

MORE THAN HALF MILLION BIGGER, BETTER CHEVROLET

More than a half million of the "bigger and better" models of Chevrolet were on the road by the fourth week in May, according to information just received by The Pierce-Allen Motor Co., local dealer organization from H. J. Klingler, general sales manager of the Chevrolet Motor company.

This establishes a high record figure for public acceptance of a new model, as never before in the history of the industry has so large a number been delivered in so short a space of time. It is also more than 100,000 units in excess of the output of the factory for the corresponding period of 1927," says W. W. Allen of the local company.

"In view of this new record and the fact that the peak-selling season has just got under way, the entire Chevrolet organization throughout the country is enthusiastic over the probability that this year's performance will surpass that of 1927, when more than a million cars were manufactured and sold, by a good margin. It is deemed likely by factory officials that more than a million of the 1928 series cars will be on the highways of the United States alone some time before the new year dawns."

Reports of retail deliveries for the first four months of this year, plus the estimated figure for May, are said to indicate that the domestic dealer organization, with General Motors of Canada and General Motors export, will have delivered approximately 2,200,000 Chevrolets by the end of this month.

Every month so far this year has shown a consistent gain over the corresponding month last year, according to Mr. Klingler, who states that the average monthly gain has been more than 20,000 units. As a result deliveries to buyers during the first four months of 1928 were almost on a par with deliveries for the first five months last year.



Auto Note: No doubt flaming youth decides that when the engine fails to spark, it's time to park.

Try a Truck
Headline: "Benjamin Kelly, 73, Hit by Auto, Is Not Improved."

End of a Speedy Day
Jack and Jill
Sped up a hill
The curve up there was sharp.
The car upset.
Jack's rolling yet—
Jill's playing a harp.

If an auto laundry was the real thing it would crush all the buttons off the side curtains.

"Any considerate motorist will give a woman half the road, if he knows which half she wants.

The girl who marries a man with money to burn usually makes a good match.

Attorney for auto accident victim—"Gentlemen of the jury, the driver of the car stated he was going only four miles an hour. Think of the long agony of my poor unfortunate client, the victim, as the car drove over him."

"You were going forty miles an hour?" said the policeman, respectfully.

"In no deliberate lawbreaker," said Mr. Chausine. "I'm ashamed of myself, but I'm kind of proud of the old flivver."

Agent—"Do you own a car?"
Prospective insurer—"Oh, I suppose you're going to stick me the premium because I'm a motorist."

Agent—"On the contrary, the premium will be less. If you drive a car you are in less danger of being run over by one."

The beautiful motorist, stopped by the traffic cop on account of headlight trouble, turned her gaze full upon him.

"Your lamps are all right," said the susceptible young officer.

Bridgroom—"As soon as the wedding was over, we drove away in our car."

Friend—"Where did you spend the honeymoon?"

Bridgroom—"In the hospital."

"I'm saving up for a rainy day."

"Going to buy a sedan this time, eh?"

These appear to be a gradual but steady thinning out of the drivers who think they can beat the train to the crossing.

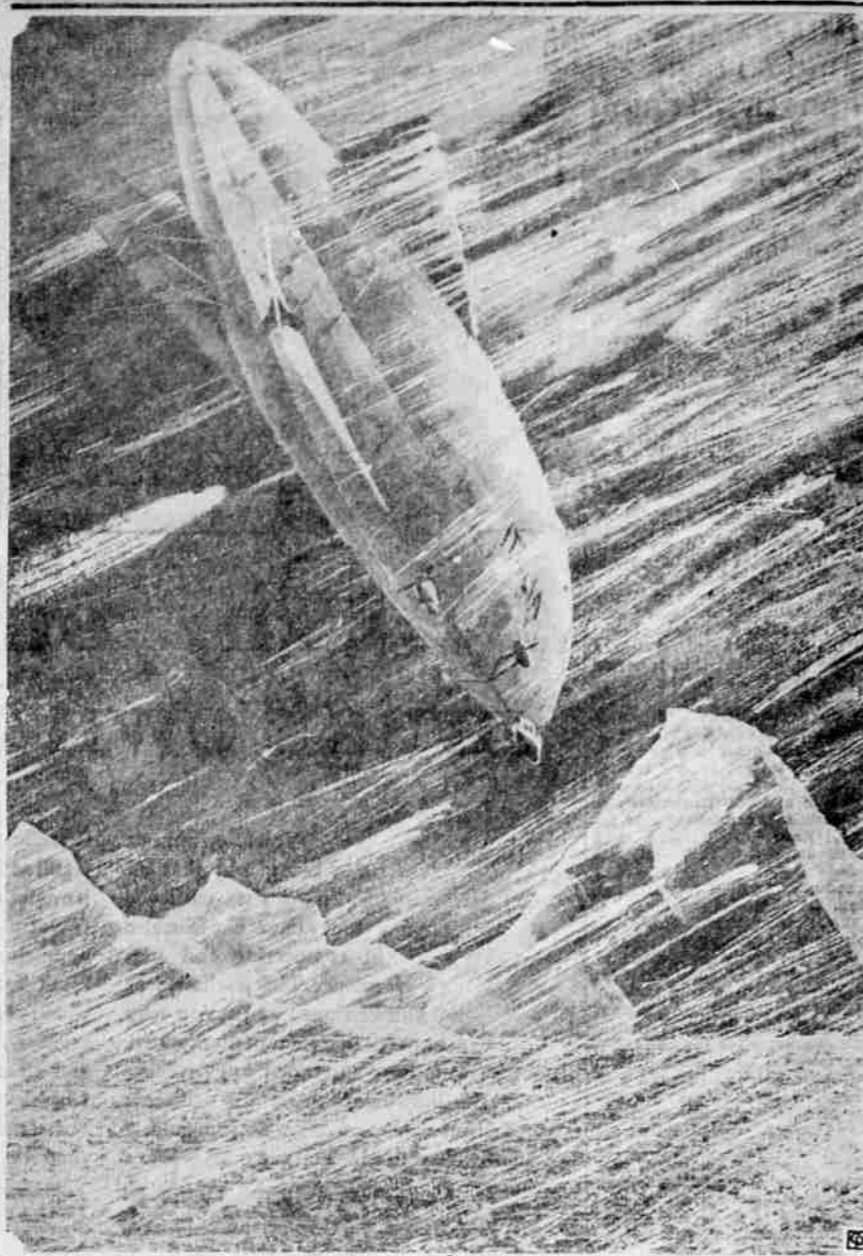
Statisticians say the reason horses haven't increased is because harness have.

"The used car is the key to prosperity," says Alfred Sloan, Jr., of General Motors. "Now you're talking brother," says a garage man.

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Public Honors Ampere
LYONS—(45)—The house of Ampere, at the little village of Polynieux, near Lyons, has been bought by public subscription. It was in this house that the pioneer in electricity spent what he described as his happiest days.

ITALIA IN THRILLING FIGHT WITH ARCTIC STORMS



Artist's conception of General Umberto Nobile's polar dirigible Italia battling ice-laden gales in perilous Arctic regions, where jagged mountain peaks and uncharted seas beset the flyers.

Madrid--A Strange City

Madrid has recently dedicated a new building that is a kind of symbol of modern life in this most fascinating and incomprehensible of modern European capitals. It is sixteen stories high and built for busy newspaper men, but the inspiration for its design grew out of a simple baroque design in an old monastery. It stands at the present head of the Gran Via, in the newest and most important position in town, but its lovely color is due to the raw brick of the province, baked of the same kind the Moors used when they built their ninth century mosque.

In architect in Madrid by birth, but a Basque by origin, and he spent some months in New York, designing a hotel for Palm Beach, writes Mildred Adams in the New York Times magazine.

In Madrid itself these diverse and contrasting elements are multiplied a thousandfold. Moorish remnants and modern skyscrapers, brick carriages and motor cars, black-robed women sitting side ways on grave interiors and the latest Paris fashion demure in a shining limousine. A shop window hung with ancient iron and its next door neighbor gleaming with the newest thing in American bathroom fixtures. A street girl swilling her wine in a song the Arabs knew and a Mexican character in the way for a Ford. Streets so narrow that they overhang roofs almost enough thick and broad avenues that at 2 o'clock and 6 o'clock the whole garrison, sauntering town. Priests like plump black bulls and soldiers sadder than any peacekeepers, scarlet-stocked peasants, students without hats and women without umbrellas and messengers and the unmistakable tourist looking lost.

Madrid has so many facets that they confuse the stranger, beat in on his consciousness like the jangle of her thousand church bells.

Modern Touch Twenty Years Ago.
Modern Madrid—the part that haunts the business traveler of the Grande de Helios Ariza and the unbecoming bulk of the telephone skyscraper—began life some twenty-odd years ago when an enthusiastic genius persuaded the city government that the thing most needed was a broad new artery. They condemned blocks of thick-walled old houses, washed through crooked streets of what is now the Gran Via. The third section has been completed since the war, and stands clear and proud between its fragments of new buildings.

These buildings, and others of their generation in various parts of the town, are the most concrete signs of Madrid's progress. The city has been making astonishing strides in the last few years. 1924, 1925, 1926 each witnessed the building of more than a thousand buildings within the jurisdiction of the city government. The new home of the Compania Telefonica de Espana is the most prominent thing in town at present. A great grand ball of steel and concrete, set back at about the twentieth story in zoning fashion, it might be

WORTH WHILE TIRE SAVINGS

Just now, at the beginning of the vacation season when economies in the purchase of automobile equipment is most appreciated, the Western Auto Supply Company is offering worth-while savings with Western Giant or Wearwell tires.

This announcement of a new, reduced price schedule now effective at the local branch of the Western Auto Supply Company was given out by Mr. Graham, local manager who declared that the demand for Western Auto tires since the first of the year has been so great that the sales have far exceeded those for the same period last year and that the company is now able to build tires with rubber purchased at a lower price.

"In accordance with our policy we are passing this saving on to our customers," says Mr. Graham. "The same high quality rubber, carcass materials, scientific design and workmanship remains the same and these are the same rugged, long wearing tires that nearly a half million car owners purchased last year."

In addition to the savings afforded by the new price reduction, our customers can benefit by trading in their old tires and receiving a credit for them on the purchase price of new Western Giant or Wearwell. This trade-in allowance also applies to our Western Giant truck cords and Waco cords.

Clean rags wanted at the Mail Tribune office.

PINHEAD IS 3000 LARGER THAN EYES ZOOLOGISTS STUDY

BALTIMORE, Md., (AP)—The structure and function of eyes so small that 3000 would not fill the space occupied by a pinhead have been ascertained after years of study by Dr. S. O. Mast, professor of zoology at the Johns Hopkins University.

They are the eyes of the Volvox, a minute greenish organism which flourishes near the surface of still water and is of particular interest to science as one of the simplest forms of life. Each cell in a Volvox, numbering from 200 to 2500, is equipped with one of them ranging from .091 to .093 millimeters in diameter and working independently toward a common objective.

The Volvox has never been definitely classified in either the vegetable or the animal kingdom. Its green coloring and method of obtaining food by synthesizing starch and sugar from water, carbon dioxide and light, are plant characteristics, but its behavior and movements are those of animals.

It is described by Dr. Mast as being "beautifully symmetrical" in form. The cells, loosely connected with a network of living fibers, are grouped around the surface of a slightly elongated sphere of gelatinous material about one millimeter in diameter. The organism as a whole has a definite anterior and posterior end, but one head acts as a unit having virtually all of the functions of the group, this form of life being so simple that specialization of different parts has not developed.

About one-third of each cell is occupied by the eye, which is not equipped to detect images as human eyes do, but serves for the focusing and segregating of the light rays that are so vital to the colony. The eyes apparently are connected very closely with the operation of the two long, hair-like projections which extend from each cell and, moving in unison, propel the organism toward or away from the sources of light and at the same time cause it to roll over and over on its longitudinal axis.

By applying the principles of reflection and refraction of light and utilizing optical instruments

which magnified them 1500 to 2000 times, Dr. Mast has been able to ascertain the shape and composition of these eyes. Directing sunlight into them from different angles and studying the reflected rays and spots of color, he has established that they consist of a cup-shaped pigment structure, with a lens at the mouth of the cup and photosensitive substance within it.

Rags wanted at the Mail Tribune office. Must be clean.

Besides its cane and beet, the United States has an important source of sugar in its corn fields, although this product has not yet been produced in any great quantities, due to the intricate processes involved in its manufacture. It has proved useful in medicine, especially for feeding infants and invalids, and serves an important purpose in the food industry.

Iatium, an element discovered in Denmark, is present in the sun, according to special photographs made of that body. This is determined by examining the light produced by the substance under an apparatus that splits light rays into their constituent colors, or spectrum. Iatium produces a characteristic pattern of bands whereby it can be identified in examining the light from the sun. Although the substance is believed to be more plentiful in the earth's crust than lead or tin, it so far, has been obtained only in small quantities.

Chevrolets Reduced IN EFFECT NOW

Three per cent tax reduction on all Chevrolet passenger cars. Why wait for the half-year license, when this price reduction more than equals the license.

You can now buy the popular coach delivered here for

\$716.00

WANTED MORE USED CARS

Now is the time to trade in your used car. Our stock at this time is very low and as a result, we are in a position to offer you the highest price on your car NOW.

Don't wait, but bring your car in for an appraisal. Get a good price for it and drive home a new Chevrolet.

PIERCE-ALLEN MOTOR CO.

Chevrolet Dealers
Phone 150

Take your cue from the record-breakers

Rely on PENNZOIL for Safe Lubrication

PENNZOIL holds all trans-continental automobile lubrication records—and practically all stock car records for speed and endurance!

TRANS-CONTINENTAL NON-STOP
Packard Eight. Lt. Leigh Wade made his famous non-stop wheel and motor run with PENNZOIL—Los Angeles to New York in 165 hours, 50 minutes!

TRANS-CONTINENTAL SPEED
Chrysler "80." L. B. Miller broke all trans-continental round-trip records with PENNZOIL—San Francisco to New York and back to Los Angeles, 6,721 miles in 6 days, 23 hours, 59 minutes!

ENDURANCE and ECONOMY
Peerless 6-80 Sedan. Five drivers made an amazing non-stop endurance run with PENNZOIL—22,095 miles! The crank-case was not drained once—and only 10 quarts of PENNZOIL used.

STOCK CAR SPEED and ENDURANCE
Studebaker Commander. World's records established for endurance and speed on Atlantic City Speedway, with PENNZOIL, 25,000 miles in less than 23,000 minutes—an average speed of 65.31 miles an hour!

These records represent the most difficult lubrication tests in the automobile field. Think what such performance means to your car: Greater power, economy and satisfaction in everyday driving—never-failing reserve strength for any emergency. Take your cue from the record-breakers.

Look for the PENNZOIL Sign
Displayed by 9,000 leading independent dealers throughout the West.

SUPREME PENNSYLVANIA QUALITY

PENNZOIL

SAFE LUBRICATION

BEEBE & KINDLE { Distributors for Medford and vicinity, MEDFORD, OREGON

USED OIL TELLS THE TRUTH

FEEL IT!

When your car is drained, test the oil that comes out of the crank case. Rub a little between your fingers. Genuine oil, after 500 miles, feels thin, water, lifeless. PENNZOIL, after more than 1,000 miles of hard and friction, still feels "oily," still has life and body, still shows "Safe Lubrication."

35c A QUART and worth it.