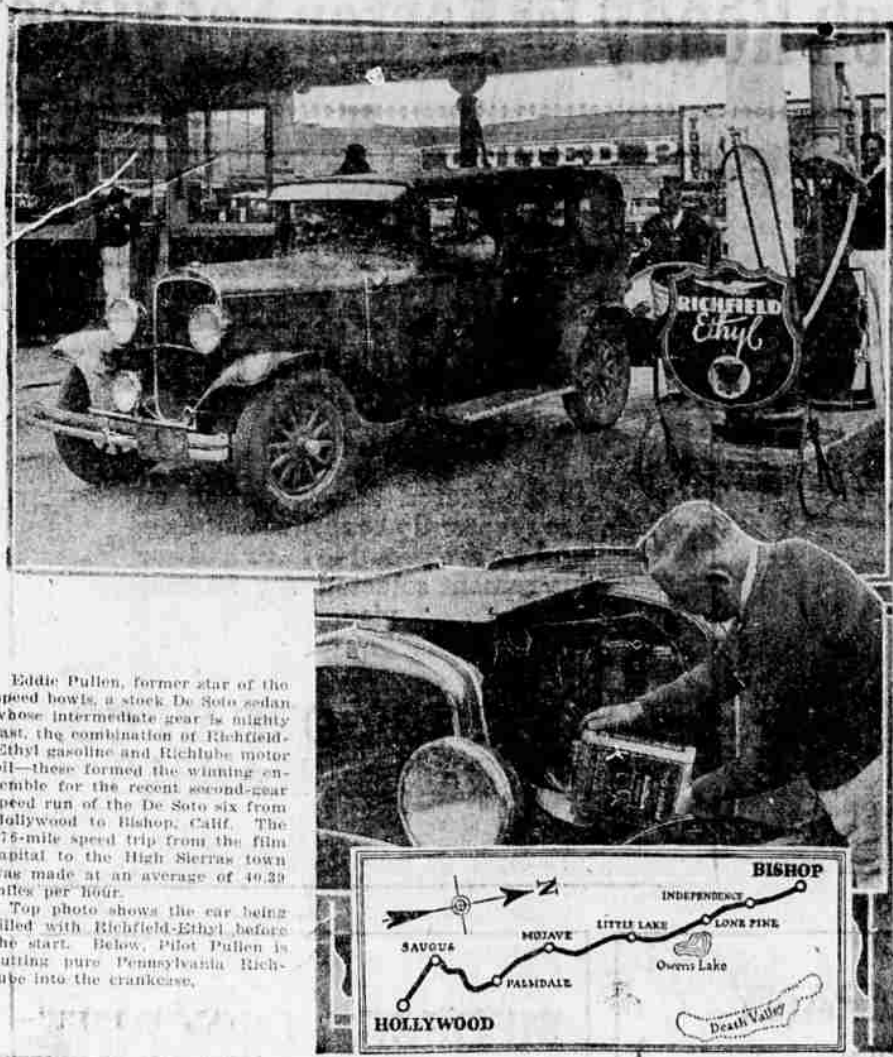


DeSoto in Second-Geor Speed Run



Eddie Pullen, former star of the speed bowl, is shown in the DeSoto sedan whose intermediate gear is mighty fast, the combination of Richfield-Ethyl gasoline and Richfield motor oil—these formed the winning ensemble for the recent second-year speed run of the De Soto six from Hollywood to Bishop, Calif. The 275-mile speed trip from the film capital to the High Sierras town was made at an average of 49.39 miles per hour.



CHRYSLER ANNOUNCES ITS NEW 75 COUPE

Chrysler announces a new four-door sedan on its "75" chassis. The same authoritative beauty and style, and the same spacious body engineering that distinguished other "75" body models, are built into this newest creation, says J. W. Frazer, Chrysler general sales manager.

basic features of design. The slender grille radiator, artistic bowl-shaped headlamps mounted on the gracefully arched tie-rod, arched window silhouette, and the "air-wing" fenders are exterior features. The body built throughout with the finest hardwoods, braced and cross-braced and reinforced with steel. Fine designing, fine materials and finished craftsmanship all combine to give it unusual merit.

Another Enthusiastic Endorsement of Chevrolet Truck Performance

BECK'S BAKERY COMPANY MEDFORD, OREGON Phone 129



March 25, 1929.

Pierce-Allen Motor Company, Medford, Oregon. Gentlemen:

Some time ago we purchased a 1929 Six truck from you and we believe you might be interested as to the gas consumption and general upkeep.

We are operating the truck on short and long hauls. On these hauls, after close checking we find we are averaging eighteen miles to the gallon of gasoline.

Oil consumption is at a minimum, never adding any to crankcase. The regular oil change is sufficient. The upkeep cost is much lower than other units of different makes now in our service.

We are also pleased with the shop service rendered by your organization.

Thanking you, we are

Yours very truly,

BECK'S BAKERY COMPANY Signed: Michael Beck

4-COUNTY PLAN OF FARM BUREAU TO BE GIVEN TEST

BLOOMINGTON, Ill.—(AP)—To analyze the personal efficiency of its members, the "Four County" farm bureau—farm management project instituted by farmers of McLean, Tazewell, Woodford and Livingston counties five years ago, has been reorganized for a three-year term.

Its purpose is to show its members where in they are losing or making money by comparing their work with that of their neighbors, and by the same comparison to indicate wherein a change of methods or crops will increase farm profits.

The project is an outgrowth of Illinois' widely adopted practice of farm accountancy wherein individual records are analyzed each year and compared to averages for the most profitable and least profitable groups of farms.

It started in 1925 when 200 farmers of the four counties in making the study decided they must have less generalities and more personal service. Each wanted his own particular farm analyzed and signed a contract to pay the additional cost.

At the end of the first three years it was found that 35 of the 200 farms earned \$2000 or more per year per farm than did another group of 35, although there was practically no difference in valuation of equipment of the property. The men on the most profitable farms had fields half again as big as the average farm.

Sixty-five per cent of their land was in high profit crops—corn, winter wheat, alfalfa, and sweet clover. They had no more than 20 to 25 per cent of the land in oats, timothy, bluegrass, common clover, soy beans, spring wheat or barley. Better soil management better seed, better preparation of commodities for market, more husbandry and better efficiency in feeding and livestock sanitation were among the features that explained the difference in earnings.

For the next three years the 400 farms now financing the analytical study will receive individual letters and charts, each getting its own farm efficiency compared with the others. Personal reports will contain four columns of figures—one for the individual's record, one for the group average, one for the one-fifth most profitable farms, and one for the one-fifth least profitable farms. Twenty departments of the farm will be considered and efficiency in each reported separately.

Oil Boom Town for Morocco

WASHINGTON, D. C.—Oil spots have been traced to oozing holes on a creek near Marrakesh, venerable capital of Morocco, a fact which is leading to considerable prospecting in that historic region. "Aside from oil, Marrakesh already is one of the busiest markets in French Morocco," says a bulletin from the Washington, D. C., headquarters of the National Geographic society.

"An almost constant stream of camel and donkey caravans passes through the city gates where traders meet each other and also the local wool and leather merchants, tanners, silk weavers, armorers and manufacturers of agricultural implements.

The bazaars in the narrow, dusty streets of the city are thronged from dawn to dusk. In one street, deeply submerged beneath trees in flowing, white robes and turbans, heads stand in groups while others tinker with saddles, bewhiskered shopkeepers over the price of intricate merchandise. Silent, heavily veiled women peer into stalls and silk shops where red, yellow, green and blue strands form colorful displays.

"Every looking tribesman from the near-by Atlas mountains with traders protruding from their belts appear hypnotized by half-skinned silk shimmers and dyers playing their trades in congested stalls. Freight-laden camels, stooping under back-breaking loads, slink before the playing glances of their bearded masters. Reddish stone faces, with comb-like jaws balanced on their hips, cautiously come and go without joining other pedestrians of higher caste. Vivacious Berber women, with homemade blankets across their shoulders, blink at the bright African sunlight.

Public Square Scene of Trade and Cheap Entertainment. The thronged streets lead the traveler to believe that all of Marrakesh's houses have emptied their occupants, as well as the city's districts, into the bazars at one time. But nearby, the famous "El-Fna," the Marrakesh public square, is also surging with humanity, jostled by donkeys and awkward camels, whose loads overhang their sides.

"From the roof of a one-story building overlooking the square, the traveler sees a group of men watching the performance of a snake charmer who tosses a certain coil until it bites his tongue, which he cures by filling his mouth with a handful of earth. Another group camps at a snake eater's place, a handful of yellow straw and emits blue smoke from his lips. The showy bands of dancing boys and bare legs of acrobats bring up the variety of another group. The native drummer squatting beside an array of false healing remedies, including dismembered snakes, dried lizards, and bottles of colored liquid, also has his quota of the curious throng.

Along the side lines the black heads of Sudanese negroes, behind the stand of the fruit market, contrast sharply with piles of purple egg plants, yellow melons and pumpkins, green cucumbers and shelves of mint, pink and violet colored onions, crimson pomegranates and golden grapes.

"All day long the fuses and drums accompanying the entertainers, vendors straggle their vocal cords husky caravan leaders, native boys in their native tunics, beggars, and ask for alms and bewhiskered singers, with wide open mouths, loose hanging lines as they strain their donkey-like instruments.

Marrakesh Palace a Work of Art. At sunset the crowd filters into the side streets, the professional story tellers are on their last paragraphs, the snake charmers bury their reptiles for the night, the beggars stir themselves out of their dusty seats, and the itinerant bachelors put the finishing touches on their last pastimes. The sun of the day dies down like an unwinding photograph.

Meanwhile the roof tops become populated with gossiping old men and playing children. Before them lie row after row of the flat-topped houses with a cluster of lofty minarets here and there, the upper portions of the Kutubia minaret and the balustrade breaking the monotonous panorama of dried roof buildings bordering dusty lanes.

The palace is the city show spot. Carved plaster, ceramics, mosaics, artistic stucco work and tiled adobe courts, garden walls, reception halls, apartments, slaves' quarters, prophetic chambers and labyrinth of passages that stretch over many acres. In sharp contrast to the sun-drenched, dusty square is the Aguedal, a walled park in Marrakesh which was a summer resort for the Moroccan monarchs. There are two immense reservoirs to temper the heat of the tropics, each in a frame of tropical verdure and fruit gardens with orange, lemon, olive, fig, plum, pear and apple trees and grape vines. A handsome pleasure house where the Sultan spent leisure days, now is a resort for Marrakesh merchants.

Is Your Battery The Correct Size For Your Car?

There is a correct size for the economical and satisfactory operation of every car.

WILLARD BATTERIES

—Are correctly rated and when you consult the Willard chart you take all the guess work out of your selection. For every normal condition of driving, the Wood-Insulated Willard is satisfactory. For heavy duty and high mileage the Thread-Rubber type will give the dependable service you require.

WATCH FOR THE WILLARD SIGN!

LITRELL PARTS CO.

317 East Main St. Telephone 237 Largest Auto Parts Dealers in Southern Oregon

STATISTICS OF INTEREST TO THE MOTORING PUBLIC

Statistics on a general scale are unobtainable, but O. C. Sablin, head of the local Durant dealer organization, has a few facts on his desk that are of general interest to the motoring public.

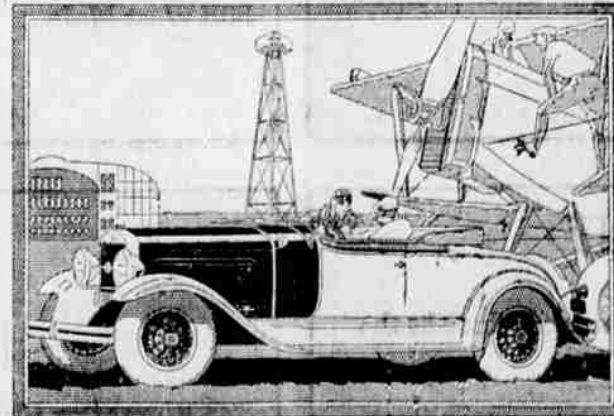
In 1928, the car owners of the nation paid approximately \$780,000,000 in motor vehicle taxes, an increase of about \$15,000,000 over the previous year. Despite the fact that tax receipts fell around \$25,000,000 as a result of the renewal of the federal war excise automobile bill.

In the survey of 1928 taxes the A. A. A. reported that the gasoline tax alone, which amounted to \$25,528,812 in 1927, reached approximately \$281,270,000 last year, asserted the Durant dealer.

"Motor vehicle registration fees, license permits and so forth which cost the car owners \$201,132 in 1927, increased to around \$24,000,000 in 1928. "Personal property taxes amounting to \$125,000,000 per year, and municipal taxes on motor vehicles, costing car owners \$15,000,000 annually, remained approximately the same.

The greatest car ever built at its price Studebaker's COMMANDER

SIX CYLINDERS STRAIGHT EIGHT \$1350-\$1495 Prices at the factory



The Commander Eight Roadster for Four—\$1705. With six-cylinder motor, \$1450. Five wire wheels, standard equipment. Commander Six Business Roadster (two wheels)—\$1375. Commander Six Coupe, \$1350. Commander Eight Coupe, \$1495. Prices at the factory. Bumpers and spare tire extra.

As a Straight Eight or Six, Studebaker's New Commander out-measures the finest motor cars its price range ever offered before. Gracefully low-slung on its costlier double-drum frame. Comfort pioneered by Studebaker. Safety is enhanced by lowness, a non-shatterable windshield, a steel-cored steering wheel, and by brakes that stroke hurtling speed to a velvet stop. Come—drive a Commander today!

O. V. MYERS CO.

132 South Riverside STUDEBAKER DEALERS Phone 464

Style and luxury PRICED TO ECONOMY

WILLYS-KNIGHT "70-B" LARGEST, MOST POWERFUL, LOW-PRICED KNIGHT-ENGINEED CAR

The rapidly mounting sales of the new style Willys-Knight "70-B" prove how exactly the design of this beautiful model has captured public taste, how widespread has been the demand for a low priced Knight-engineed car, and how great is the appreciation of such exceptional value.

When you see the new style Willys-Knight "70-B," you realize that this distinguished car definitely establishes the fact that artistry of design and perfection of detail are entirely independent of price. For only among

the most expensive custom-built cars can you find any adequate comparison. The new style Willys-Knight, so noticeable for its grace of line and harmonious distinction of color, is also the largest and most powerful Knight-engineed car ever offered at so low a price.

Its big power plant brings the silence, smoothness, economy and increasing efficiency of the patented double sleeve-valve engine to thousands of motorists who until now may have been restrained by price alone.

WILLYS-OVERLAND, INC., TOLEDO, OHIO



Table with 2 columns: Model and Price. Models include Coach, Coupe, Touring, Roadster, and Sedan. Prices range from \$945 to \$1645.

NEW STYLE WILLYS-KNIGHT

TREICHLER MOTORS, INC. 30 North Holly Phone 615