

OREGON WILL ENTERTAIN BIG TOURIST CROP

"Oregon will entertain the greatest number of motor tourists who has ever seen in 1929" said George C. Brandenburg, secretary of the Oregon State Motor association, in a recent statement.

"The trend in motor vacation touring is steadily upward and 1928 witnessed the greatest outpouring of motor vacationists in the history of the automobile, but a recent survey conducted by the American Automobile association shows that the figures of last year will be surpassed by the figures of 1929."

"Judging from scattered reports released from strategic locations along the streams of summer tourist traffic, the grand total of pleasure tourists in 1928 numbered 44,000,000. They drove 11,000,000 cars. Of the 1928 crop of motor tourists, 31,900,000 stopped at hotels and resorts, while 12,100,000 either camped or patronized cottage camps. Tenters numbered 8,470,000, while cottage campers totaled 2,630,000.

"Ten days was the average length of trip made by hotel tourists and the average sum spent per day per person was close to \$7.50, making the total expenditure rise to the record breaking dimensions of \$2,392,500,000. Campers averaged \$3.30 a day for each individual and were thirty days afield. Their total expenditures amounted to the staggering sum of \$1,137,900,000. Thus hotel tourists and campers last year left a trail of gold summing \$3,530,400,000. From these figures it is apparent that the business of selling scenery in the United States amounts to an enterprise worth approximately one-third of the annual turn-over of the automobile manufacturing industry.

National forests of the United States, located in various parts of the country, are becoming increasingly popular as touring grounds for motorists, and each succeeding year sees a greater number of motor vehicles passing through these beautiful preserves.

This is pointed out by C. E. (Pop) Gates, of Medford, director of the Oregon State Motor association, who says that with this increase in motor touring in the national forests there is to be noted a corresponding increase in the total of improved roads located within them.

"Figures forwarded to us from national headquarters of the American Automobile association, with which we are affiliated, show that recent work on forest roads has brought the total of improved highways within the forests up to 3775 miles, while the total of all forest roads is 12,911 miles.

"In Oregon alone there are 13 million acres of national forest lands, 13 acres for each man, woman and child in the state and each year witnesses a gain in the number of motorists who are attracted by the unsurpassed beauties of these forests."

SITUATION CHANGED REGARDING FORDS

One of the recent tendencies in automobile buying has been noted by statisticians and students of business conditions who keep the public informed on current trends and future prospects, in the opinion of the "Little Schoolmaster," who writes for *Printer's Ink* magazine.

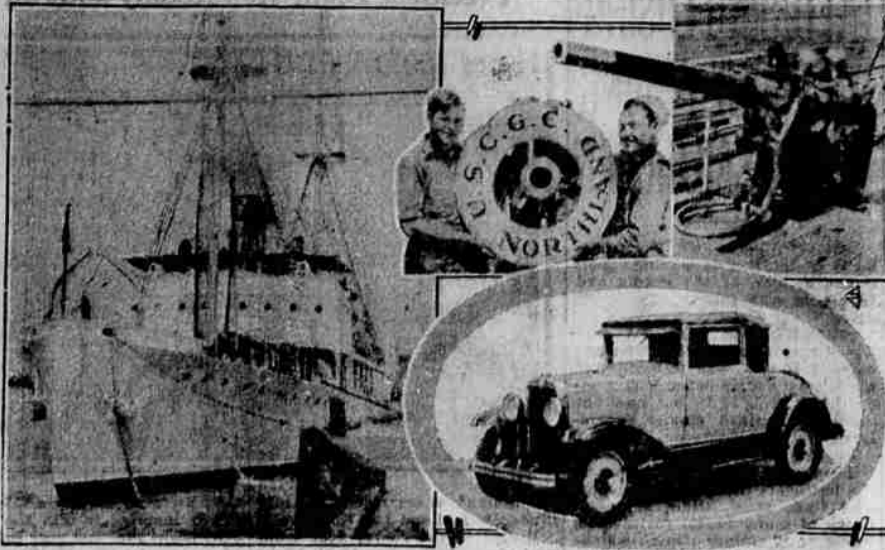
His charge that a group of the statistical experts is "lagging behind the news" in at least one particular has been reinforced by other patrons of the statisticians. Discussing these business analysts, the "Little Schoolmaster" said that "a few years ago one of these modern descendants of the ancient portent-readers, in considering the production, sale and total number-in-use of automobiles, lit upon the happy device of separating Ford cars from all others." He added that the arrangement was "a great convenience to those who wished to estimate such things as the buying power of a community, because it enabled them to eliminate Ford car owners who were at that time looked upon as a group with not necessarily high buying power." Due to the low price of the Ford.

Pointing out that today this situation has completely changed, and that Ford owners are also owners in many instances of other and higher priced cars, the Schoolmaster continued: "And, too, there are a large number of used cars of all makes involving a degree of buying power on the part of the present owner not far out of the Ford price class. So the practice of classifying Fords in current statistics not only doesn't mean what it used to mean but it tends to give the reader of statistics a piece of information that is quite likely to lead him astray."

"Perhaps some kindly and indulgent compiler of automobile statistics will tell the Schoolmaster why this archaic practice is being continued."

MASSACHUSETTS WOMEN FIGHT FOR JURY DUTY
BOSTON—(AP) The Massachusetts League of Women Voters is pushing a militant campaign for legislation making women liable for jury service.
After eight years of peaceful petitioning the league has adopted methods of old suffrage days with Alice Stone Blackwell, who saw yeoman service in getting women the vote, in charge of the campaign. Mrs. Blackwell is honorary president of the league. Another

Ambassador to the Arctic



The "Northland," successor to the famous cutter "Bear" in the Bering Sea, is again on her way to the Arctic regions. Each year, in the Spring, the Navy sends the ship north to act as ice breaker, mother ship, hospital and messenger to the inhabitants of the far North. A number of sailors aboard the "Northland" drive the new Chevrolet Six during their Winter stay in port.

leader is Mrs. George A. Slocumb of Worcester.

The women contend that the quality of Massachusetts Jurors needs to be raised and that men of experience and training seldom are found in the jury box.



Mother, may I motor out?
Yes, my darling sweet,
But don't come walking home, my dear,
You'll catch cold through your feet.

The cow catcher on the train catches one hundred autoses to every cow.

The saddest words of tongue or pen, are "Get out, Dad, it's flat again."

If people didn't own automobiles they would have a lot of money to waste on other non-essentials.

Here is a new adage
While has more truth than bunk
A girl in the back seat
Is worth two in the front.

Another way to keep from growing old is to assume that the approaching car's single headlight is on the left.

Open cars, you will remember, last out the same year petting became epidemic.

Cutest little thing
Funny hanked up flivver
I feel just like an arrow
'Cause it keeps me in a quiver.

Still, it must be pretty good if it's still a new car after the dealer has driven it 2000 miles.

We're still wondering how one can tell whether a man under a car nowadays is a mechanic or a pedestrian.

He who drives and looks along the way, may live to drive and look some other day.

The man who toots his own horn soon has everybody dodging when he approaches.

Nowadays when a girl gets her neck broken in an automobile we don't know whether the car was wrecked or not.

Listen, my children, and you shall hear.

Of the midnight ride of Katie Dean,
She left at twelve in a Cadillac,
And half-past three came walking back.

In these days of swift auto traffic, there's just two kinds of pedestrians—the quick and the dead.

And when a spoony, mushy pair,
My midnight slumbering make,
I rave and howl in wild despair;
"No (s)parking in this block!"

When Barnum estimated the birth rate of fools at one a minute, auto drivers were not so numerous.

The next thing for Ford and other auto makers to work on is an automobile that will carry its own parking place.

Graceful curves for the ladies are returning to fashion. Have you noticed how much plumper the automobile lines are?

I know a girl,
An awful hawk,
She'd love to ride
But has to walk.

"How does the land lie out this way?" asked the fellow in the shining car. The farmer replied: "It ain't the land that lies; it's these darned lease hounds."

Broken Wrist?
"The idea nowadays is to propose in an automobile and be accepted in the hospital."

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LONDON—(AP) Equal opportunity for women as ministers of religion was advocated before the National Union of Societies for Equal Citizenship. Miss Eleanor Rathbone argued that it "is the one great learned profession from which women—with a few exceptions—are still excluded."

MANY LEADING GASOLINE COMPANIES NOW MAKE ETHYL

Although it is comparatively new, having been developed specifically to care for the race-conceived high compression motors in ultra modern stock cars, Ethyl gasoline is now made by a total of 43 of the leading oil companies in the United States and Canada.

This was disclosed here yesterday by H. A. Reinhart, nationally-known automotive engineer who, on a visit to Medford expressed the opinion that high-compression head motors and special fuel for powering them represent the "last word" in motor car power development.

After declaring that 65 per cent of the new motor cars manufactured today are of the high compression type, Mr. Reinhart declared that "Ethylized" gasoline—regular gas blended with the Ethyl anti-knock compound—is the only suitable fuel for such engines.

Discussing the history of Ethyl with press representatives, Mr. Reinhart reminded them that the now-famous anti-knock compound is the invention of Thomas E. Midgley, Jr., of the General Motors Laboratories.

The engineer further said: "Ethyl is endorsed by the foremost automotive engineers of the motor world and by the manufacturers of high compression automobiles. Motorists in general can well take the advice of these leaders of the industry and use Ethyl gasoline in their cars. They may be sure that, whether the car be old or new, Ethyl will give a greatly improved performance."

"The natural carbon deposit found on the valves of a car which has been using Ethyl is of a brownish-reddish hue. This has sometimes been mistaken by repairmen for signs of burning, or rust. If the valves be ground in the usual way, they will be found invariably to be unharmed."

A bee's eyes are only about one per cent as efficient as those of a human being, recent tests have shown.

BIG INCREASE IN 1929 SALES GENERAL TIRES

Sales of the General Tire and Rubber company for the first quarter of their fiscal year ending February 28th showed a substantial increase over the same period of last year in spite of lower selling prices.

The General company does not seek any original equipment tire business of the automobile manufacturers and their total output is sold thru distributors to the retail trade. The capacity of the General Tire factory has just been increased about one-third in larger tires and fifty percent in smaller tires thru additions to the Akron plant.

"Greater increase in capacity for smaller tires was made to meet the tremendous growing demand for a quality tire by owners of popular priced cars who are swinging to General due to the present low price of tires bringing the General tire within the reach of everyone," says Phil Lowd, of the Lewis Super Service Station, local dealer. "On the basis of today's prices the dollars and cents difference between the cost of a General and ordinary makes is comparatively small. The demand for the General tire has been further increased through the new dual-balloon '8' tire which is being heavily ordered for car owners who are purchasing now in carry them thru the coming higher-price period. The new tire revolutionizes the former balloon tire construction in that extra piles of cord fabric have been added for safety and freedom from punctures.

Extra riding comfort has been accomplished thru special rubber cushions built between the plies. "The new balloon '8' has also proved popular from a price angle since it costs no more than the regular six-ply General balloon a little over a year ago."

Glass of a greenish-yellow tint as a substitute for the clear variety is being used successfully for green houses and sun boxes in Germany.

PLYMOUTH REGIONAL MANAGERS INSPECT THE NEW PLANT

Following their first inspection of the new Plymouth Motor Corporation plant in Detroit, regional sales managers of the company returned to their territories this week extremely enthusiastic concerning the quality of the Plymouth car and the sales outlook for spring. During the week, in addition to witnessing modern, volume manufacturing methods at the plant, the managers learned from A. vanDerZee, Plymouth general sales manager, of the support dealers will be given by the factory sales organization.

Managers attending the conference, the first since formation of the new Plymouth sales organization early this year, were L. J. McCracken, of the Atlantic; J. E. Covell, of the Northern; K. R. Spencer, of the Lakes and M. A. Campbell, of the Western region. Mr. vanDerZee, discussing the meeting, said:

"Years of association with automobile companies have familiarized these regional managers with modern methods of car manufacture, yet they were visibly impressed with the new Plymouth plant, and the exciting methods employed in building quality into this low priced car.

"Watching the various steps of manufacture they frequently commented upon the way each part was tested before it entered into the assembled product. Special interest was shown in testing the Plymouth crankshaft. Costly apparatus, in charge of highly skilled operators, tests the balance of these crankshafts statically and dynamically with great accuracy and rapidity. This accuracy of crankshaft balance is one of the important factors that insure the quiet, smooth yet powerful operation of Plymouth engines.

"While witnessing the tested motors being mounted in the chassis the visitors were enabled to examine closely the rugged construction and rigidity of these full-size frames upon which the safety and easy riding qualities of the Plymouth depend to a great extent.

"The exceptional body roominess of the various models appeared most evident as they were lowered from overhead at the end of the line to be mounted on the chassis.

"This inspection trip thru the plant convinced the managers, more than 'sales talk' could, that the Plymouth is built to live up to its illustrious name—that in it are those qualities making for endurance, strength and rugged honesty which distinguished that band of Pilgrims with whom the name of Plymouth is so closely associated in history."

PLYMOUTH

Motor Corporation
(DIVISION OF CHRYSLER CORPORATION)

announces
the appointment of

Eakin Motor Co.
16-18 So. Fir Phone 304

in addition to

Medford Motors
128 So. Riverside Phone 762

JOINING with the present efficient Plymouth representation in this city, this new Plymouth dealer will devote every effort to promoting the satisfaction of Plymouth owners

Now, at new lower prices—with full adult-size and with quality and luxury of equipment unmatched—Plymouth presents even more vivid contrast with other cars in its price group. No other car at anywhere near its price gives Plymouth's beauty and style, its marked economy, the safety of its Chrysler weather-proof hydraulic 4-wheel brakes, and its characteristic Chrysler power and smoothness.

We invite you to ride in or drive the new Plymouth to prove to your own satisfaction that Plymouth alone combines the completely rounded qualities of style, size, performance and value which buyers of lowest-priced cars have a right to expect.

CHRYSLER MOTORS PRODUCT

Here in Medford—A Complete Line of Welding Supplies

It is unnecessary to send out of town for welding supplies—we carry a complete stock on hand, which eliminates all delay. Should you need welding and equipment, we have OXYGEN and ACETYLENE TANKS, WELDING MATERIALS and welding and cutting TORCHES.

We carry the most complete stock of automobile parts and supplies in southern Oregon. To be sure of QUALITY and avoid delay, ask your garage man to order from us.

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

33% Ahead of Record Year!

WHIPPET SALES FOR FIRST 3 MONTHS OF 1929 FAR SURPASS SALES FOR SAME PERIOD OF 1928

WHIPPET SIX SEDAN
with 7-Bearing Crankshaft
\$760
Coach \$695, Coupe \$695, Coupe (with rumble seat) \$725, De Luxe Sedan \$850, Sport De Luxe Roadster \$850 (including rumble seat and extras)

WHIPPET FOUR COACH
\$550
Coach \$510, 4-pass. Coupe \$510, Sedan \$555, De Luxe Sedan \$595, Roadster \$595, 4-pass. Roadster \$595, Chrysler Roadster \$595, Touring \$495, Commercial Chassis \$380. All Whippet Overhead Engines 3.5. All Whippets Overhead Engines 3.5. Subject to change without notice.

NEW SUPERIOR Whippet
FOURS SIXES

TREICHLER MOTORS, INC.
30 North Holly Phone 615