

A NATION WIDE SALES MEETING CHEVROLET CO.

In order to get its 1929 sales program directly before its dealers and factory selling organization, the Chevrolet Motor Company is again sponsoring its annual spring series of nation-wide sales meetings in thirty-five cities the first of which took place in New York City a few weeks ago.



R. H. Grant, vice-president in charge of sales of the Chevrolet Motor Company; E. W. Fuhr, Pacific Coast regional manager, and W. J. Richmond, Portland zone manager.

This year the meetings are to be divided among three crews, each embracing a personnel of five factory representatives, all of whom are specialists in some phase of merchandising. Heading the crews will be R. H. Grant, vice-president in charge of sales; H. J. Klingler, general sales manager; M. D. Douglas and D. E. Halston, assistant general sales managers.

The itineraries of the crews carries them to every key city in the country so that none of the 25,000 persons who compose the factory and dealer selling organizations will have difficulty in learning Chevrolet's 1929 sales program which has as its goal during 1929 of 1,250,000 units, the largest quota ever established by the world's largest builder of automobiles.

More than a carload of scenery and special lighting equipment are necessary for the presentation in each city.

Mr. Grant's party which left New York and will touch gradually into the far west, includes: C. J. Seltzer, assistant manager of dealer finance and accounting; H. J. Goodrich, west coast sales promotion division; J. A. McLane, fleet division; H. J. Pearce, parts and service division.

Mr. Klingler's party which will cover the middle west and the southeast, include: W. A. Biese, manager of dealer finance and accounting; J. H. Blackmore, assistant sales promotion manager; T. J. Chancellor, truck division; and D. G. Frazer, service promotion manager. The party headed jointly by Mr. Halston and Mr. Douglas, which will cover the middle and southwest, includes: L. L. Linn, assistant manager of dealer finance and accounting; W. G. Lowellen, sales promotion manager; Sidney Corbett, manager of truck division; and J. P. Little, manager of parts and service.

The Pacific region meetings are scheduled for the following dates: Butte, Feb. 7 and 8; Seattle, Feb. 11 and 12; Portland, Feb. 13 and 14; Oakland, Feb. 18 and 19; Los Angeles, Feb. 21 and 22; Salt Lake City, Feb. 25 and 26.



"Oh, John!" exclaimed the excited woman driver, "the car is running away."

"Can't you stop it?" asked her worried husband.

"No!"

"Well, then, if you can't hit something cheap."

"Where is your father?"

"In the garage."

"Who with?"

"Lizzie."

But it's always dad's car when it needs a new tire.

"It isn't long enough to be called a detour unless your head hits the top at least seven times."

Tourist: "What's the matter, my man? You look dejected?"

Ramson Tatters: "Times is terrible! Here I spent two years learning to read, and now comes these talking pictures and it ain't necessary."

That Parked Car Problem

Herblock, who writes quite frequently and entertainingly in the Line-O-Type of the Chicago Tribune, gives RHL the following recipe for parking cars:

1. Leave car in garage—Walk into town. Great time saver.
2. Drive car into dark alley; walk around block. When you return your car will be gone.
3. Tell the traffic cop just what you think of him—traffic cop will see that you get place to park.
4. Sell the darn thing.

A Genuine Post-traffic cop-at-a-busy corner saw an old lady beckon him one afternoon. He held up a dozen autos, a truck and two taxis to get to her side.

"What is it, lady?" he asked rather impatiently.

The old lady smiled and put her hand on his arm. "Officer," she said in a soft voice, "I just wanted to tell you that your number is the number of my favorite hymn."

Among the small boys of my small-boy-schooldays was a boy named Ben. Ben generally wore a green coat or a shirt with eyes on it. His ears and nose were usually dirty. He had a chronic case of sniffles, cried on the least provocation, and was a tattletale. But he had one qualification which gave him a quasi standing with our gang: He could whip our big light hand and catch a buzzing wasp on the wing nine times out of ten.

"But how will I know when I come to the cross roads?"

"You can't miss the place. It has only five filling stations."

The best place for the uplift to aim is with the foot that is on the accelerator.

The Speeder's Song

Blow that horn, blow that horn, jump upon the gas!

O what red-hot fun it is another ear-to-past!

Roaring down a concrete road with surface smooth and true.

Give her all that a comin', kid, we're touching eighty-five.

Ninety-five, the meter says, the speed laws all are hash.

Holy cow! that's patootie, but we're headed for a crash!

Toh, oh, bells, toll, oh, bells, keep falling all the day.

For another dumb-bell is being laid away.

Into the Mauve Decade!

Mr. Ford's new models are now being seen in increasing numbers. A few years more and we will have passed out of the Elizabethan era.

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It Used to Be Believed

That the touch of an old gold wedding ring would cure sore eyes.

That the rope with which some one had been hung would stop headache instantly if tied around the head.

That carrying a chip from a gal-lawa would preventague.

That snails boiled in barley water would stop a cough.

That whooping cough could be cured by riding on a piebald horse.

Favorites For Cutting

For cut flowers the Sweet Pea remains a favorite. The Nasturtium is another vine to be planted early and one which will also supply cut flowers through a long season.

The stand-by for late cut flowers is the China Aster.

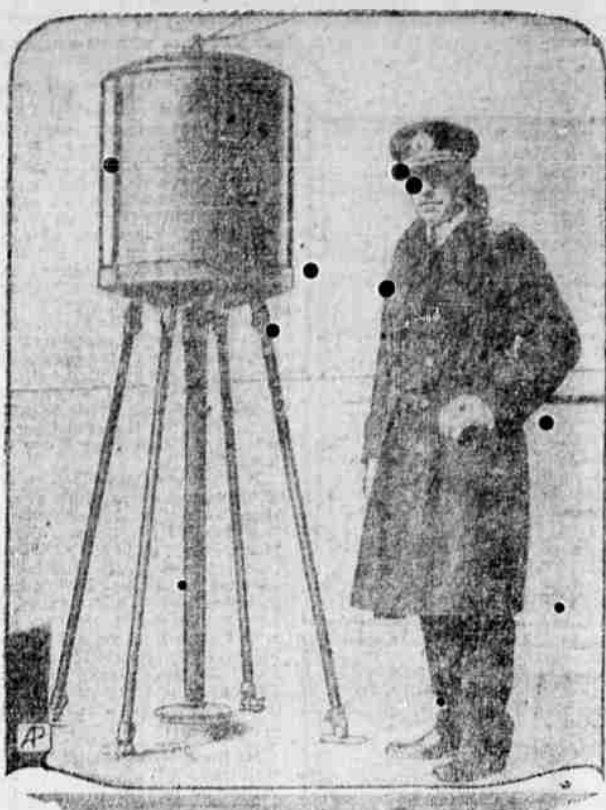
For late bloom and early fall blooming, Marigolds are the reliance of the annual border. The Dwarf French Marigolds will flower continuously until frost.

For late bloom and early fall bloom there is no plant in the garden that equals the modern Zenia, according to the American Home authority. Zenias are particularly useful because they will grow in any situation, rich or poor, shaded or full sun, and can be transplanted with impunity at any stage of their growth to fill in gaps.

Woman of Affairs at Rialto Monday

John Gilbert and Greta Garbo, co-stars of "A Woman of Affairs" will open at the Rialto Theatre Monday.

Radio Compass Pens New Epic of the Sea



Capt. George Fried of the S. S. America standing beside the insulated receiving coil of the radio compass which enabled him to effect his second rescue at sea by pointing the way to the sinking S. S. Florida.

NEW YORK (AP)—Radio and its navigating aids, the radio compass have written another epic of the sea.

At the same time they offered Capt. George Fried of the S. S. America an opportunity to save the crew of 22 men of the freighter Florida after fighting a fierce gale. It was his second rescue in three years.

The radio compass, the invention of Dr. P. A. Kolbert, made the rescue possible by pointing out the path over which distress radio signals were coming, even though the Florida did not know its position by following the signals to their source. The America made the rescue.

Three years ago to-day, Captain Fried, then piloting the S. S. Roosevelt, called upon the radio compass to help him effect the rescue of the crew of the Italian freighter Antiope.

The radio compass first was developed by Dr. Kolbert in 1915 while he was in charge of the radio division of the United States bureau of standards. The government kept it a secret during the World war and it was used to locate enemy submarines. It shows the position a ship in distress and at any time gives the skipper his true position whenever shore radio beacon stations or other ships can be heard.

The receiving coil of the compass is mounted on the roof of the pilot house in the open air, but is protected from the weather by a strong housing that resembles a

small water tank. Inside is an oval receiving coil which can be rotated. A short pane down through the roof, with the remainder of the equipment in the pilot house.

Here is a hand-made, cylinder resting on the floor and almost shoulder high. It contains a sensitive eight-tube receiver, earphones and a flickering light to make signals visible. There is a "dummy" compass above the receiver, across which is suspended a wire like an indicating needle. This wire is attached to the shaft of the coil.

When a small wheel on the shaft is turned by the operator, the loop is rotated and the "dummy" compass swings with it.

A loop aerial makes a signal louder or softer as it is turned. The compass is similar. As the point of the lowest signal is much sharper than that of the maximum, the lower volume or complete fadeout signal is used to indicate the direction of the incoming signal.

The needle on the "dummy" compass is fixed at right angles to the loop, so that when it comes to rest with the loop at the weakest point it actually is pointing to the north of the strongest signal. All radio compass bearings are taken with reference to the ship's prow.

If the skipper is charting his own position, he listens to a shore beacon station, marks the line of its receiving signal on his chart from the beacon's charted position, listens to a second beacon station and does the same thing. Where the two lines cross at sea is the location of his ship.

Others in the east are Clyde Cook, Andre Berninger, Dave Morris and Margaret Livingston.

"Beware of Bachelors" details the startling ways by which said flapper bride got even with said gallivanting husband, by setting his body patients at odds—flirting and creating teapots tempers.

Medford is the county seat and metropolis of the Rogue River valley and gateway to Crater Lake.

OUR GEORGE HAS 'AIRPROOF' ALIBI

PORTLAND, Ore., Feb. 2.—(AP) Because his automobile "wouldn't run," a man given the name of George W. Gates picked up a plate glass window of the show room of an automobile company here today.

He did it for "revenge," he said. Police took Gates' automobile to the police garage, and Gates, himself, to the city jail.

George Gates of the Gates Motor company here established what he believed to be a perfect alibi when called over the telephone concerning the above described break-in this noon.

"I did not do it for revenge," declared the local automobile man. "I mean I didn't do it at all—in fact I wasn't in Portland this morning, so how could I?" Questioned further, he said:

"What I mean is, I've been in Medford since last Wednesday, and if you don't believe it, ask my father." Besides my second infidelity is—always has been, and well I don't care—if you don't believe me—I guess others have been accused recently."

Athlete and Sportsman



Orthogons are the "Last Word" in Corrective Lenses

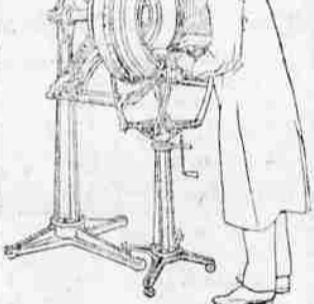
Correcting Marginal Astigmatism, they give a

LARGER FIELD of accurate vision. Try them and be convinced.

Dr. Jud Rickert

Optometrist

222 E. Main St. Medford



WE USE **HAWKISON**

VULCANIZING SYSTEM All Work Guaranteed

Phipps Auto Park

Highway at Jackson Phone 1037-R

GERALD GRIFFIN, MILDRED HARRIS HUNT'S CRATERIAN

Gerard Griffin, the international singing star, is co-featured with Mildred Harris, screen star, in Fanchon & Marco's "Hollywood Scandals" at Hunt's Craterian today.

Griffin has made five tours of Australia, New Zealand and three complete tours of the world.

Tahiti, according to Griffin, is one of the most beautiful places in the world. While in Papeete, the capital city, Griffin said, "I met a priest who happened to be passing on his way to Australia. He had learned that there was a collection of lepers on the island and suggested that we go over and entertain them. We arrived at the colony and with the priest playing the guitar, I sang to them across a narrow river which marked the boundary of the colony and across which no one was permitted to go. When we had concluded our program of songs, the lepers insisted on singing some of their songs, which they did, while we listened across the stream."

Before starting on his tours around the world, Griffin was tenor of the British National Opera company.

Coming Attractions

Another Talking Comedy

Vitaphone again works wonders in "Beware of Bachelors," the talking picture, which comes to Hunt's Craterian theatre tomorrow.

Wonders begin with the story itself, which is spicily and amusing enough to create a furor even if discreetly silent, as was the fashion of the "talkies" until recently.

The cast is headed by one of the most popular romantic movie teams of the day—Audrey Ferris and William Collier, Jr., who are cast respectively as the rebellious flapper bride and the gallivanting

EXPERT GREASING and Service Work

Our shop is equipped to handle all service work on your Chevrolet. Our Chevrolet experts KNOW just what your car needs—an adjustment of the carburetor, battery water checked, ignition tuned up, crank case cleaned and old, dirty oil, replaced with new—scores of odd service jobs that our mechanics can best handle because of their experience in Chevrolet work.

We have HIGH PRESSURE AEMITING equipment which means a thorough greasing job.

Our flat rate service charges eliminate possible over-charge—you know in advance just what your bill will be!

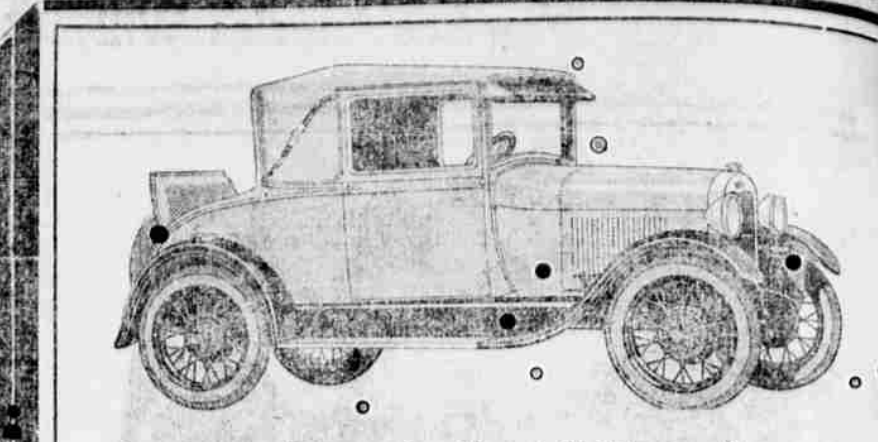
DRIVE IN! Get your Chevrolet in shape for spring driving.

Pierce-Allen Motor Co.

112 South Riverside—Phone 150

USED CAR LOT—8th and Bartlett Phone 941

So that enthusiasts may be able scope has been devised. It may inverted to be employed as a to see over the heads of others at be swung as a by a strap, scope. It is said to give a matches, a leather-thinned peri-which not in use, and is quickly view.



Practically All New

Ford

Models Are Now on Display

In Our Showrooms

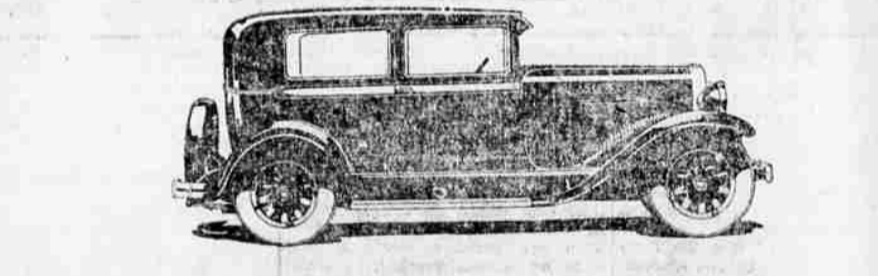
Come in! See them Tomorrow

—We Will Accept Small Cars

In Trade on New Fords

C. E. GATES AUTO CO.

Pacific Highway at Sixth Phone 141



After the most critical comparisons at the Automobile Shows, Oldsmobile now stands more than ever

IN THE SPOTLIGHT OF PUBLIC FAVOR

With New Lower Prices

Again the spotlight of public favor singled out Oldsmobile at the great national automobile shows—

—not because of any radical changes in the 1929 Oldsmobile, but for a more vital and fundamental reason—

—because critical comparison with other cars in its field reveals an overwhelming margin of value in favor of Oldsmobile.

Not only have desirable improvements been added, but its price has been reduced!

Already representative of the most progressive engineering, Oldsmobile's big high-compression engine now develops 62 horsepower. Piston-pins are now pressure-

lubricated—an engineering feature heretofore characteristic of high-priced cars.

Already distinctive in appearance, its smartness has been enhanced by new headlamps on chromium-plated mountings—by a new cadet-type visor—and by new, sparkling color combinations.

And even greater luxury is revealed inside the car—by deeper, softer seat-cushions—by new, more costly upholstery—and by the wonderful new Fisher adjustable front seat that may be instantly regulated to suit the driver's convenience.

See and drive this finer Oldsmobile—and you'll immediately recognize why it is more than ever in the spotlight of public favor.

OLDSMOBILE

ARMSTRONG MOTORS, INC.

101 S. Riverside Ave. Phone 18