

EXPERTS LAUD NEW CHRYSLERS

Highest praise is bestowed on the new Chrysler and the Chrysler-Plymouth by automobile experts, writing in the leading automobile publications.

"Experts from their articles show unmistakably the high regard in which these new models are held," he says. "Their opinions are of highest value, for their statements are based on a knowledge of competitive products, expert engineering, manufacturing and design that gives them their standing as authorities."

Under a heading, "Chrysler Springs a Surprise," Automobile Topics says in part: "Walter P. Chrysler has laid the groundwork for even greater achievements that have yet been unfolded in the brief years since he began operating under his own name. Three important achievements are recorded:—the development of an entirely new treatment of dress; establishment of new standards of value, and launching of an entirely new and separate line under the historic and typical name of Plymouth. The '75' and '65' carry out in advanced detail the uniformity of appearance and engineering that have been characteristic of products bearing this name in the past. The Plymouth is in every respect a Chrysler product."

Smashing Eye Appeal
"The most important thing about the Chrysler line is the new uniform in which it has been fitted out. This is an authentic change in style, absolutely smashing in its impact on the eye, and severely correct in its execution. This new Chrysler is in some respects the most consistent new design the industry has yet seen, because of the fidelity with which the general scheme has been carried into the smallest and apparently the most inconspicuous details. It is that which makes it a completely finished and highly refined accomplishment. It is consistent use of sweeping and non-conflicting lines, and the softened intersections of line with line, contour with contour, that constitutes the keynote of design."

"The distinctive treatment of the radiator is so conspicuous that it will probably be copied. Considerable bright work is permitted without producing the effect of over-trimming. The impression is that of luxury and good taste."

"The '65' models combine the most powerful engine, strongest chassis, roominess and the most luxurious body equipment Chrysler has yet offered in a car costing little more than \$1000."

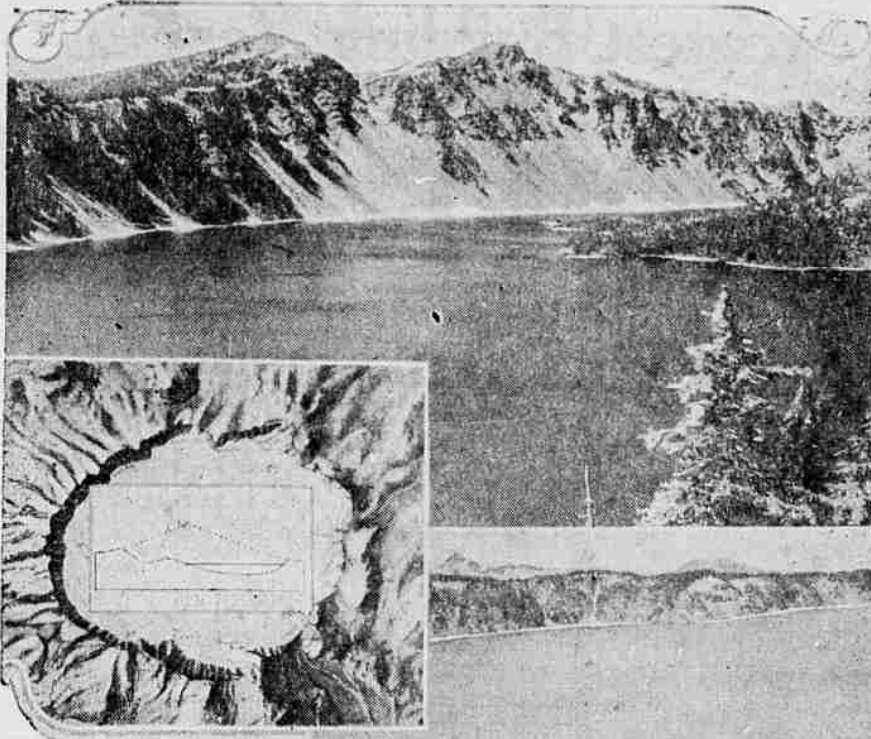
"If indication were wanted that Walter P. Chrysler is prepared to sell a lot of high grade merchandise in the low-priced field, the Plymouth offers all the assurance that could be desired."

Flair Throughout
Motor Age, another authority, says that "distinction is the keyword which best describes the Chrysler offerings. Probably the most outstanding characteristic of the new models is their appearance. For one thing, there has been achieved a brand new idea in radiator shell design which gives the effect of an increase in car length even greater than that actually incorporated. A considerable number of detail changes of various external parts contribute further to the general effect. Structurally also, there are numerous changes which have been incorporated on all models, contributing to increased comfort."

"Chrysler for 1928 embodies many improvements," according to Motor World Wholesale. "Changes in the cars' appearance are particularly striking. The increase in length from the dash forward, accentuated by narrowing the radiator shells and the higher radiator, cowl and hood, conveys an impression of more power, speed and greater roominess. Another distinctive feature is the use of arched windows on all closed models. Careful attention has been given to features affecting the comfort of passengers."

Clean rags wanted at the Mail Tribune office.

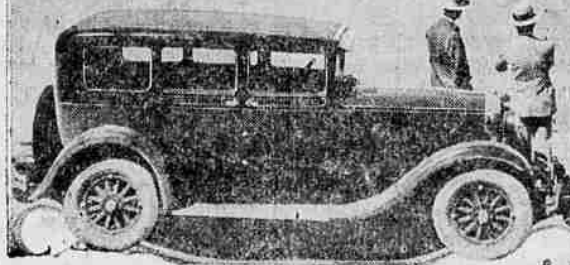
Crater Lake National Park Is Visited By Medford Party in Dodge Victory Six



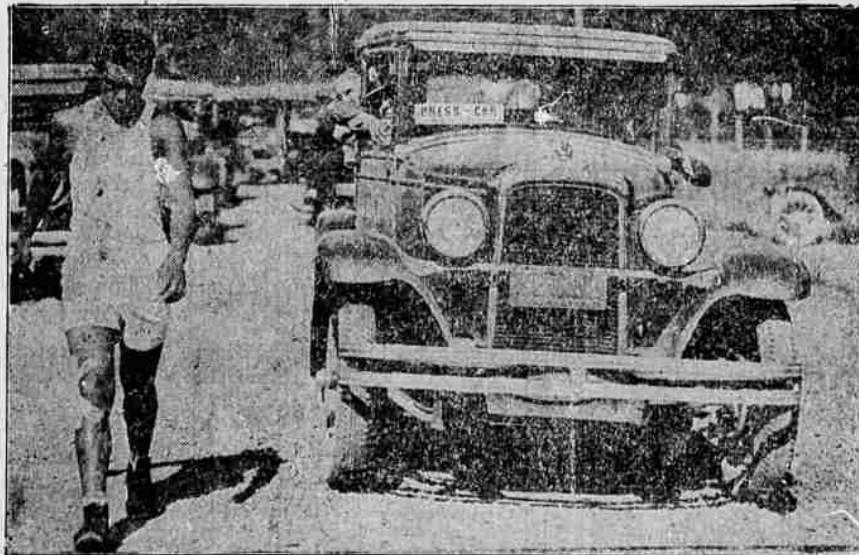
Crater Lake, one of the world's most beautiful oddities, is fast becoming one of the most popular of the National Parks, according to a check on automobile tourist travel made recently by government park officials. Visited recently by a touring party in a Victory Six by Dodge Brothers, Inc., from Eakin Motor Co., Dodge Brothers dealers for Medford, this great cauldron-like depression which geologists say was caused by the collapse of an ancient mountain, holds the deepest fresh water in the world, except Lake Baikal in Siberia.

Reminding the beholder of a shell hole in a war of worlds which a baffling Nature has filled with the bluest water in the world, Crater Lake is to the poet, "the sea of sapphire" and to the scientist one of the most interesting geological phenomena in North America. Crater Lake itself is a body of water 6 miles in diameter, occupying the crater of an extinct volcano. In this neighborhood, the Cascade range of mountains in Southern Oregon,

volcanic cones are numerous. The cones vary greatly in size and are distributed without regularity. Each has been an active volcano. One of the very largest of these volcanoes was Mount Mazama, which lifted its majestic crest nearly to the height of Mount Rainier, 300 miles to the north. But this was ages ago. No human eyes ever saw Mount Mazama. Long before man came, the entire upper part of it, in some titanic cataclysm, fell in upon itself as if swayed by some subterranean cavern leaving its crater-like sides cut sharply downward into the central abyss. What a spectacle this must have been—imagine 17 cubic miles of earth disappearing into the fiery jaws of a growling world. The first awful depth of



'Boy, Page C. C. Pyle!'



Winner of the 1928 Redwood Highway Indian marathon being paced just seven miles from the finish line by one of seven Pontiac Sixes that carried officials and press representatives over the 480-mile course. First prize was \$5,000 and five other prizes totaled an additional \$5,000. The winner, of the Karook tribe, covered the course from San Francisco to Grant's Pass, Oregon, in seven days and thirty minutes.

This vast hole no man can guess. But the volcano was not quenched. Then gradually the fires ceased, and as the ages passed like days, springs percolated into the vast basin and aided by the snow, filled it with water within a thousand feet of its rim.

Today it is a sea of sapphire set gem-like upon one of Nature's volcanic fingers.

Reached through Medford, Oregon, the Gateway to Crater Lake, over 81 miles of surfaced, gently graded roads, Crater Lake is both an eye-fel and a soulful.

TIRE SWINDLE IS AIRED IN COURT

The arraignment yesterday of Joseph Remerre, 24 years old, of 341 East 72nd street, New York, before Magistrate McAndrews in West Side court, after his arrest for misrepresenting merchandise, has brought to light a nation-wide swindle in the sale of tires which is operating in a number of states. How the tire swindlers carry out their deception on motorists by representing their wares as the products of nationally known rubber companies, but which were merely discarded tires re-vulcanized and encased in paper wrappers, was described before the court as follows:

A truck occupied by two men, draws up alongside another motor car halted in traffic. One of the men would ask the driver of the car if he wanted to buy a tire or two cheap, U. S. Royal Cord being the make usually offered. They would offer to sell for \$25, two tires priced at \$25 each, and sometimes would reduce the price to \$100 the pair. When the prospective purchaser showed disbelief of their statement they would tear aside some of the wrapper and show the U. S. stamp on the tire. If the motorist bought the tires he would find upon examining them that they were battered used tires and the U. S.



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part of the stamp "Madelin U. S." The nation-wide ramifications of this form of tire swindle have prompted representatives of the United States Rubber company to make a country-wide drive for the benefit of the rubber industry and the public, in order to halt it.

In this work the National Better Business Bureau and the Better Business Bureau of New York are giving the fullest cooperation. After two hours and 20 minutes play 98 batters had seen the plate, 28 hits had been made, 21 runs scored, 14 errors made and 22 bases stolen. The score was Bismarck 19, Linton 2.

Mathematical Problem
BISMARCK, N. D.—An American Legion junior league baseball game here offered a neat problem to the scorekeeper.

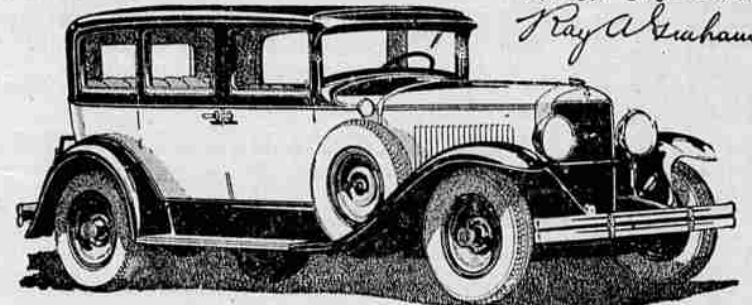


Distinguished ... by its Performance

Come in; see and ride in the Graham-Paige 629. For only seeing it and riding in it can convey to you an adequate appreciation of its beauty, smoothness, swiftness—and the distinguished performance of its four-speed transmission (standard gear shift—two high speeds).

Five chassis—sixes and eights—prices ranging from \$1065 to \$2600. Car illustrated is Model 629, five-passenger Sedan, with 4-speed transmission (standard gear shift), \$2295. Delivered in Medford fully equipped.

Joseph P. Graham
Robert C. Graham
Ray A. Graham



CRATER LAKE AUTOMOTIVE CO.

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