

WILLY'S OVERLAND IN STRONGEST POSITION IN ITS HISTORY

"The start of 1929 finds the Willys-Overland company in the strongest position in its 27-year history, firmly entrenched in its position of quality leader in the light car field and prepared to meet every form of competition on a sound basis," says Geo. Treichler, local dealer.

"Both from a manufacturing standpoint and from the standpoint of the sales organization, every indication points to 1928 as a new record year, even surpassing the past twelve months which found Willys-Overland leading the entire automobile industry as a whole in percentage of gain over 1927.

"This remarkable position won by Willys-Overland in 1928 started the first of the exciting and every indication points to 1929 as a new record year, even surpassing the past twelve months which found Willys-Overland leading the entire automobile industry as a whole in percentage of gain over 1927.

"The demand for the Willys-Overland products surpassed the expectations of the executives and early in the year it was necessary to immediately launch into a program of expansion that would enable the production of a greater number of cars, each month finding the company with thousands of unfilled orders on its books.

"As the year wore on the company's daily car capacity was increased 50 percent over the capacity of the previous year, and for the new year will be capable of turning out over 2000 cars a day.

"Willys-Overland's ability to meet every form of competition is seen in the splendid financial position of the company, together with its increased manufacturing facilities, operation of its own body building plant, extensive installation of time and labor saving machinery, increased dealer organization and many manufacturing economies that have been effected during the expansion period of the past twelve months."

ARRAY OF FEATURES AUBURN CLOSED SIX

A big and roomy car with an array of features and improvements is Auburn's bid in the low-priced field. The new six series which was announced early in December, is the company's first entrance into the below-a-thousand dollar field.

In the announcement particular stress is laid upon the fact that the new series is in no way a pocket edition of the straight-eight Auburn line, but a big, roomy car with 120-inch wheelbase, which would make its bid for popularity on size, roominess, comfort, value, performance, and stamina.

The announcement says: "The Lycoming engine which we use is recognized generally for its performance, its instant acceleration and its endurance. Much of this outstanding performance is due to the use of Bohemite steel strut pistons, four-bearing crankshaft and large water passages which insure perfect cooling.

"In this 6-80 model we have a seven-inch extra heavy frame with six cross members, the strongest under any car. We use this because the life of a car depends in a large way on the rigidity of its frame. Through its use shimmy is reduced to a minimum and the riding qualities of the car are improved enormously. In addition, we have built this model with 120-inch wheelbase, the longest wheelbase used anywhere near this price and this in a large way adds to the easy riding qualities.

"Hydraulic internal expanding four-wheel brakes are used as well as Loveloy hydraulic shock absorbers and the Bijur lubrication system, which greases 21 points on the chassis with a single thrust on a pedal.

"In designing the bodies for the 6-80, two factors predominated—roominess and comfort. The lines of the body are long and sweeping with the right curves and angles to give it a pleasing effectiveness. The radiator is high and is of the typical Auburn design. The distinctive Auburn hood line is retained.

"Finest of upholstery is used and cushions are padded extra heavy placed over re-enforced springs.

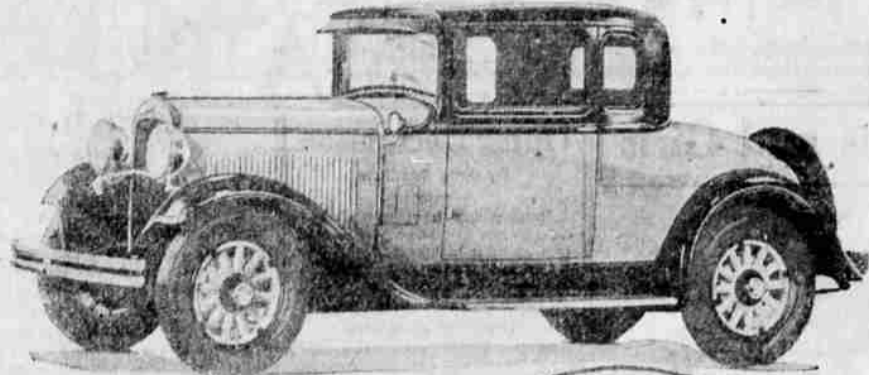
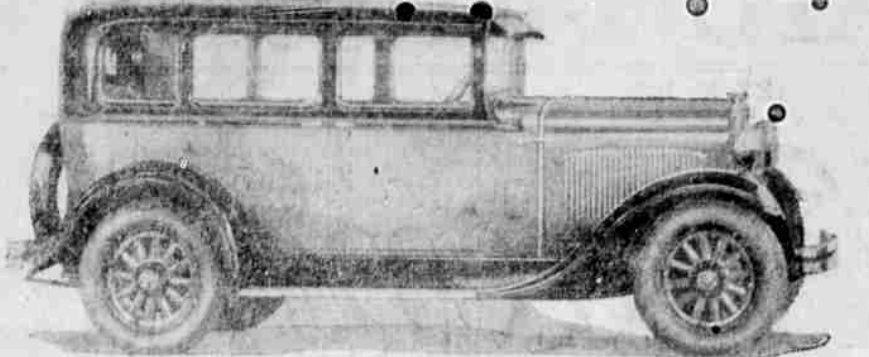
All control instruments are grouped on the metal dash on an attractive panel. The starter switch has been removed from the floor and placed on the instrument board where it is operated by a slight pull. Pedal type acceleration is used and all foot controls are covered with rubber. Head lamps are extra large of Acorn design. Trimming of the car such as door handles, instrument controls, etc., are in hammered silver finish. Steering is by the cam and lever method.

"Of special interest to women drivers is that the new series 6-80 can be obtained in a variety of colors and color combinations."

Find New Dinosaur. PERING, Jan. 12. — (AP) — Sven Hedin, Swedish explorer, on his arrival here today from central Asia, announced that he had discovered a new species of dinosaur. He had spent several months in scientific investigations and recently established five meteorological stations in central Asia.

PARIS.—(AP)—A society has been formed to commemorate the fifth centennial of Joan of Arc. Inscribed stones will be placed in all localities through which the maid passed from February to July, 1479.

Dodge Brothers Introduce New Six



New style, featured by the Monopiece body construction, and new high standards of Dodge dependability and performance are represented in a distinctive line of eight models just announced by the company. At the top is the deluxe sedan, and below is the deluxe coupe with rumble seat. The graceful lines of the car are shown in the front view at the right, while the new radiator emblem is shown immediately above.

A new car, representing progressive principles of engineering design combined with the ruggedness and dependability that characterize Dodge Brothers products, is offered in the Dodge Brothers six introduced to the nation simultaneously with the New York automobile show and now on display

at the showrooms of the Eakin Motor company, Dodge Brothers dealers in Medford. Eight body types in unique attractive color combinations, featuring many refinements in mechanical detail, comfort and appearance are offered. The cars are a striking answer as to how

Walter P. Chrysler intends to increase Dodge Brothers prestige at a price that only the uniting of such tremendous facilities could produce. From the radiator emblem, the Dodge Brothers original interlocking triangles with wings added, to the clean-cut enameled housing that

conceals the gasoline tank there is a touch of artistic finality about the car. A distinctive general appearance features the monopiece body construction, sweeping graceful lines are accentuated by the most narrow radiator profile, and the molding that encircles the body and tapers across the cowl and along the center hood hinge. The monopiece body construction provides rigidity and balance. The body is so mounted on the chassis that the passenger load rides close to the ground. Side-sway is eliminated and safety is promoted, yet the interiors have been enlarged to afford maximum vision and roof for every passenger.

Inside coach work gives the impression of custom built design with mohair upholstery in blue or tan shades trimmed in broad-leec. Convenience and completeness are featured on the attractively arranged controls in the driver's compartment. Grouped in a panel indirectly illuminated are speedometer, ammeter, oil gauge, fuel gauge, starting button, carburetor choice, manifold heat control, spark control and approved theft lock ignition switch.

On top of the one-piece finger thin steering wheel are the light control switch, gasoline throttle and horn button. Gear shift is standard, three speeds forward and one reverse. Cowl ventilators on each side, regulated by smooth foot pedals are standard equipment on all models. Windshield is one-piece type.

Many refinements in engine design have been developed. The engine is the "L" head type with a bore of 3.38 inches and stroke of 3.78 inches, and a total displacement of 208 cubic inches. Seven bearings, with a total area of 24.15 square inches support the 62-pound crankshaft which is dynamically and statically balanced, and completely machined. Invert steel aluminum alloy pistons with three compression rings and one oil ring are provided. The engine is completely insulated from the frame by a live rear rubber mounting, insuring freedom from vibration.

Exhaustive tests have proven the engine capable of easily developing 90 to 95 miles an hour with reserve power available for higher speeds. An improved carburetor and ignition system have been adopted. Chrysler hydraulic weather-proof four-wheel brakes, expanding in 12-inch brake drums provide a total braking area of 151.9 square inches.

A new type transmission and a sturdy rear axle with double thrust-absorbing roller bearings are Chrysler developments. Clutch is the single dry plate type. The rear axle is semi-floating spiral bevel gear type in pressed steel housing.

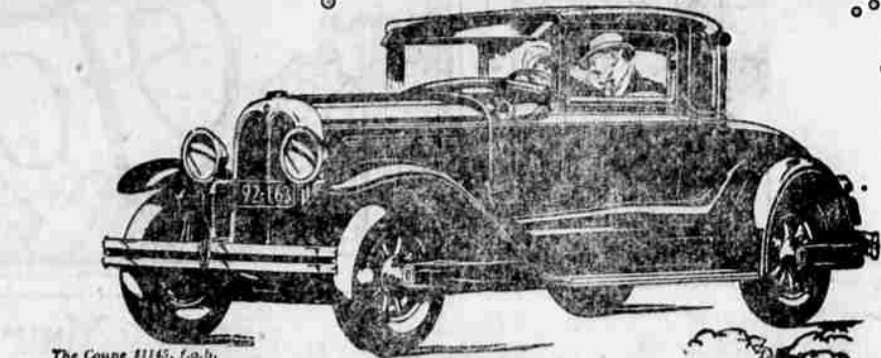
New style wheels with elliptical spokes and large attractive mushroom hub caps give greater

strength and beauty. Balloon tires are generously oversized (29-5.5V). Four Loveloy hydraulic shock absorbers are standard equipment. The total spring length is 91 inches, every leaf being of heat treated chrome vanadium steel. Corn stalk fields, grain stubble fields or pastures which were closely grazed in summer may be used to supply a large part of the winter maintenance feed for horses.

ARTISTS AND WRITERS WILL MATCH MASHIES

tourament officially opening the exclusive Palm Beach Country club course for the season. Entry blanks indicate the tournament will be held to dis pute the title with Grantland Rice, teleholder. Others who have signed include Rex Beach, Babe Goldberg, Claire Higgins, Ring Lardner, Jefferson Macomber, John Golden, Al Johnson, Charlie Williams and John Legatta.

P.M. BEACH, Fla., Jan. 12.— (AP)—Men who can paint and write and drive better than they can play golf will tee off January 29 in the annual artists' and writers' golf



A NEW ALL-AMERICAN that All America is Acclaiming

The New Oakland All-American Six is winning the praise of all America. It is enjoying the admiration caused by its new beauty. . . . And those familiar with its mechanical quality marvel at such fine car features as an accurately balanced "line of drive" . . . dynamically balanced, counterweighted crankshaft . . . exclusive patented rubber cushioned engine mounting . . . dirt-and-weather-proof internal-expanding four-wheel brakes . . . Small wonder that a car so wonderfully constructed . . . so brilliantly styled . . . should be winning America's acclaim.

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MORE HEAD ROOM, MORE LEG ROOM, AND DEEPER CUSHIONS

FINEST OF MOHAIR UPHOLSTERING & LUXURIA SPRINGS

NEW TYPE WOOD WHEELS

CORONA PROOF IGNITION WIRES

LARGE HEAD LAMPS

ELECTRO LOCK

RUBBER COVERED FOOT CONTROLS

PEDAL TYPE ACCELERATOR

PLATE GLASS STARTER BUTTON ON DASH

NEW Series Model 6-80 SIX

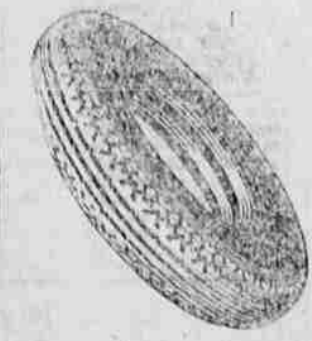
As will be exhibited at New York Auto Show

Here is the world's greatest motor car value under \$1000. A big, fine, roomy, car of highest quality, finest materials and strongest construction in every respect. In fact, the longest, strongest, roomiest car on the market for less than \$1000. It has many advanced features found only in high priced cars, such as, Bijur chassis lubrication. With long wheelbase and the strongest frame under any car, and with greater head and leg room, you will find this New series Auburn introduces a totally new kind of big car in this price class. Come and see this car that offers more than any other for the money.

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