

NO CHANCE FOR IMPERFECTIONS IN TIRE MATERIALS

"In spite of the exceptional mileage that tires are giving today under the most severe service in the history of motoring, there still prevails the opinion among some motorists that there are good and bad tires among those manufactured by tire firms whose standard of quality is internationally known." Phil Lewis, of Lewis Super Service Station, dealers in Goodrich tires, said today. "They believe that occasionally they get an exceptionally good tire and again they get an exceptionally poor tire. As a matter of fact this belief is pure fallacy. Such variation is impossible under the standardized methods of modern tire manufacturing. "The system of checking and testing materials from the raw material down through every process of manufacturing establishes uniformity that does not admit of the slightest variation in any of these materials at any stage. "The machine-like precision with which every tire is manufactured and the multiplied inspection of the finished product leaves no chance for imperfection in materials and workmanship. The Goodrich Deluxe tire was tested a year

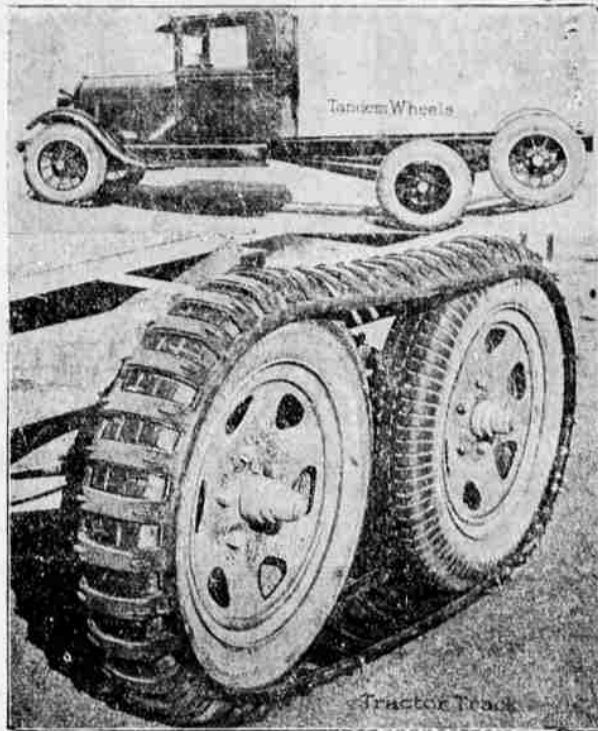
before engineers and chemists were satisfied that it was the best they could build. There are no good and bad tires in our standard stocks. "Manufacturers could not afford to guarantee tires for life against imperfection in workmanship and material if standardized methods did not give them complete confidence in their products."

America Spent 75 Millions in 1928 For Airplanes

Last year, the United States spent \$75,000,000 for airplanes, according to a report of the aeronautical chamber of commerce. Production of commercial aircraft in 1928 was 140 per cent greater than the year before, 5,000 airplanes being built and sold and 3,500 aircraft motors marketed. Wichita, Kans., is the center of the airplane-manufacturing industry with 927 planes built in 1928, seventy more than were constructed in New York city, which ranked second. Rapid extension of air passenger routes and the opening of joint air-mail lines indicate the advance of commercial aviation in this country.

Canaries Buy Cuban Jelly.
HAVANA (AP)—The Canary Islands' sweet tooth largely accounted for export of guava jelly and pasts worth \$155,000 in 1928. The treasury department found that other buyers of the typically Cuban product were: United States, \$34,514; Porto Rico, \$10,789; Panama, \$3,645; and Spain, \$3,568.

New Device for Truck Efficiency



"The pay load is the analysis of automotive efficiency insofar as the operation of trucks are concerned," says Ad. P. Buquor, direct factory representative of Tandem Wheels, Inc., prior to leaving Los Angeles for Medford, as a part of a nation-wide tour incident to national distribution of "Tandem Wheel" and "Tractor Traction" two products representing new and distinctive steps in automotive efficiency.

STYLE CHANGES IN MOTOR CARS

"Style improvement" has been more pronounced and rapid in the automobile industry than in any other business," said Mr. Mead of Mead-Furch Motor Co., local dealers for the De Soto Six, a Chrysler Motors product recently in discussing the evolution of the modern automobile from the days of the horse-drawn vehicle. "Until the advent of the motor car, progress in style development of carriages for personal transportation was slow. The designs varied but little for centuries, until the coming of the automobile. In the early days, design and style naturally were copied from the lines of the leading types of carriages. And as their appearance improved the makers retained the names of the favored vehicles of the past. Thus we have today the coupe, roadster, brougham, limousine, victoria and sedan. "The leading influence in style during the past five years in the development of the automobile has been the Chrysler Motors group, in which the De Soto Six has taken an outstanding place since its introduction less than a year ago. All Chrysler built cars have predominant features which set them apart from other cars, in beauty of line, in performance and in body construction. "Perhaps the most sterling and far-reaching change in the evolution of the various types is seen in the sedan. For hundreds of years this fashionable equipage was considered the height of luxury and refinement as footmen carried its owners through narrow streets of towns and cities of the past. Contrast the narrow, unwieldy sedan of those days with the modern sedan for instance. Imagine the court favorite Madame De Barry in her mass of befrilled skirts and high pompadour severely wedged into the richly upholstered and gilded but extremely uncomfortable sedan and compare it with the luxury, comfort and riding ease of the modern De Soto Six sedan with its unusual roominess, wide seats and easy riding qualities. It requires but little imagination to realize the great strides that have been made since those times."

Motorist (waking): "Where am I, where am I?"
Nurse: "This is No. 110?"
Motorist: "Room or cell?"
The road hog is nobody's fool. He knows he is safe because nobody else is fool enough to risk a smash.
It's Life Is An Open Book
Ford sport coupe, Model A, rumble seat, used very little privately; will sacrifice my equity.—St. Louis (Mo.) Post-Dispatch.
She: "Gasoline is good to remove spots."
He (motorist): "Also to remove from spot to spot."
It's a feminine age. Lizzies everywhere, these fluffs in congress, and the cars run by Ethyl.
A Medford Motorist's Prayer
"Teach us to drive through life without skidding into the people's business. Preserve our brake linings that we may stop before we go too far. Help us to hear the knocks in our own motors and close our ears to the clashing of other people's gears. Keep alcohol in our radiators and out of our stomachs. Absolve us from the mania of trying to pass the other man on a narrow road. Open our eyes to the traffic signs and keep our feet on the brakes."
Tourist: "Say, boy, where does this road go to?"
Indignant: "It don't go anywhere. It's here every morning when I come along."
"Where are some good places to stop on this trip?" asked the prospective automobile tourist.
"At all railroad crossings," replied the clerk in the touring bureau.
Judge (to woman witness): "Do you understand the nature of an oath?"
Witness: "Well, my husband is a golfer and my son drives a second hand flivver."
"Dear editor: What should I take when I am run down?"—Anxious.
"Dear anxious: Take the license number."
Blinks: "She's an awful snob, isn't she?"
Jinks: "Say, she even gets sore if a cheap flivver parks within 25 feet of her high-priced bus when it is parked down town."
Dealer: "Smith, why don't you sell that rattle-trap and buy a new car?"
Smith: "Nothing doing. It makes so much noise I can't hear by wife's directions from the back seat."
There's One in Every Auto
Young wife to husband fixing balky car: "What's causing the trouble, dear?"
Noevre: "I don't know exactly, but I think it's the exasperator."
Wel: let the game disappear. There is thrill enough in hunting for a parking space.
BEHLIN (AP)—Several German authors replied to recent queries as to why they did not write for the movies, that the industry was sordid and lacked artistic ideals. But Wolfgang Goetz, a popular playwright, said he refrained because he was not qualified for the work.
RECFE, Pernambuco, Brazil (AP)—Many tons of alligator pearls may soon be going to the United States for mthsis state. There is a movement on foot to increase the average, improve packing for export and cultivate only the best bearing stock.
Sponges are being sold for flow-crops in Georgia.



FLIVVER SAM
Keeper (speaking of new arrival at asylum): "What's the matter with this fellow?"
Superintendent: "He says the air is free and goes around releasing it from people's automobile tires."
"There's no back seat driver in our car," he boasted.
"So, your wife always is at the wheel when you go riding, eh?" sarcastically retorted the other married one.
The chief difference between auto races and traffic is that the racers are all going the same way. There are never so many filling stations that there's not room for one more.
Someone asks: "Do women drive better?" Personally, we haven't noticed much improvement.
A lot of men can take a drink and then let it alone, but what the

wheels on either the new model Ford or Chevrolet trucks which double the "pay-load" of the truck. They demonstrate completely and definitely the value of using six wheels on the modern light truck as compared to the ordinary four. They increase spring-carrying capacity and decrease tire wear and tear by distributing load and maintaining wheel alignment. During his visit in Medford, Mr. Buquor plans a thorough survey of the local business situation, before awarding distributorships for "Tandem Wheels" and "Tractor Traction."

sealed, this arrangement of the mechanism leaves maximum space available within the cabinet for food storage.

And now has been added the new all-steel cabinet. Built like a safe, it can't warp—it operates on the least amount of current—its doors always retain their perfect fit which shuts out heat. In six sizes at prices surprisingly low. The small family size is but \$215, at the factory. Come in and see them and let us tell you our plan of conveniently spaced payments.

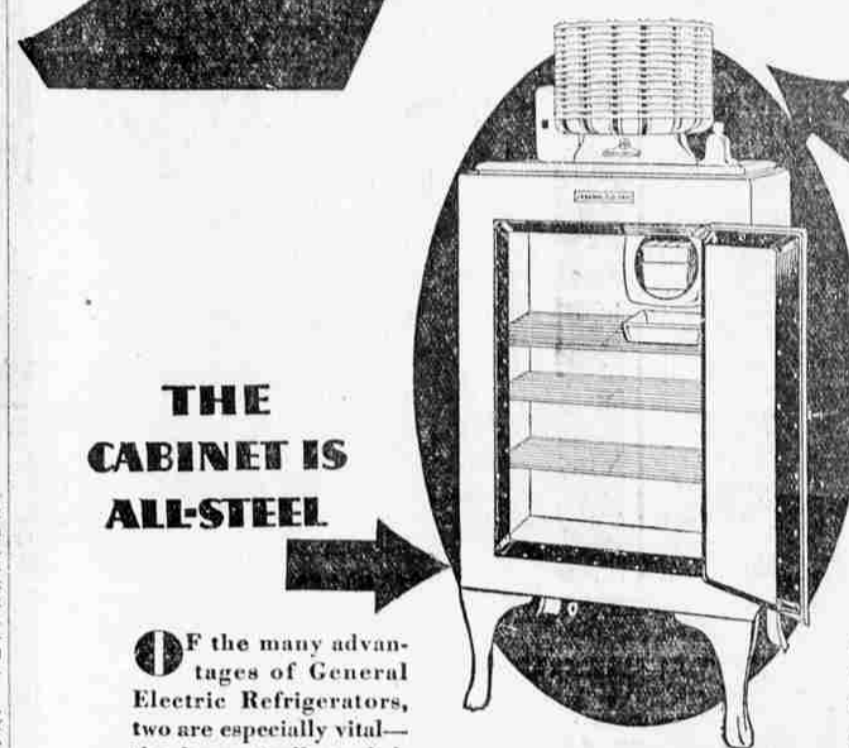
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-Dear Lois- (extract from Normas letter)
I asked my brother Bill what kind of clothes make a girl attractive? Ones that make you look like a Girl of Today he said You can get just that kind so reasonably at
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