

### OREGON RECEIVED \$14,443,215 AID FOR ITS FEDERAL ROADS

There has been a total of \$14,443,215 apportioned to Oregon for federal-aid highways since 1917, according to Dr. E. H. McDaniel, president of the Oregon State Motor association.

Dr. McDaniel bases his statement on a survey made by the A. A. A. research department, which gives in detail the figures for each of the several states.

Oregon's appropriation amounts to approximately one and one-quarter million dollars each year and contracts are now under way on the Roosevelt highway, the Willamette and Fremont highways, the Canyon City-Burns road, Salmon River cut-off, Brinn-Keeleport road, Central Oregon highway and several others, all being paid for in part from federal-aid funds.

The total amount spent by the federal government for federal-aid since 1917 is \$888,525,972 or less than one-half of the nation's highway bill in 1928, which is a strong argument for an increase in the annual appropriations by the government for this work.

The American Automobile association is now waging an intensive campaign for an increase in federal-aid appropriations from the present amount of \$72,900,000 yearly to a maximum of \$125,000,000.

### Car Operation Cost Is High On Low Type Roads

It costs \$20.69 per month more to operate a car 1000 miles over low type roads than it would cost to operate the same car over high type roads. In a year this additional tax that the motorist pays for poor roads amounts to \$247.29. Quite a tidy license fee to pay to operate one's car over unimproved roads.

The above statement is from an article entitled "The High Cost of Poor Roads" in the current issue of the Oregon Motorist. The article, by a series of charts and graphs, graphically illustrates the additional tax levied upon the motorist who is compelled to operate an automobile over unimproved roads all the way affected whenever a road is improved.

### SIX CYLINDER CARS PROMISE LEAD FIELD

For the first time in the history of the automobile industry, six cylinder cars promise to lead the field in production this year, according to a survey made by the Chevrolet Motor Company. Up until this year four cylinder cars ranked first in annual production volume.

During the first six months of this year there were produced approximately 1,300,000 sixes as compared with 1,265,000 fours, an indication of what the total for the year is apt to be.

How the change comes about is illustrated in the survey. Chevrolet's manufacturing goal for the year is 1,350,000 cars. Chevrolet's change-over from a four to a six means a deduction of this amount from the four cylinder field and adds it to the six cylinder field.

How the automobile picture has changed almost overnight will be noted in an inspection of the 1928 showing. Last year when Chevrolet was producing a four cylinder car, four cylinder manufacturers built approximately 2,938,000 cars, while six cylinder manufacturers were making 1,617,000 cars.

As it now stands the year 1929 should show approximately 2,600,000 six cylinder units as compared with 2,250,000 four cylinder units. Consequently this significant development, which will make the current year an epochal one in the annals of the automobile business, comes about chiefly as a result of the entrance of Chevrolet into the six cylinder field.

Great volume production, coupled with expert direction in the engineering, manufacturing and selling branches of the business are given as reasons that are making it possible for the automobile industry to lead all others in giving the public the utmost for its money.

**SOME SPECIAL SERVICES**

**AUTO BODY REPAIRS**

**FENDER REPAIRS**

Let us restore your car to its former good looks — with our special equipment, long experience — The work done here, gives utmost satisfaction.

**BRILL SHEET METAL WORKS**

PHONE 418  
109 EAST 8TH ST.  
MEDFORD, ORE.

### Michigan People Drive Essex to Medford



Mr. Veroke in front of Armstrong Motor Co., local Essex dealers.

Mrs. and Mrs. Veroke left Detroit at midnight, July 17 by auto and drove through Indiana, Illinois, Wyoming, Idaho and to Oregon, including the Big Horn mountains and Yellowstone park. Most of the time they averaged from 55 to 60 miles, and had no car trouble of any kind.

Mr. Veroke says, "I drove the Essex Challenger roadster harder than I had ever driven any car, averaging from 22 to 24 miles per gallon, over bad roads, long rough grades, through mud and rain storms in the Big Horn mountains and through sand and desert. It is the fastest and easiest riding car I ever drove. At times I drove as fast as 74 miles an hour."

The Essex which Mr. Veroke drove is equipped with an over-drive, giving a very high gear for fast driving on good roads.

Mr. and Mrs. Veroke are on a visit at the home of their sister, Mrs. E. Slough, of 271 Jackson street, and Mrs. Veroke's mother, Mrs. B. C. Bondevins. They expect to return to Detroit August 29. Mr. Veroke is foreman of the tool room at the Ford Motor company.

### THREE NEW CARS IN CHRYSLER LINE

Walter P. Chrysler announces the introduction of three new lines of 6-cylinder cars bearing his name, christened the "77", the "70" and the "66", regarding which the company says:

"Many noteworthy engineering advancements have been embodied in the new cars. Among the wholly original features introduced by the '77' and '70' are Multi-Range gear shift, an entirely new principle in power control, the synchronized power system, engineered as a unit from radiator to rear axle; downdraft fuelization, a scientific advancement in carburetion; larger and more powerful engines; Archibonic bodies, new in the science of their design and construction and new interior luxury and elegance with true Chrysler lines.

"The 'Archibonic' principle of body construction is an exclusively Chrysler development that revolutionizes the science of body building. This structure of dreadnaught strength, braced and reinforced with pillars and joints of welded steel, possesses immeasurably increased safety.

"The '77' develops a maximum of 65 H. P. at the brake. It has a bore of 3 3/8, a stroke of 5 inches and displacement of 268.4 cubic inches. The '70' has a bore of 3 1/8, a stroke of 4 3/4 inches and displacement of 218.6 cubic inches. It develops 75 H. P.

"An important element of the synchronized power system, the exclusive Chrysler-built multi-range gear shift, unlike any other gear shift in use today, renders the control of a car far more simple, more effective and safer than ever before. It has four forward speed ranges, heavy duty, starting, accelerating and driving range.

"Chrysler presents for the first time the revolutionary downdraft carburetion, a principle of fuelization new in automobile engineering. The carburetor is mounted above the engine instead of at the side, permitting the fuel to flow downward aided by the force of gravity. In the updraft type, the fuel mixture must always be lifted against gravity. The Chrysler downdraft carburetion is not a substitute for the system now introduced by Chrysler.

"In the '77' and the '70' the Chrysler deaeribrator employs a new fluid "carb-solve," which eliminates the deposits that cause carbon "ping" in the engine.

"Externally, the new Chrysler models have no counterpart in present day design. A higher and wider radiator makes the frontal area more impressive than ever, beautifully molded "air wing" fenders have arcs that are in perfect accord with the arched tie rod, curved bumper and graceful slender profile. Large headlamps of new design, attractive scissor-type lamps are located on the front pillars just below the windshield visor. All bright work is chromium plated.

"The body types available in the new '77' include three sedan models—the royal and crown sedan. There are four coupes—royal, crown, business and convertible, and the open models are the 5-passenger phaeton and roadster with rumble seat. The '70' model has six body styles—Royal and business coupes, royal sedan, brougham, phaeton. A variety of colors, with upholstery

to match are available.

"True Chrysler luxury is apparent in the interiors. The appointments are in exquisite taste. Beauty of the instrument panels is enhanced by a distinctly mediate motif repeated in the metalwork and paneling.

"Walter P. Chrysler for the first time in history introduces a 6-cylinder car bearing his name to sell for less than \$1,000 at the factory. This '66' is built in six body styles, the royal sedan, the brougham, the business coupe, the royal coupe, the phaeton and the roadster. These are available in five new color combinations with upholstery to match; the bodies are long, low and fleet-looking; lines and proportions give the impression of larger, more expensive cars, including the graceful slender-profile radiator shell, the streamline treatment of the hood, the long sweep of front and rear fenders and the dynamic symmetry of every line and curve.

"It is powered with an engine of the Chrysler dome high compression principle equipped with a vacuum tank. In addition to the high compression cylinder head used, another reason for the exceptional power development is the precision-machined and perfectly balanced rotating and reciprocating parts.

"The '66' is in keeping everywhere with the Chrysler reputation."

### PHYSICAL EDUCATION URGED FOR BRAZILIANS

RIA JANEIRO (AP)—In his recent message to congress, President Washington Luis laid special stress on the necessity of physical education for the youth of Brazil, saying that it would knit the people together closer than any other tie. He suggested that all schools follow the army program, adapted for students in the different grades, and that teachers be sent for coaching at the army's school for coaches.

The Ministry of War is especially interested in working out a comprehensive program of physical instruction in the schools. General Nestor Szeferdy dos Passos is devoting much time to cooperating with educational leaders.

### PLANES AXIN TO HORSES. THINKS ELDERLY PILOT

LONDON (AP)—Britain's oldest air pilot took to flying because planes are so much like horses.

He is A. J. Richardson, aged 62, who once owned a farm in Yorkshire and always had ridden horses until he moved to London. Without them he felt lost.

"So I joined the London Flying club," he said, "for the nearest thing to riding a horse is flying an airplane."

Richardson qualified for his pilot's certificate two years ago. As yet, his wife has not accompanied him on any of his flights. "She'll change her mind," he predicted. "When I am 76, I expect to celebrate our golden wedding by flying around the world with her to visit our several children."

### DESOTO OFFERS BIG VALUE FOR DOLLAR

Although it costs 38 per cent more to live today than it did in 1914, the purchasing power of the automobile dollar has increased 12 per cent in that period, according to leading statisticians.

"By contrast with 15 years ago, the \$1,000 spent for an automobile today buys exactly \$1,130 worth of car," said L. G. Peed, general sales manager of the De Soto division of Chrysler Motors.

"Cost of living figures prepared by the National Industrial Conference Board, Inc., a short time ago, show the dollar has fallen to 82 cents in purchasing power during this time. On the other hand, there has been a marked increase in the value of the dollar invested in the automobile.

"It is particularly interesting to note that in terms of staple farm products, the car costs the farmer from 38 to 62 per cent less today than in 1914. In other words, the exchange value of wheat, corn, cotton, wool or beef for motor vehicles has become one and a third times as great.

"This new high standard in value is a direct result of modern scientific manufacturing methods. Due to these methods it has been possible to build finer cars and out other them to the public at lower prices than ever before in the history of the industry. In the De Soto Six unusual value for a moderate investment is found, a graphic example of this increase in the automobile dollar.

"Under present day conditions, there is no reason why people seeking a low-priced, six-cylinder car cannot get quality, roominess,

### WILLARD COMPANY TO BUILD COAST FACTORY

A million dollar plant to be built in Los Angeles as an addition to their already gigantic organization is the announcement made by the Willard Storage Battery Company of Cleveland, Ohio, through its president, R. C. Norberg.

The new plant, which is to be the third separate unit of this company, is being built expressly for the purpose of supplying the ever-increasing demand for the Willard product on the west coast. Along with this will come the decidedly advantageous factors of improved service and a minimizing of freight charges due to the plants location in the heart of the west coast battery buying field.

The production output will be such that a fresh stock can be kept on the local dealers shelves at all times. This new plant will also give the Willard organization the opportunity to be in with local demands and conditions and gives them the added advantage of finding new ways of serving their customers with their internationally famous "Quality Built" product.

The new structure is to conform to regular battery manufacturing practices in that it is to be one story high, of brick construction and will have a daily capacity of at least two thousand batteries.

Further announcements of Willard activities on the west coast—which they claim will revolutionize the battery situation in that part of the country—are expected shortly.

AGE *One year*

BUSINESS *81,065 Sales*

REMARKS *All-time record for first-year cars*

De Soto Six—one year old—August 4, 1929. During the past twelve months, 81,065 De Soto Sixes were sold—breaking all records for a first-year car in the entire history of the industry.

It is not surprising that a car so handsome, so comfortable and responsive—and so safe and easy to drive as De Soto Six—should find a ready market. But it is significant that even such a car as this should set a new sales record for the industry in the first year of its existence.

This unprecedented public acceptance is your assurance that no matter what model you may choose for your own, you will possess a car whose distinction and quality will afford lasting pride and satisfaction—such as no other car at its price can offer.

Test De Soto Six in any way that you desire—drive it yourself. A demonstration will enable you to confirm for yourself the popular judgment that has made De Soto Six a record-breaker in its first year.

## DE SOTO SIX

CHRYSLER MOTORS PRODUCT

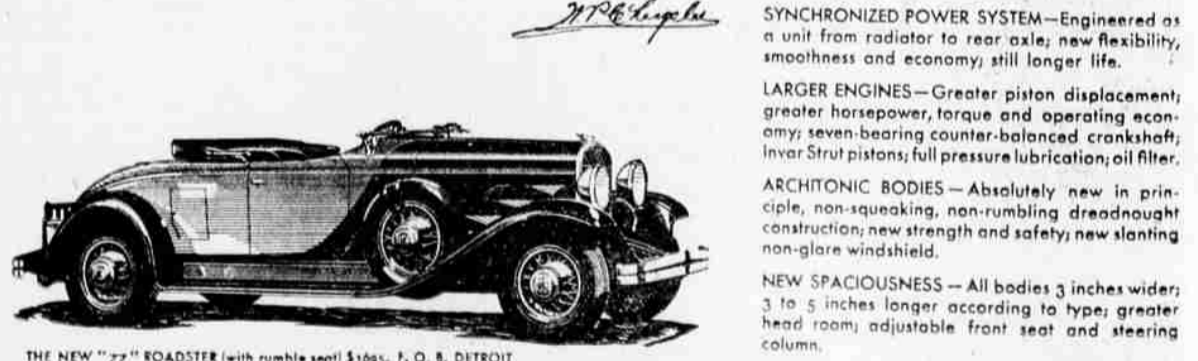
### MEAD-FURCH MOTOR CO.

114 South Riverside Medford Phone 1109

# 3 NEW CHRYSLERS

NEW FROM THE GROUND UP - IN PERFORMANCE, CONTROL, LUXURY & BEAUTY

FIVE years ago the first Chrysler car revolutionized automobile design, performance and style. Our corps of great engineers now present new cars even more sensational by today's standards than was the first Chrysler. I can sincerely say that in all my experience there has never before been accomplished such outstanding and revolutionary engineering improvement in any single era of motor car advancement."



"77"	"70"	"66"
\$1595	\$1245	\$985
AND UP	AND UP	AND UP
BUSINESS COUPE..... \$1595	PHAETON..... \$1245	BUSINESS COUPE..... \$985
ROADSTER..... 1625	ROADSTER..... 1295	ROADSTER..... 995
(with rumble seat)	(with rumble seat)	(with rumble seat)
ROYAL COUPE..... 1685		
(with rumble seat)		
ROYAL SEDAN..... 1695	BUSINESS COUPE..... 1295	PHAETON..... 935
CROWN SEDAN..... 1775	BROUGHAM..... 1295	BROUGHAM..... 935
TOWN SEDAN..... 1775		
CROWN COUPE..... 1775	ROYAL COUPE..... 1345	ROYAL COUPE..... 1045
CONVERTIBLE..... 1795	(with rumble seat)	(with rumble seat)
(with rumble seat)		
PHAETON, including tonneau, eye and windshield..... 1795	ROYAL SEDAN..... 1385	ROYAL SEDAN..... 1085
	ALL PRICES F. O. B. DETROIT (Special Equipment Extra)	

### A COURTESY CALL

MANY disappointments—and sometimes embarrassment—result from "just dropping in" on talk. A telephone call is so quick and reassuring that most people think of it not only as a courtesy due others, but a real convenience to themselves—and it costs little.

Anyone, anywhere, any time from your own telephone, or from public telephones conveniently located everywhere.

Home Telephone & Telegraph Co.  
Of Southern Oregon

MEDFORD MOTORS  
128 South Riverside Phone 762