

DODGE BROTHERS NEW HALF TON COMMERCIAL CAR

Dodge Brothers announce a new half ton delivery truck at a low price. Production schedules are geared to supply dealers for immediate deliveries of this lowest priced unit in the extensive Dodge Brothers truck line that meets 94 per cent of all transportation requirements.

Unusually roomy panel bodies feature the latest truck creations that have an overall length of 173 1/2 inches. Outstanding performance in economy, speed and acceleration is available in the L head type of engine. Controlling this speed and power are weather-proof four wheel internal expanding hydraulic brakes, operating in eleven inch drums.

Combustion chambers are machined to insure equal compression and smooth performance. The high compression cylinder head provides maximum speed and power. The engine is insulated from the frame by rubber mounting to eliminate strain and vibration. Lubrication is by pump and force feed.

Fine appearance and attractive colors mark the construction of the new truck. Stylish lines of the bodies have been combined with sturdiness and dependability. Radiator and lamp rims are chromium plated.

Maximum riding ease is insured by the semi-elliptic springs having a total front and rear length of 89 inches. The heavy chassis frame has a maximum depth of five inches, and is supported by four cross members. Transmission is selective sliding gear type with three speeds forward and one reverse. The rear axle is semi-floating, with Timken bearings in the differential, pinion and shaft.

JAMES HOULIHAN PRIZE WINNER IN ADVERTISING EXHIBIT

Three prizes were won by Oakland firms in the district advertising exhibit now being staged in San Francisco under the auspices of the Northern California and Territory of Hawaii division of the Pacific Advertising Clubs association.

James Houlihan, Inc., coastwide advertising agency with offices in Oakland, Los Angeles, Seattle, and Portland, won first prize for the most effective campaign judged from the standpoint of typographical excellence. The Kitchener Company of Oakland won second prize in this same classification. K. L. Hammen, Inc. of Oakland, won second prize in the classification of retail advertising.

The exhibit entered by James Houlihan, Inc. consisted of examples of institutional advertising for the agency as well as for a num-

New System of Broadcasting Attains Wide Popularity



The above map shows the Radio stations from coast to coast that now broadcast the Maytag programs under the new So-A-Tone system. The Maytag Company of Newton, Iowa, first to use the new method, now maintain the largest independent broadcasting program on the air. By the So-A-Tone System, the original program is staged in one of the large metropolitan centers where the best talent is available. An electrical transcription is then made and forwarded to each station for reproduction.

The prize-winning displays, including those which captured honors by the advertising fraternity of Oakland, will be entered in the final competition with prize-winners of Seattle, Spokane, Portland, and Los Angeles districts at the convention of the association to be held in Oakland, June 16 to 20.

BETTER SLOW DOWN AND TAKE IT EASY

One of the most difficult things to do is to persuade the average driver of a car that he can spare a few minutes and not run at high speed all of the time. The sight of a car ahead is to him a perpetual challenge. For no reason in the world he is seized with a mad desire to pass that particular car, and then the one ahead of that, until he can brag to his friends how many cars he passed on the trip.

The warning bell of a railroad crossing inspires a longing to dash across the tracks ahead of the train. But he doesn't always win. Any effort to persuade him to stop along the wayside for a moment is utterly futile. For some inexplicable reason he must keep going.

The law of general averages, it is claimed, shows that motor car owners who drive at a steady, consistent rate of speed reach their destination just about as soon, and with much more safety, than the erratic "sporty" driver.

Whenever some persons are at the wheel of a powerful car they court death by "whipping" out of line every time there is a break in the flow of opposite moving traffic. In the course of a few miles they may have moved up fifteen or twenty cars and gained a possible half mile in the line, but to do this they have taken fifteen or twenty chances of a smash-up, not only their own, but more often of the cars they are passing.

There is never a time when careful driving is more essential than when you "cut" around the car in front. The natural tendency is to

pull across their path as soon as your steering wheel has passed their radiator. When this does take place, the other car has no alternative but to take the ditch. Many a fatal accident, listed as cause unknown, is really believed to have resulted from driving evils.

Then at the end of the trip the driver will proudly tell of the time in which he made the run. If someone were to ask him why, he probably would be unable to find an answer for usually there is no reason for such unseemly haste.

What is your hurry?
Slow down—and take it easy.

Big Increase in Delivery Cars by General Motors

During the month of April General Motors dealers delivered to consumers 223,393 cars, according to an announcement by Alfred P. Sloan, Jr., President. This compares with 209,367 for the corresponding month last year, a decrease of 13,936 cars or 6.7% for April this year. Sales by General Motors manufacturing divisions to dealers amounted to 227,718 cars, as compared with 197,587 for the year previous, an increase this year of 30,131 cars, or 15.2%.

Deliveries to consumers in April were still influenced by production limitations on the new models early this season, coupled with the heavy spring demand for the corporation's products, as the result of which it has been impossible to adequately stock the territory in order to fully capitalize the sales possibilities.

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Viking, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

LENINGRAD (AP)—The Academy of Sciences has recently decided to add to its network of radio and meteorological stations in the polar regions and also to construct in government yards several vessels for explorations in the far north.

PRICE OF WHEAT VEXING QUESTION AS HARVEST NEAR

KANSAS CITY, Mo. (AP)—A distinct price worry perturbs the mind of the farmer in the winter wheat belt as he grooms his machinery for the annual harvest.

His apprehension as to what the new crop will be worth is aggravated by the existence of one of the heaviest carry-overs of old wheat this country ever has experienced.

Forty million acres, an area exceeded only five times in history, soon will go to harvest. Against this year's yield, estimated by the department of agriculture at 595,000,000 bushels, is set a stock of old wheat estimated to total 300,000,000 bushels.

The normal disappearance of wheat in commercial channels is estimated at from 70,000,000 to 80,000,000 bushels a month. There may be 20 per cent more wheat in the country that there was last year at this time.

With normal weather, the wheat harvest is expected to start in the Texas Panhandle about June 5. Cutting usually moves northward at a rate of 20 to 25 miles daily, reaching southern Kansas under average conditions about June 16.

Imported harvest hands probably will be less numerous this year than ever before. No special preparations have been made for the harvest. The farmer's labor problem largely has been solved by widespread adoption of improved harvesting machinery, principally the tractor and the combine.

Drawn by a tractor, a combine can cut and thresh 25 to 50 acres a day.

In Kansas last year there were 18,000 imported laborers and nearly 20,000 combines. Ten years ago

the state needed 50,000 men for harvest crews.

Numerous factors are held to account for the glutted wheat market. Slow export demand is a prominent one. Exports from last July to March shrank 20,000,000 bushels, statistics show, compared to exports over the same period the previous year.

Speculation, in the hope that an upturn in values would follow enactment of farm relief legislation, which has kept prices above the world basis, has been blamed by some authorities for the huge carry-over.

Actually, an official of the Kansas wheat pool points out, there is no glut of wheat from a world standpoint. He estimates there is only enough grain over world requirements to last approximately 12 days.

The visible supply of wheat, which can be definitely checked at terminals week by week, is not believed to be moving fast enough to clean out old stocks before new wheat reaches the market.

'BUFFALO BILL' TO BE HERO OF NEW AMERICAN OPERA

CODY, Wyo. (AP)—Buffalo Bill, and characters of the early west, are brought to life in an all-Wyoming light opera written and directed by Corinne Barrow Williams of Cody.

Tribal melodies of the Shoshone Indians, and tunes of old time fiddlers provide motifs of the musical score.

"Cody Big Chief"—the name the Indians gave the famous scout—is the title of the opera, which was presented early in May for the first time under the auspices of the Buffalo Bill Museum association in

Cody.

Through the composer's close association with the members of the family and old friends of the scout, she was able to weave into her music story much of Colonel Cody's personality and character.

Clair Montgomery of Boston, ward of Colonel Cody, Wahkiak, daughter of Chief Washakie, and Broncho Nell, a frontier character, provide the feminine interest in a story which revolves about a stirring incident of the history of Fort Washakie.

The colonel's ward was seized by Indians, incited by an insane medicine man, to be a human sacrifice to the hungry god. This leads to an interesting denouement.

PARIS (AP)—The French Wine Growers' association has asked parliament to pass an act forbidding planting of fresh vineyards where none grew before. Violators would suffer losses of their vines and be mulcted at the rate of \$100 per acre. The association claimed that too much wine was being produced in France.

SEBASTOPOL, Russia (AP)—The Society for the Study of Crimea has unearthed a fifth century wall enclosing streets and ruined houses which is thought to be the site of Doli, ancient capital of the Crimean Goths.

The Big Gray Trucks

Will Bring

Health Milk

To

Your Children



Milk is one of the greatest builders for children . . . It is an essential part of the juvenile diet. Its absolute purity and richness are necessary.

14 Dairymen and physicians have organized the Crescent Dairies, affording Medford people an opportunity to enjoy the HIGHEST QUALITY milk and cream that modern scientific methods and the best of equipment can provide.

Let the gray trucks of the Crescent Dairies bring HEALTH MILK to your home.

Just Phone

550

And We Will Arrange for
Delivery to You at Once

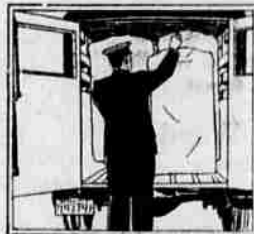
CRESCENT DAIRIES



the Loading Space you need

Big, roomy panel body is the most attractive feature of the new Dodge Brothers Merchants Express—a light delivery truck for 1,000-pound loads.

Loading space is exceptionally large. The florists' plants and set pieces, the cleaners' suit and dress bags—any loads that run to bulk rather than weight—are carried easily.



See this delivery truck. It is Dodge Brothers quality throughout—power, speed, economy, fine appearance, dependability. And the price? Chassis and body complete for \$795, f. o. b. Detroit. Come in today. See it. Drive it.

EAKIN MOTOR CO.

16-18 South Fir

Phone 304

DODGE BROTHERS TRUCKS

CHRYSLER MOTORS PRODUCT

If You Are "Sentenced"

to a hospital, due to illness, you'll find that your "term" will be made surprisingly pleasant here at the Community. Illness is always disagreeable but you'll find the friendly, home-like atmosphere and the personal attention here will make it a lot easier to bear. Graduate nurses are always at your service and the rooms are airy and comfortable.

Community Hospital

EAKIN MOTOR CO.

16-18 South Fir

Telephone 304

Open Evenings and Sundays