country, according to figures of the American Motorists' association. Gasoline consumption in the United States last year by the motorists totaled 11,607,000,000 gallons, or 541 gallons per vehicle.

Classified advertising gets results

Don't Envy a Pretty Woman, But Be One



Woman: the finest work of the Creator—yet how often is she robbed of her natural attractions and good looks by ill health.

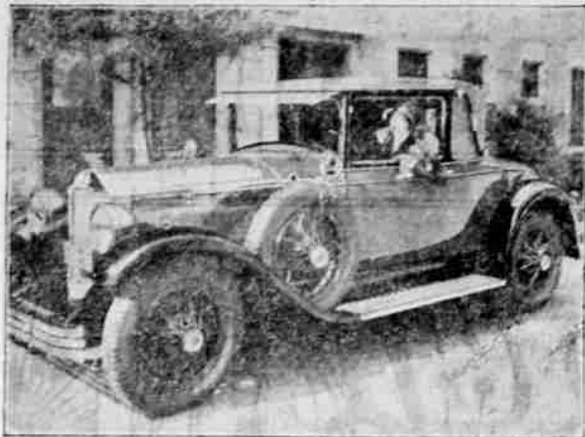
If you are nervous, have backache, headache,

DR. PIERCE'S FAVORITE PRESCRIPTION

is what you need. Don't fail to try it for it will tone up the system and drive away the blues.

All Dealers Have it In fluid or tablet form.

'B' is for Beauty—and Buick



Nancy Carroll, who plays Rosemary in Paramount's "Abie's Irish Rose," uses her new Buick sport coupe as a dressing room, putting on the last touches of makeup with the aid of the rear vision mirror on the spare wheel.

THE COLORAGE OF THE KITCHEN

(By Mildred E. Lawrence, director Home Beautiful Dept., Basic House Paint Co.)

The American kitchen has passed through two stages of interior decoration, and is just entering on a third. In the first stage, we all had everything in our kitchen a dark, "mud-brown" color that "wouldn't show the grease and dirt."

Then came the age of sanitation. Naturally, when the housewife revolted from the gloomy, dirty kitchen, she went to the other extreme. Everything received a covering of white paint, and Mrs. Housewife donned a white uniform. Everything had to be kept clean.

The white-painted kitchen was not only prettier and more sanitary, but it was unbelievably light-er and more cheery.

And we are now entering upon the third stage of kitchen decoration, color. And by color we mean the brilliant and decorative hues which for so long have been a joy to every housewife, but which until recently, she has never thought of introducing in her home.

Color is here and a housewife once she has worked in a "colorful kitchen" will have no other. To meet this demand for color, manufacturers of kitchen appliances and utensils have introduced color: lime green, Chinese red, royal blue and orange into their products. Just as white porcelain replaced iron for the kitchen stove so are these colors replacing white in the modern range, cabinets and refrigerators are also to be had in these colors, while colored handles on cutting knives, forks and cooking spoons and cooking dishes complete the color scheme.

To the average housewife these colorful articles are possible and with this added advantage: instead of a Chinese red as interpreted by the various manufacturers, she uses the identical color on the various pieces. A can of brush lacquer, a brush, and the transformation can begin.

Even though you cannot have a stove of royal blue, the handles of the oven door painted that color will give you the desired effect. Then do the wooden handles of your paring knives and cooking spoons. Use it for your canister set, table, chairs and stool.

Lacquer, the new paint product, is largely responsible for the present-day use of color in the home. Any of the articles mentioned can be given a coat of brush lacquer and be ready for use in about half an hour.

Classified advertising gets results.



Get After the Weeds Early

Cultivation of the garden can start to excellent advantage before the soil is fit for digging. It ought to start when the first dandelion shows its yellow head. Stab it before it has a chance to seed. A clean sweep of the perennial weeds may be made early in the spring, rooting out dandelions and plantain, digging out grasses that have found a foothold the previous year without being detected and by getting rid of these weeds a big start on raising the garden work of the year is accomplished.

With the first warm days of spring the weed seeds which are very hardy begin to show signs of life. Weeds will appear in myriads. Take a hoe or hand weeder and start on them as soon as they show. Asparagus patches are too often allowed to be weed nurseries, the weeds concealing themselves in midsummer after the asparagus has been allowed to grow up and becoming a nursery from which weed seed is disseminated. It is customary and an excellent plan to give the asparagus a mulch of stable manure whenever possible and stable manure invariably brings a fresh crop of weeds. Clean culture of the asparagus bed from the start will do away with a big weed supply.

Look for dandelions and plantain in the lawn and in the garden patch and cut them out. There are excellent hand weeders especially made to uproot these intruders with little damage to the sod. Grass is the easiest of weeds to get rid of when it is in the seedling stage. Nothing gives more trouble once the roots have taken hold.

Keep after any signs of grass in the garden. Mark the vegetable rows plainly and hoe between them lightly before the seeds germinate.

What is believed to be the world's slowest automobile speed limit has been discovered in France in the little town of Montelimar, according to the American Motorists' association. The regulations provide that the maximum speed limit for automobiles is seven miles an hour. The town is situated on a main highway between Paris and the French Riviera.



START HOEWING WEEDS AS SOON AS THEY SHOW

Truck No. 65---

Last week we put another set of GOODRICH SILVERTOWN HEAVY DUTY Tires on one of the busses of the Oregon Stages fleet.

It was the sixty-fifth set of GOODRICH SILVERTOWNS that we have put on this company's busses.

In the last fifteen months we have mounted two hundred and sixty GOODRICH Tires for them, and all but three of them are still rolling.

They (and we) will give you the same kind of service.

Lewis Super Service Station

Distributors—Phone 1300

Sunrise Super Service Station

Sub Dealers

Skinner's Garage



"Western Auto's" Semi-Annual New Customer-TIRE SALE

Last Day—Saturday, May 5th

JUST a few more days of these worth-while savings on long-wearing "Western Auto" tires. Just a few more days to prepare for Spring trips with tires that are guaranteed by the World's largest retailers of Tires and Auto Supplies...backed by our "150 Store Service" and by our policy... "The customer is always right"...

Already, this Great Sale has brought us many new friends...large numbers of our customers too, have come to our conveniently located stores to grasp these greater values. Wait no longer...Go at once to your nearest "Western Auto" store and save on new, fresh stock of "Western Auto" tires...and, don't forget... —TRADE IN YOUR OLD TIRES— They will help pay for new, guaranteed Western Auto tires...at any "Western Auto" store, and make your savings even greater.

Tires Mounted FREE!

Wasco Cord 30 x 3 1/2 29 x 4.40 \$4.42 \$5.56

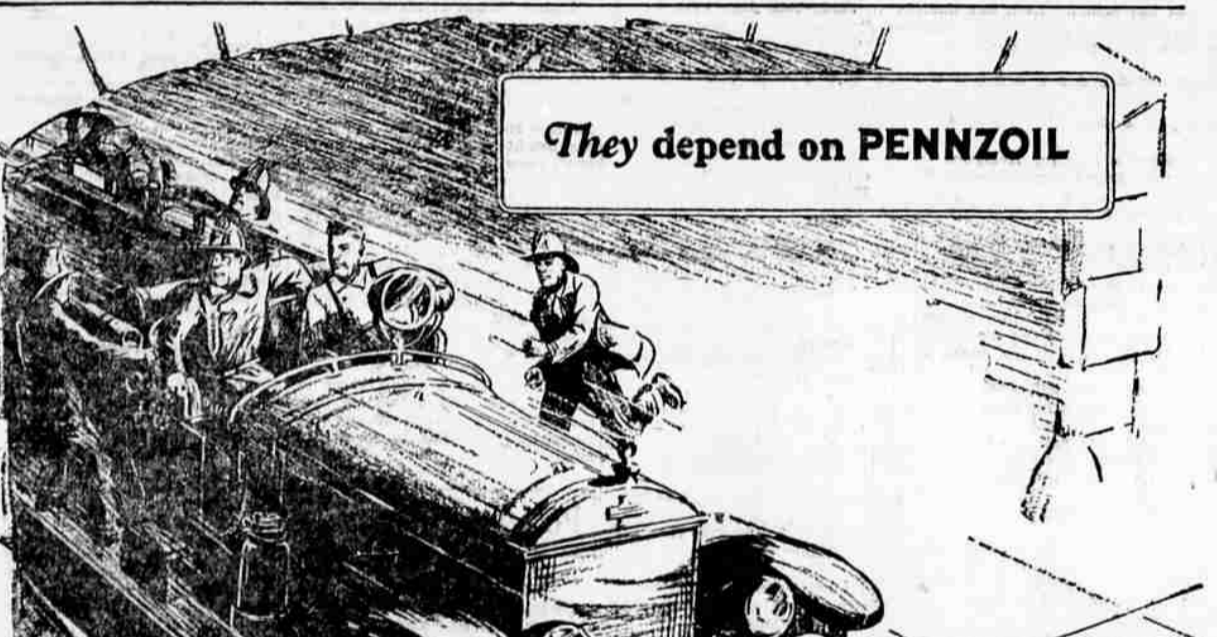
These 4-ply tires are full standard size and weight...new, fresh stock, well made and fully guaranteed. Wasco Tires are especially recommended for the motorist, who does not require a tire for very hard service, and who wants to make a minimum investment... GUARANTEED AGAINST DEFECTS for 5000 miles.

Wearwell Cord
30x3 1/2 Cl. 32x4 S.S. Oversize
Regular Size S.S. Oversize
Guaranteed 8000 miles Guaranteed 8000 miles
\$5.65 \$9.40

Wearwell Balloon
29x4.40 Full Balloon 31x5.25 Full Balloon
Guaranteed 8000 miles Guaranteed 8000 miles
\$6.62 \$11.26

Western Giant Cord
30x3 1/2 Cl. 32x4 S.S. Oversize
Regular Size S.S. Oversize
Guaranteed 10000 miles Guaranteed 12000 miles
\$6.60 \$12.30

Western Giant Balloons
Guaranteed 12,000 Miles
29x4.40 Balloon 31x5.25 Balloon
30x4.50 Balloon 31x4.95 Balloon
30x4.95 Balloon 30x5.25 Balloon
31x5.25 Balloon 31x5.77 Balloon
32x6.00 Balloon 32x6.20 Balloon
\$7.95 \$14.20



They depend on PENNZOIL

It's extra safe for Your Car!

EVERY second counts when the fire gong clangs. Delay may mean disaster—the loss of life and property! Sudden Starts and record runs demand Safe Lubrication.

In any crisis, PENNZOIL's Supreme Pennsylvania Quality never fails. Here's what the champion firemen of the Pacific Coast say:

"Experiments with every oil on the market have proved that none equals PENNZOIL for fire apparatus. We use it for every engine, every bearing."

This from the Fresno (Calif.) Fire Department, three times winner and now permanent holder of the famous Thomas Ince Trophy for all-around efficiency and reduction of fire losses.

A fire truck needs PENNZOIL's extra margin of safety constantly. That same reserve strength in your car means greater power, economy and satisfaction in everyday driving. Safe Lubrication in any emergency. Never take chances on ordinary oil.

Look for the PENNZOIL Sign Displayed by 2000 leading independent dealers throughout the West.

SUPREME PENNSYLVANIA QUALITY



SAFE LUBRICATION

BEEBE & KINDLE Distributors for Medford and Vicinity MEDFORD, Oregon

WESTERN AUTO SERVICE
A feature that saves you money...Service connections are maintained in all cities where we have stores, so that goods purchased from us may be properly and promptly installed at a very low rate...with every instance free of all costs.

More than 150 Stores in the West—
Western Auto Supply Co.
Main & Riverside

The World's largest retailer of Auto Supplies... Serving the motorist since 1909... Complete lines of guaranteed Accessories, Tires, Camp Goods, Radio.