

WILLYS-KNIGHT MOTORS ARE EFFICIENT

Reports compiled from information given by dealers indicate that the sleeve valve engine used in the Willys-Knight six is also to use present day grades of motor fuel with a high degree of efficiency according to a statement just given out by the sales department of Willys-Overland.

Gas stations located near the metropolitan centers are, in many cases, showing two grades of fuel, the ordinary gas, and the so-called "high test" gas, the latter selling at an increase in price.

Tests made by owners who keep close record on gasoline consumption and costs for fuel reveal the fact that the sleeve valve engine is getting full efficiency out of the ordinary gas and that the "high test" fuel is not necessary.

The explanation for this fact is found in the spherical head of the fuel chamber in the sleeve valve engine. This type of head is possible because of the sleeve construction which eliminates valve pockets and which allows a high compression ratio.

As the fuel is compressed in the cylinder, it is forced into a true spherical type combustion chamber and when it is ignited by the spark, the ignition is complete and even.

Pockets in the cylinders, according to well informed engineering authorities, retain dead gases which impede the full and rapid combustion of the new, fresh charges of gas.

The problem with fuel is more that of combustion than it is the slight difference in "grade" between the usual gasoline and the so-called "high test" fuel.

NEW OIL KEEPS HOT MOTORS COOL

On these scorching hot days when your motorer climbs into the red and your radiator top begins to give an indication of a whole coming up to spout off, it may be interesting to know what is going on inside your motor.

Between the stationary cylinder walls and rapidly moving piston heads is a thin microscopic film of oil. For so small a thing it plays a tremendous part in the operation of your motor. It must not only flow freely but must be capable of withstanding the tremendous heat.

In the main, there are two types of oil, each of which performs one of these functions excellently. Mineral oil can be produced with a viscosity which allows it to flow freely. Unfortunately, however, a mineral oil does not withstand heat and shock as effectively as some vegetable oils. On the other hand, these vegetable oils cannot be produced with proper viscosity—or rather will not retain proper viscosity—that permits them to flow freely. They have a tendency to run.

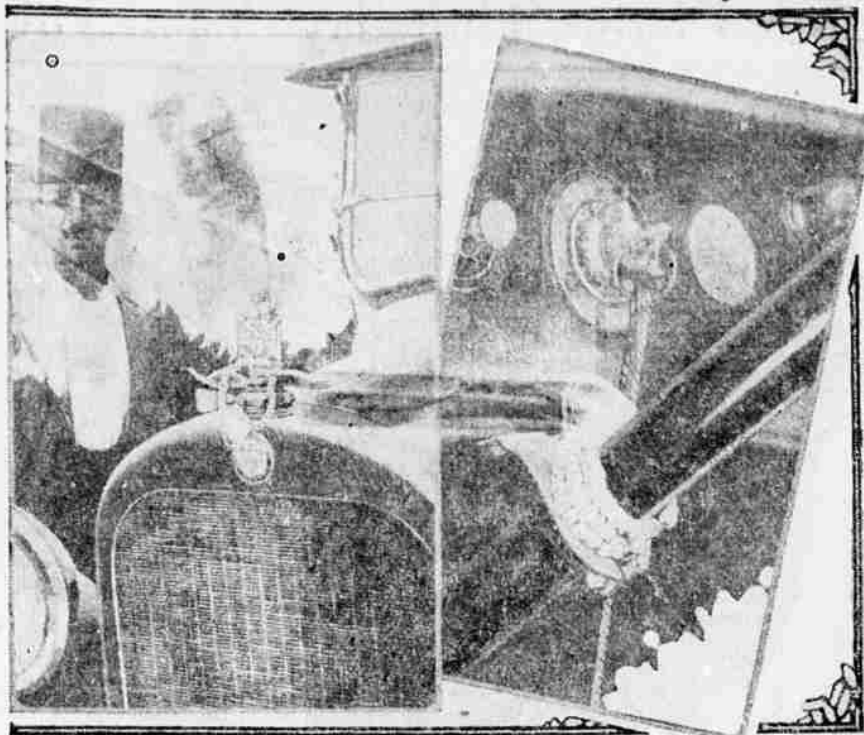
In spite of this, however, in racing cars and airplane engines, where proper lubrication is not only a matter of mechanical precision but sometimes a matter of safety for the driver, a vegetable oil was always used—castor oil.

There has now been perfected a lubricating oil which combines both the free flowing properties of the mineral oil with the heat resistance of castor oil. This lubricant is Castrolube. The secret of its production lies in the new process (patents pending) of degumming and blending the two types of oil to produce a perfect lubricant.

Through its ability to withstand heat and at the same time flow freely, it effects a considerable reduction in motor heat and friction and forms less carbon. Castrolube's heat resisting qualities lengthen its usefulness in giving more mileage to each quart of oil, and smoother, easier all-around performance of the motor.

Crater Lake is only a three and a half hours drive from Medford over a wonderful highway.

Turk Taxi Driver Wards Off Evil Eye



Mahamet Bey, driver of a Dodge car in Constantinople believes in taking no chances when driving passengers from one place to another. He makes his living by transporting his fellow countrymen from place to place. By putting amulets and blessed beads about the radiator cap and steering column of his taxi he wards off accidents. He swears that not long ago four dogs in the streets of his home town dashed at him and would have caused an accident had it not been for the charm of the beads. The charm of the beads, however, was so potent that the dogs were changed into demons and rendered powerless.

SUPERIOR BRAKES ON NEW DURANT

Bondix four-wheel brakes, responsible for the extreme safety of Durant cars, are the very latest development in mechanically controlled brakes, says Norman De Vaux, general manager of the Pacific coast Durant factory.

"These brakes are characterized by three outstanding features, the greatest of which is the 'Servo' action. 'Servo' means that the weight of the car is used to apply the brake pressure. Thus the pressure caused by 'Servo' action is much greater than could possibly be exerted by hand or foot through the usual brake linkage.

The Bondix brakes used on all Durant models are constructed with three lined shoes known as the primary, secondary and auxiliary shoes. The auxiliary and secondary shoes are anchored at one end to the backing plate by means of anchor bolts, which are adjustable.

The primary shoes are hinged to the secondary shoes so that they move together. When the operating cam pushes the primary and auxiliary shoes against the drum, the primary shoe, being free to move, is dragged by the contact in the direction of the rotation of the drum. This movement of the primary shoe forces both itself and the secondary shoe more tightly against the drum and so increases the braking effect. This powerful brake action is induced by a very light pedal pressure.

The lightness of this action is one of the reasons for the popularity of Bondix brakes with women drivers. Traffic driving with its constant call for brake action does not tire the driver of Durants.

The linings of Bondix brakes contact with 92 percent of the drum area, decidedly more than any other type of brake. This great area of drum contact is gained by the use of overlapping brake shoes which expand in the form of a circle.

The third feature of Bondix brakes is the entirely closed mechanism. The enclosing of the mechanism ensures protection against mud and dust, makes for perfect operation at all times, and in addition lengthens the life of the brake parts.

GRAHAM-PAIGE BUILDS PLANTS

Extensive additions, to a total cost of \$1,200,000, have been begun by the Graham-Paige Motors Corporation at its main plant in this city and at its body plants at Wayne, Mich., and Evansville, Ind.

The new buildings and equipment, designed to increase production facilities from 400 cars to 600 a day, have been made necessary to meet the demand for the new line of cars introduced this year by the three Graham brothers, the last six months' sales having exceeded any previous entire year and doubled the 1927 total.

The construction program, either under way or about to begin, includes the following:

Evansville—Work on a new body plant to cost close to \$750,000 will begin at once. There will be on building units, each 30x240 feet. It is expected to have the plant ready for operation in November.

Detroit—Two machine shop additions, each 50x230 feet; addition to receiving building, and construction of a second story 65x84 feet; addition to engineering building. Total floor area, 126,800 square feet; cost, \$225,000. New machinery and equipment, \$240,000.

Wayne—Addition to body plant, 100x140 feet, together with machinery and equipment to increase capacity to 200 bodies in nine hours; total cost, \$100,000.

Besides the new construction, the company has purchased a group of buildings here having a total floor area of 262,000 square feet, to which will be moved the service and export shipping departments, releasing space for production at the main plant.

SPokane, Wash., Aug. 11.—(AP)—Abatement of the wind this forenoon enabled fire fighters to bring under control a brush and timber fire east of this city.

OLDS. SALES IN 1928 ARE LARGE

With another month of record breaking business during July, Oldsmobile has in the seven months of 1928 exceeded all previous full year records. More than 50,000 Oldsmobiles have been shipped between January 1 and July 31 this year. This exceeds the number of Oldsmobiles shipped during the best previous 12 months, factory officials report.

Oldsmobile production and shipments during the past five months of March, April, May, June and July this year have averaged 10,682 cars a month. The banner month was May when 11,716 Oldsmobiles left the factory. Shipments were low in January and February this year incident to producing an entirely new car.

During these months of record production, shipments and sales, the stock in the hands of the dealers has remained, and is below normal. In other words, production has barely kept pace with sales, leaving no margin with which to build up reserve stocks. Retail sales show the same great gains as do production and shipments.

"The record made by Oldsmobile

since January 1 this year speaks eloquently of the high place the new Oldsmobile has won in the confidence of the public," said D. M. Dillman, vice president and general sales manager, when announcing the figures.

Oldsmobile has made these phenomenal gains without increasing the line of cars and in face of three years of exceptionally good business. The company had been exceeding previous records during 1925, 1926 and 1927 when, in January of this year, it announced its new and present line of Oldsmobiles.

A Cruise thru the Mediterranean

Visit 19 ports, each with its own claim to fame; travel in 16 nations, each with its share of history. Spend 72 of the most delightful days imaginable with a congenial group of friends, under the constant guidance of the world's greatest travel system. The Empress of Scotland sails from New York on February 4, 1929; returns via France and England. You can have booklets and make reservations now!

Canadian Pacific Travelers Cheques Good the World Over



Canadian Pacific

W. H. Deacon, Genl. Agent, Pass. Dept. 55 Third St. Portland Multnomah Hotel Bldg.

Usually in July there is a tapering off in automobile production and sales due to less buying in the vacation season. With Oldsmobile this year has been an exception, factors in maintaining the demand for automobiles and in enabling more of the motoring public to follow their desires for finer cars. This condition has been favorable to Oldsmobile by broadening the market for the better cars in the \$1,000 price class.



10 Big Reasons why Chevrolet is - First Choice of the Nation for 1928!

With over 750,000 new Chevrolets on the road since January 1st, today's Chevrolet is first choice of the Nation for 1928. Come in and see how completely this sensational automobile provides the ten great factors which automobile buyers everywhere are now demanding.



The COACH \$585

Pierce-Allen Motor Co.

112 So. Riverside—Telephone 150

Automotive Shop

Ashland, Oregon

- DESIGN**
Today's Chevrolet is modern to the minute in every detail of design.
- APPEARANCE**
Today's Chevrolet provides the marvelous beauty of design and proportion for which Fisher bodies are everywhere famous.
- FEATURES**
Possessing quality features typical of the finest cars, today's Chevrolet is everywhere regarded as the world's most luxurious low-priced automobile.
- PERFORMANCE**
Chevrolet's amazing performance is the result of a valve-in-head motor whose power is a matter of worldwide fame and whose snap and smoothness are assured by alloy steel crank pistons, large valves with multi-valve type tappets and automatic counter-balanced reciprocating parts.
- COMFORT**
The Higher and Deeper Chevrolet is built on a 107" wheelbase, equipped with four long springs, shock absorbers and parallel to the frame and with soft cushions provided with deep, resilient springs.
- HANDLING EASE**
For ease of control Chevrolet's equipment includes full ball-bearing steering gear, smooth shifting transmission, light pedal, clutch and big road-going front wheel brakes.
- ECONOMY**
Chevrolet owners enjoy the greatest economy of operation.
- MAINTENANCE**
Chevrolet enjoys a worldwide reputation for low maintenance costs.
- RESALE VALUE**
Chevrolet's resale value is unsurpassedly high because Chevrolet's rugged construction assures many thousands of miles of dependable transportation.
- PRICE**
Chevrolet offers these beautiful modern cars at these amazing low prices:

The Touring \$495	The Convertible \$695
The Roadster \$585	Cabriolet \$695
The Coach \$585	The Imperial \$715
The Coupe \$595	Utility Truck \$520
The 4-Door \$675	Light Delivery \$375
Sedan \$675	(Chassis only)

All prices f.o.b. Flint, Michigan. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

QUALITY AT LOW COST

WHAT A DIFFERENCE REAL COMFORT MAKES



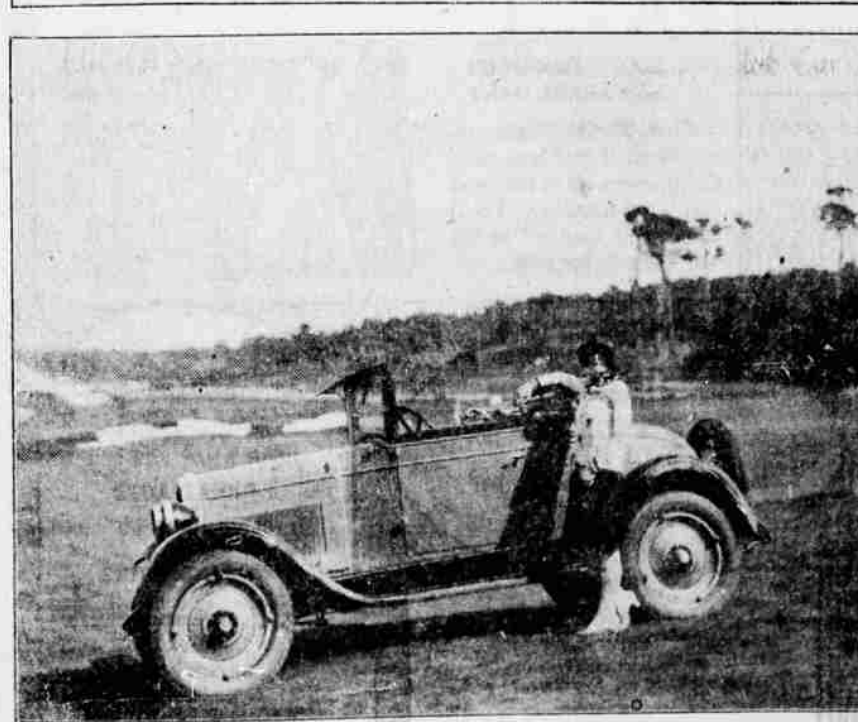
You'll notice it first when you settle yourself comfortably into the deep-cushioned, form-fitting seat and stretch your legs in its roomy interior. You'll be still more deeply impressed when you take a drive and discover how its four Lovejoy hydraulic shock absorbers transform even the roughest roads into smooth-riding boulevards. And you'll appreciate the complete restfulness—the final touch of fine-car luxury—which results from a rubber-cushioned chassis, a silenced interior and a new, vibrationless 55-horsepower engine. Come drive the car that thousands are buying. Find out what a difference real comfort makes!

OLDSMOBILE

PRODUCT OF GENERAL MOTORS
TWO-DOOR SEDAN \$925
Armstrong Motors, Inc.
101 So. Riverside Phone 18

THE FINE CAR OF LOW PRICE

Chevrolet Convertible Cabriolet Popular Country Club Car



A Chevrolet convertible cabriolet and its owner, a golf enthusiast, on one of the newest and flashiest points of scenic interest for autoists and golfing autoists, the new Cypress Point golf course. The Cypress Point links are the largest addition to Monterey Peninsula's world famous golfing facilities and has been acclaimed by famous fairway experts, as the finest linking of fairways and greens in the country. The Chevrolet cabriolet has proven especially popular with the younger set as a country club and sport car.

Ride With—Southern Oregon Stages

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Busses leave from Hotel Jackson.

	A. M.	Noon	P. M.	P. M.
Lv. Medford	8:20	12:00	3:20	8:25
Lv. Ashland	8:50	12:30 PM	3:50	8:55

Southern Oregon Stages
Hotl Jackson—Phone 309

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