

Bridge to Be Opened to Traffic in March



Marking another great engineering achievement, the San Francisco Bay Toll Bridge will soon be opened to the public. This bridge links Northern and Central California via Mt. Eden and San Mateo.



The map illustrates the territory to be directly benefited. Note the distance which this bridge saves the motorist in circling San Francisco Bay. The occupants of a new Chevrolet Six are getting a closeup view of the structure just before its completion.

GRAHAM-PAIGE WINS EUROPEAN ROAD CONTEST

America has won Europe's most important touring competition, the eighth annual Monte Carlo rally. A four-speed Graham-Paige made the best run of 64 entries in this international contest, received the \$10,000 prize award and a special trophy for traversing the greatest distance, according to word received last week by the Crater Lake Automotive company, Medford Graham-Paige dealers.

The winning car was driven by Dr. J. J. Springer van Eljek, who left Stockholm, Sweden, and arrived at Monte Carlo, 1840 miles distant, on the third day, just 74 hours, 17 minutes after his start. Driving conditions this week were described as frightful. Unexpectedly severe weather, which converted snow drifts into huge ice packs, and an extensive fog that blanketed England, France, and Belgium, delayed the competitors. So difficult was this year's test that only 24 of the 64 starters succeeded in reaching Monte Carlo within the time limit, the competitors have been required to maintain an average speed of not less than 20 miles per hour from start to finish.

Severe Test for Motors The Monte Carlo rally is recognized as one of the world's severest automobile competitions. Contestants start from the capitals of their respective countries, timing themselves to arrive at Monte Carlo on the Mediterranean at approximately the same hour. They must maintain an average for the entire distance as close to 25 miles an hour as possible.

After their arrival at Monte Carlo, the machines are required to drive a difficult mountainous course maintaining an average of 20 miles per hour. Besides this, there are hill-climbing and comfort competitions. Points are figured on performance, covering length of trip, hourly average, and number of passengers, and the final classification is based on points.

Dr. van Eljek, driving a six-cylinder Graham-Paige with four-speed transmission, started from Stockholm, and had the longest course of all competitors to cover—a total distance of 1840 miles. Despite the long distance, and terrific weather conditions, he maintained an average speed of 24.93 miles an hour, or just under the maximum average permitted by the rules.

In addition to the Graham-Paige three other American cars finished within the time limit in sixteenth, seventeenth, and twenty-third places.

Many Trials on Road Dr. van Eljek's experiences explain why so many of the competitors fell by the wayside. He started from Stockholm with his secretary, a mechanic, and a chauffeur, although warned that snow had rendered the path impracticable. He encountered snow soon after his departure. Later he went over a frozen bank into a field, the car turning on its side; with the aid of horses, the vehicle was righted and returned to the road. In Denmark, one of the three Ferraris on which he had to cross was two hours late in the fog which seemed to have enveloped all Europe. The van Eljek party slept in the car an hour or so on occasion, an alarm clock preventing their dozing too long.

The day after finishing this terrific trip, the Graham-Paige was sent over the time-keeping test designed to equalize the scores made by competitors who had come different distances. The course for this eliminating test was over acute hair-pin turns at intervals of a few hundred yards. The road was rough, and for many miles was covered with snow. Competitors had to cover the 100 mile circuit twice, including the ascent to the Col de Brause, 3000 feet above the start.

Hill Climb Is Third Test The third test was the Mont des Mules hill-climb above Monte Carlo—a three kilometer course of many hair-pin turns, covering the

FINE PUBLICITY GRANGE AFFAIRS MEDFORD, OREGON

The National Grange, of Springfield, Mass., the official Grange publication, in its issue of February, 1929, under the heading "Leading Newspaper devotes entire front page to Grange affairs," says:

"One of the best pieces of Grange publicity that has been seen in a long time is contained in a recent issue of the Medford Mail Tribune at Medford, Oregon, which devotes its entire front page to Grange affairs under the striking eight-column heading, 'Grange a Vital Factor in Development.' The page is devoted to a survey of Jackson county Grange affairs, based upon the text, 'The item of change and growth which stands out above all others in interest and significance is the amazing progress made by the Granges of the county in membership and in influence as a factor in community development.'"

"Accompanying the article is a picture of Pomona Master Albert L. Strauss, who is one of the youngest 1929 Pomona masters in the country, having been born on March 18, 1905, and having served the past three years as Master of Same Valley subordinate Grange. Featured at the top of this interesting Grange page are the pictures of six subordinate masters of the county as follows:—J. H. Bowen, master Enterprise Grange; Everett C. Mittelstaedt, Eagle Point; C. P. Estes, Talent; John A. Anderson, Lake Creek; D. T. Gallagher, Live Oak. Other pictures are of R. E. Nealon, deputy of Jackson county; and of H. W. Sparks of Rogue River, the 1928 Pomona master, who has been one of those most responsible for Grange progress in Jackson county."

To Mr. Sparks belongs the distinction of having been mayor of a city, president of the chamber of commerce and master of a Pomona Grange all at once, and with apparently no clash of interest between these varied groups.

"The newspaper article gives a write-up of the various Granges and pictures some of the exhibits made by Granges at the Jackson county fair. 'Describing the influence of the Grange in its locality,

the paper says editorially: 'There have been Granges in Jackson county since the early 70's, but it was not until 1912 that the modern Grange movement appeared in southern Oregon and not until 1925 that this movement became in any sense general. During the past 12 months it has shown its greater advance and a larger increase in membership than during any full decade of its former history. Economically, politically and especially from the standpoint of rural development, the Grange in Jackson county now holds unquestioned authority and leadership, and promises to occupy an even more important place in the future in the life and development of southern Oregon.'"

"Jackson County Pomona was organized in August 1925, with 56 charter members, and has had a steady and healthy growth. Its big project of 1928 was the organization and financing of the Farm Bureau Exchange at Medford and through the Grange undertaking the Jackson county farmers will soon be the owners and operators of one of the largest and most active cooperative ventures in the state of Oregon. One of the principal aims of the Pomona has been to establish a complete marketing system between producer and consumer, and the Medford project is only one step in a long range program to which the Pomona has committed itself."

OLDSMOBILE SHOWS BIG INCREASE IN FEBRUARY PRODUCTION

There was an increase of 95 per cent in the production and shipment of Oldsmobiles during February as compared to the same month last year, say officials. During the month—the shortest in the year—10,290 Oldsmobiles were manufactured.

A further increase of more than 40 per cent over the record February production is scheduled for March, factory officials announce, during which time approximately 14,500 Oldsmobiles will be produced.

Retail sales are keeping pace with the greatly increased production. During February they showed an increase of more than 50 per cent. While domestic sales registered the greatest gains, exports showed an increase of 40

per cent over those of last February. Last year General Motors exported double the number of automobiles it shipped abroad during the previous year.

A decided trend toward the coupe is reported by Oldsmobile officials. This applies both to the standard model with large luggage space in the rear and the sport model with an additional rear seat for two.

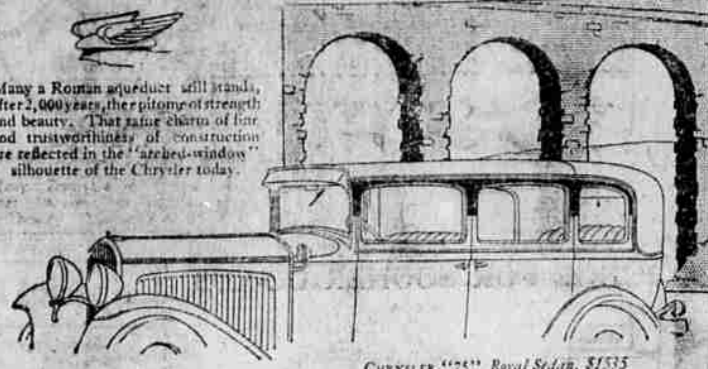
Prospects are excellent for a road automotive year, say Oldsmobile officials, basing the prediction on a country-wide survey which included business trips totalling 26,000 miles.

Oldsmobile dealers throughout the country have prepared for a materially larger business than last, which was 60 per cent greater than any year previous, officials announce.

TEXAS FIGHTS AGAINST WOMAN'S RIGHTS BILL DALLAS (AP)—A Dallas woman lawyer is opposing a proposed legislative bill designed to increase rights of married women in Texas.

So convincing were arguments of Mrs. Helen M. Vigilini, former assistant district attorney, that the Dallas Bar association adopted a resolution opposing the "fifty-fifty" bill. It would give women rights in contract debts without permission of their spouses.

"It would be a great day for house-to-house peddlers if the bill were passed," Mrs. Vigilini said. "Women would buy radios and brushes and dictionaries and a manner of things they don't need. The bill would increase divorce

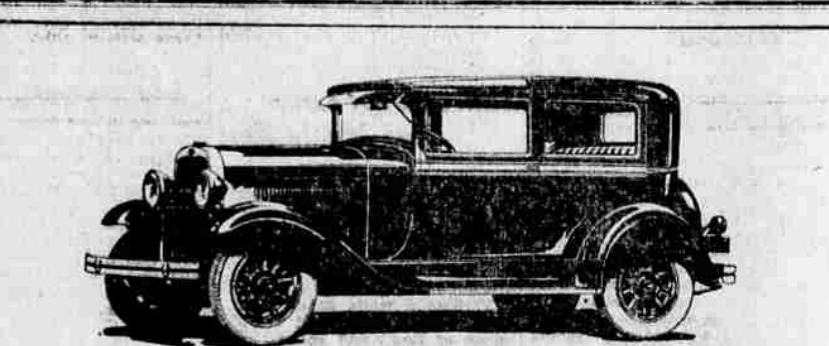


Beauty—ages old—yet new as the dawn of today

In producing a motor car equally matchless in appearance as it is in performance, Chrysler designers substituted *time* for fleeting styles by going back to the ancients who established the changeless principles of art—the age-old laws of beauty, of balance and of symmetry. Such is the kinship between the beautiful and the useful that strength and grace, power and charm, sturdiness and loveliness combined naturally; scientific engineering principles conforming to the time-proved standards of proportion and balance. Thus the studied canons of ancient art have been translated into modern terms and epitomized in the Chrysler. Its appearance is now only rivaled by its performance, and it is as pleasing to observe as it is satisfying to drive.

CHRYSLER CHRYSLER MOTORS PRODUCT

Medford Motors 128 South Riverside Phone 762



The 1929 Oldsmobile is FINER THAN EVER LOWER IN PRICE

—and now it is winning greater and greater public favor in every section of the country. With all its desirable improvements... with all its additional smartness, luxury, comfort and performance... the 1929 Oldsmobile is lower than ever in price... now only \$875. The 1929 Oldsmobile is more beautiful than ever in appearance—the result of new style refinements and new color combinations now presented in its composite bodies by Fisher. The 1929 Oldsmobile is more luxurious, more comfortable and offers new conveniences for driver and passengers. Roominess is a feature. Seat cushions are deeper and softer. Upholsteries are richer. And the new Fisher adjustable front seat, combined with Oldsmobile's adjustable steering wheel, makes the driving position a matter of individual choice. The 1929 Oldsmobile provides even more gratifying and dependable performance. Its big high-compression engine now develops 62 horsepower. Typical of its fine car design, oil is forced directly to the piston pins through rifle-drilled connecting rods—a feature heretofore characteristic of high-priced cars. Oldsmobile was a remarkable value before. Now that it is finer than ever—and lower in price—it is the outstanding value of its class. Come and see this finer Oldsmobile. Drive it yourself. Compare it with other cars. Know why it is winning greater and greater public favor in every section of the country.

OLDSMOBILE

Armstrong Motors, Inc. 101 So. Riverside Phone 18

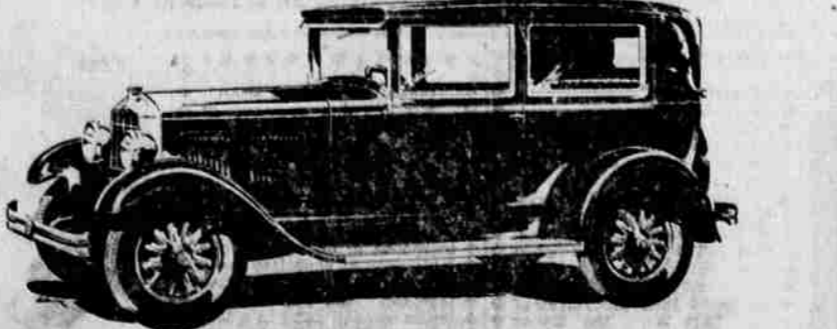
This is DURANT OPEN ROAD WEEK

You are invited to participate... March 9 to 16

DURANT DEALERS everywhere invite you to Thrilling Demonstrations and BEAUTIFUL DISPLAYS

DURANT FOUR TWO-DOOR SEDAN 695 Delivered Here Fully Equipped

DURANT SIX TWO-DOOR SEDAN COUPE-SPORT ROADSTER 795 Delivered Here Fully Equipped



A WEEK FOR COMPARISON

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