

He Should Receive a Medal



William Ross Knudsen, Chevrolet Parts and Service Manager covering the northwestern district of the Western States, deserves some kind of a medal for his many experiences in foreign lands. He is shown in the insert. The car pictured is a Six-Cylinder Chevrolet Landau in front of a cafe in Sorbonne, France.

**AUTO DEALERS
HAVE USED CAR
SELLING PLAN**

Prospective purchasers of used cars will welcome the announcement that several Medford automobile dealers will sell their reconditioned used cars at Northwest Manual prices. Those participating in this plan for uniform low selling prices on used cars are Eakin Motor Co., Dodge and Plymouth dealer; Crater Lake Automotive Co., Graham-Paige dealers; O. V. Myers, Studebaker and Reo dealers; Medford Motors, handling Chrysler and Plymouth cars; Sabin & Rindt, Durant representatives and Armstrong Motors, Inc., Hudson-Essex dealers.

Each month the Northwest Manual is issued, publishing the recognized selling prices of used cars on the Pacific coast. This listing is based on reconditioned cars and provides a dependable basis of valuation for the prospective used car purchaser.

The new plan which is being initiated by the Medford dealers, is a protection to southern Oregon purchasers as they may consult the Northwest Manual before making a car purchase. The plan has been introduced in various Pacific coast cities and has proven advantageous to buyers in those cities where it is in operation.

The Medford dealers who are participating in this new used car selling policy have pledged themselves to maintain the manual listing on their cars. The monthly copies of the Northwest Manual will be available at these firms and prospective used car buyers are privileged at all times to consult them. Because of the exceptionally conservative ratings listed in the manual, the dealers who have entered the new selling plan will find it necessary to immediately reduce their prices to conform with the published listings.

**SLICK, OPERATOR
IN WILDCAT OIL,
JUSTIFIES NAME**

OKLAHOMA CITY, Okla.—(P) Thomas B. Slick has written an epic in oil history because he refused to follow in the beaten path.

This 45-year-old adventurer, reputedly the world's greatest individual oil operator, staked his fortune on "wildcat" plunges—and won.

Recently he sold his mid-continent properties for more than \$36,000,000. And he's back in the business already.

Slick has announced plans for three separate oil companies, one each in Texas, Kansas and Oklahoma.

An almost uncanny ability to find oil in virgin fields has characterized Slick's manifold ventures. His ruddy face, schooled to set in an expressionless mask when millions are at stake, has seen vast areas of "rank wildcat" territory turn into prolific oil fields.

A scant 15 years ago Slick discovered the Cushing pool, one of the richest of its day, in Oklahoma. Two years later he sold out for \$3,000,000. Then he plunged again and again. Whenever he found that responsibilities of production allocated him from exploiting new fields he sold out.

Slick's "one man corporation" pioneered nearly every field of Oklahoma. His relentless energy and love for throbbing pumps, which had brought him through youthful hardships in Pennsylvania and Illinois fields, carried him into Kansas and Texas.

Conservation is his pet project. Many phases of the proration program now operating in mid-continent fields are his contributions. It was Slick who first shut down his properties on Sundays, to cut production and allow employees a day of rest.

Use of heavier fuels in increasing quantities for automobiles and airplanes was forecast recently by a well known petroleum engineer. He pointed out that an oil-burning Diesel engine for aircraft, which weighs but three pounds per horse power, already has been developed, and that first tests with it indicate it will prove a success.

**Oregon State
Body Expend
\$119,533,609.23**

From information furnished by the Oregon State Motor association, the gross expenditures of the Oregon State Highway department have been \$119,533,609.23 during

the past 12 years. This amount does not include market road expenditures. Of this amount the state contributed \$93,477,859 while co-operation of the counties contributed \$13,478,181.62, the government \$11,678,376.23 and from miscellaneous sources \$548,289.41. Out of the \$93,436,776.80 of state funds, the sum of \$22,579,095.54 has been used in the payment of principal and interest on bonded indebtedness.

A British auctioneer mounted his rostrum recently and lit an inch long stub of candle. The property offered went to the highest bidder at the instant the candle flickered out. These unusual conditions were imposed by the owner of the property.

Havana is having difficulties with movie censorship. The mayor and censor board are at loggerheads.

**There Is No
Substitute for
"Personal" Service**

Here, at the Community, you are assured PERSONAL service—graduate nurses are eager to serve you—to make you comfortable and feel "at home".

There is no substitute for this kind of service—it is just like being in your own home.

A hospital offers advantages too that are difficult to provide at home. The rooms are airy, the food is scientifically prepared under watchful eyes, and nurses are constantly on hand.

A hospital offers this service at a cost more moderate, in many cases, than the charges of a first class hotel.

Community Hospital

Auto Row Gossip

Twelve Chevrolet dealers of southern Oregon and northern California, including men from Yreka, Mt. Shasta, Cal., Klamath Falls, Ashland, Coquille, Marshfield, Grants Pass and Medford, met at the Hotel Medford Wednesday, April 10, to discuss various phases of automobile industry.

The meeting was presided over by W. J. Richmond, zone sales manager for the Chevrolet company with headquarters at Portland. Other factory representatives present were C. W. Nestor, sales promotion manager and Carl Green, district manager for the southern district with headquarters in Medford.

That Chevrolet production is running higher at this time than ever before in the 16 years of its history, was one of the points brought out by Mr. Richmond. Only 1000 Chevrolet cars were manufactured during the first 18 months after the organization of the company. The total production for 1928 was 1,200,000, with indications that this year will show a big increase.

Dodge Brothers dealers everywhere will devote the week from April 15 to April 22 to special showings of the new Big Six Senior cars. Several attractive models will be on display in the local dealers' show rooms on South Fir street.

R. R. Emerson, formerly employed at the M. M. Department store, is now a member of the sales force for the Eakin Motor company, Dodge Brothers dealers.

Jack Martin, Hudson agent in Klamath Falls, is spending the week end in Medford.

Dick Crake, expert Ford mechanic of Portland, spent several days in this territory recently.

Hugo Froehrich is now selling Fords for the C. E. Gates Auto company. Mr. Froehrich was formerly connected with the Jackson County Creamery.

W. S. Utery, of Wentworth and Irwin, Portland, was a business visitor in Medford Wednesday. Mr. Utery, who is an enthusiastic advertiser for the Nash car, predicts that this will be an exceptionally big year for Nash production.

Lloyd R. Wicks, sales manager for Pierce Allen, spent Thursday in Portland as a delegate to a quarterly meeting of the "seven" club, composed of various retail sales managers of Chevrolet dealers' organizations of Washington, Idaho and Oregon.

Harry W. Lyon, manager of the Cook & Lyon company, Graham-Paige distributors in Portland, and Herbert McDermid, of Detroit, Mich., representing the Graham Paige Motors corporation, conferred with local dealers Thursday and Friday, April 11 and 12.

F. L. Hardesty, of Portland, district salesman for the Kelly-Springfield Tire company, transacted business in Medford the first of last week, and was a guest at the Kiwanis club luncheon Monday noon.

A luncheon meeting of 15 local automobile dealers was held Saturday noon at the Hotel Holland for the purpose of formulating plans for a Dealers' association in Medford.

Spring being the time of year when used cars are most in demand, various methods of promoting used-car sales were outlined and discussed by the men present.

Miles Smith, a representative of the Marmon factory of Indianapolis, Ind., and Thomas A. Picott, sales manager of the Manley Auto company of Portland, spent two days last week in Medford and Klamath Falls. The men made the trip in one of the new straight eight Marmon-built Roosevelts.

**GIRL CARILLON PLAYER
IS ONLY 16 YEARS OLD**

WINCHESTER, Mass.—(P) Each week the chimes of the Winchester Unitarian church peal forth with solemn hymns or brave, patriotic tunes. But few of the listeners know that the hands that operate the carillon are those of a 16-year-old girl.

Marjorie Hayden, a high school junior, is thought to be the youngest carillon player in America. She plays Saturday afternoons, Sunday mornings, and Sunday afternoons.

NEWBURY, England, April 13.—(P)—Athletically Blandford, out of Athasi and owned by W. Barnett, won the Newbury cup today.

**HISTORIC CHAIR
IN DIXIE MUSEUM**

MONTGOMERY, Ala.—(P) The chair in which Jefferson Davis sat during his inauguration as president of the southern states confederacy has been placed in the Alabama state department of archives and history.

The historic piece has been in the possession of the department for 23 years, but only recently has been renovated and placed on exhibition. The chair was a gift to

the state from descendants of Col. Edmund Harrison, whose home across the street from the state capitol here was utilized by President Davis as his first headquarters.

The exact position of the chair on the portico of the Harrison home during the ceremony is designated by a large plaque bearing the date of the inauguration, February 18, 1862.

A specially designed cabinet will house the chair in the state museum.

MOSCOW.—(P) Twelve per cent of all the vodka consumed in Russia went down Moscow throats in 1928, said a recent report to the anti-alcoholic society. Muscovites drank 33,000,000 litres of the liquor and 62,000,000 litres of beer.

Attention Used Car Buyers

THESE MEDFORD AUTOMOBILE DEALERS WILL NOW SELL

**Reconditioned Used Cars
At Uniform Low Prices**

AS LISTED IN THE

**NORTHWEST USED
CAR MANUAL**

**Every Used Car Offered By These Firms
Will Be Immediately Reduced in Price to
Manual Listing.**



A Protection For You

EACH MONTH the Northwest Used Car Manual is issued, giving the recognized selling prices of reconditioned used cars on the Pacific Coast. Buyers may determine the value of the used car they purchase by consulting this authoritative manual. No longer need you remain in the dark as to the fair price of the cars you purchase, as these responsible dealers have agreed to maintain this monthly schedule of prices on the cars they offer.

Crater Lake Automotive Co.

Graham-Paige
Eakin Motor Co.
Dodge and Plymouth

O. V. Myers Company
Studebaker-Reo

Sabin & Rindt
Durant
Armstrong Motors
Hudson-Essex

"ASK TO SEE THE BOOK"