

AUTOS LEAD IN EXPORTS FOR 1929

The increasing importance of the automobile in the export business of the United States is revealed in figures just released by the National Automobile Chamber of Commerce, according to O. V. Myers, Studebaker-People's dealer here. "Automobiles not only led in the export of all manufactured products in 1929, but showed an increase of 11.2 per cent over the total exported in 1928," said Mr. Myers.

The value of automotive products exported by the United States last year was \$500,174,421, placing automotive products well at the head of the export list. "Report of passenger cars from the United States to Europe, North America, South America, Asia, Oceania and Africa were 375,428 in 1929 as against 288,938 the year before. The foregoing figures do not include the number of passenger cars shipped as 'parts for assembly.'"

Totals for 1929 against 45,948 in 1927—a slight decrease. "That the Studebaker is doing its share in increasing these export totals is shown by figures recently released from the export department in South Bend. In the first six months of this year, Commander and President Eight shipments to foreign countries showed an increase of nearly 32 per cent over the same period last year."

Advices from Studebaker's foreign representatives indicate that Studebaker automobiles are enjoying an unprecedented popularity this year. In Australia, for instance, the arrival of the first shipment of new Presidents, Commanders and Eskrimos, elicited enthusiastic comments in daily press. Numerous road tests were arranged to subject these cars to a rigid inspection. All cars emerged successfully. Such comments as these appeared in the newspapers:

"The new President Eight has been transformed from a wonderful car into something quite different," said the Brisbane Courier. "Studebaker's Wonder Car—the last word in luxury expressed in metal" was the gratifying comment of the Brisbane Truth. "Most of all is the new President Eight notable for its engine performance," declared the Brisbane Telegraph in commenting on a severe road test given the President.

"From Africa, too, we hear of the championship performance of an Eskimo which carried a young married couple to Johannesburg in the Transvaal into a little known and inhospitable stretch of country near their home, known locally as 'the edge of back beyond,' but designated on official maps as Verreug Pan."

"Examples of Studebaker excellence on 'foreign duty' are legion. It is undoubtedly the reason why Studebaker cars are so sought after in foreign countries."

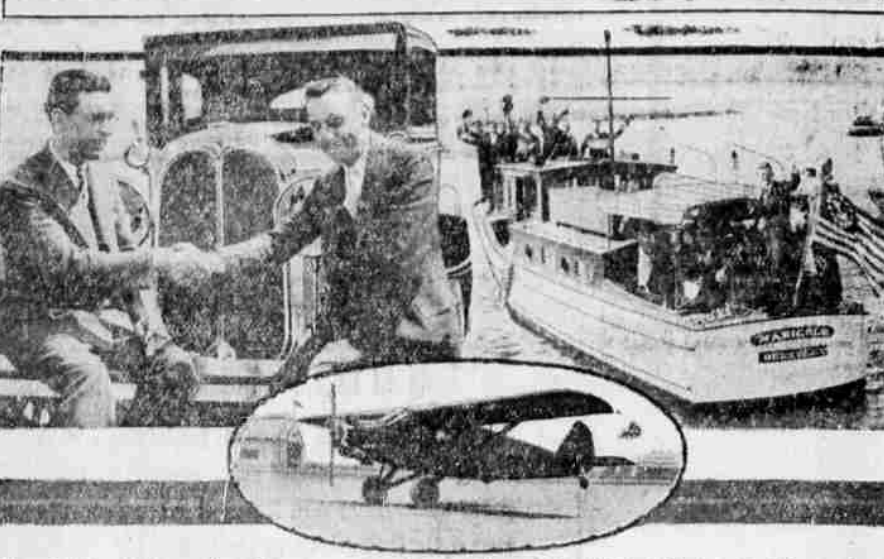
100 WEST POINT MEN GET FLYING TRAINING

WEST POINT, N. Y.—(AP)—One hundred six of the recent West Point graduating class have been assigned, at their own request, to the air corps for flying training.

Fifty-eight were ordered to the primary flying school at Brooks Field, Texas, and the remaining 48 to the school at March Field, California.

Mail Tribune ads are read by 30,000 people every day.

Oakland Motor Car Co. Host To '52 Car Club'



The Oakland Motor Car Company were hosts all over the United States to 600 members of the exclusive "52 Car Club," an organization of salesmen who have attained the sale of that number or more cars during a twelve-months' period. They are shown here enjoying different types of entertainment as provided by company officials.

Oregon Voter's 'Disinterested Report'

"A pretty battle is being waged between Medford and Grants Pass, State action, by the highway commission, may be involved," Pop Gates, member of the commission, lives in Medford. The commission hinges around Medford's proposal to extend its Rutch hill highway road to the Josephine Canyon. Against the vigorous opposition of numerous Jackson county taxpayers, the Rutch hill road was paved recently at several county expense. It reaches into the Applegate country, formerly tributary commercially to Grants Pass. Further extension would connect Medford direct with the Williams Canyon, which is entirely within Josephine county. Westward is that wonder of the world, the marble hills of Oregon.

"Grants Pass is the Oregon parent of the Redwood highway and its finely-improved side highway to the coast. As a community the town has put up its hard dollars advertising the Redwood highway, and by its enterprise has helped develop a tourist traffic from California that today rivals, if it does not surpass, that which comes north over the Pacific highway through Medford. The caves constitute one of the major tourist attractions of the nation, and have been a valuable asset to the Redwood highway travel. Having invested its money for many years in promoting a highway development which time has vindicated as one of the most successful in Oregon, Grants Pass does not relish poaching on its preserve."

"Medford enterprise is nothing daunted. Its chamber actually had the nerve to ask Grants Pass to cooperate in the road surveys to connect the caves direct to Medford. The request stirred Grants Pass Courier, Grants Pass chamber and other civic organizations to vigorous demonstrations of monumental indignation. Medford's naive overtures were accepted as insult added to injury."

"Now the Medford threat is to procure sanction of the state highway commission for creation of a super-highway district with bombing power. The district would be largely in Josephine county. It is permitted to be created, to could vote the cost of the project on the land embraced in its boundaries. Grants Pass would witness the heavy bombing and taxation of Josephine property, lying almost at its doors, for the commercial aggrandizement of Medford. "Cost estimates vary. As is usual, those who promote indicate that the cost will be a trifle. A mere \$140,000 is the Medford estimate. Grants Pass reports that it will cost \$240,000. "Oregon Caves road east over \$250,000. It is not a paved highway. Part of its length is not metalled, although the unsurfaced portion is an excellent road, smooth and well maintained. The total length of the Caves road is only 20 miles. Two-thirds of this distance is valley road. The heaviest expense for construction was on the mountain out of the road. "Milage for the proposed extension of the road from Medford to the Caves will be considerably in excess of 20 miles. A large part of the new construction would be mountainous. A \$500,000 estimate may not be excessive. "If and when built, the road would constitute part of a loop for California travel to the caves. Coming in by the Redwood highway, California visitors would see the caves and return via Medford, missing Grants Pass, which now gets the full benefit of the California looping. Having spent so much money in advertising, it feels a proprietary interest in the loop and may be pardoned for its irritation at Medford audacity in proposing to short-circuit Grants Pass out of the loop. Grants Pass asks Medford to put its road-building and travel-developing energies into its own territory—Crater Lake, Diamond Lake and other districts to the east. But to Medford, annexation of the Caves road and loop travel would be like a gift, costing its taxpayers nothing, while promising heavy return. "A considerable part of the territory adjacent to the proposed road is government land, most of it forest reserve. Some of it would pay tax or bond, even if included in the super-highway district. The bond and tax load would rest on the private property within the district boundaries. Federal government would contribute only on recommendation of the highway commission, which would mean that much money diverted from forest roads needed elsewhere in Oregon. Will highway commission recommend the diversion and sanction heavy bonding of what little private property value there is, in face of the fact that access to the caves already has been provided at \$125,000 cost to federal government and \$125,000 cost to state highway fund? "Looking far ahead, all these projected roads will be built. We will have parallel roads looping here and there, higher and yet, all through Oregon. The roads will enhance the tourist attractiveness to Oregon. Every part of our state will be heavily traveled. "But we cannot build all these roads at once. When we connect up with an attraction like the caves, we are fortunate to have the one road. It is not a necessity to have two roads. "Yet, if any benefits wants to build another road at its own expense, that is its own business. When it desires to build a road which promises huge benefits to itself, but at the expense of taxpayers along the proposed highway, that is another matter. The state highway commission, with given jurisdiction to examine into situations of this kind, involving proposals to create super-highway districts with power to bond and tax local property. We have confidence that the highway commission will investigate thoroughly and act fairly. "Pop Gates' membership thereon may prove more of a handicap than a help to Medford, for Pop aims to do the right thing and very well knows that his good name, more precious than roads or riches, depends upon protecting himself from imputations of local favoritism."

ORIENT GRADUALLY BECOMING MOTORIZED

Economic conditions throughout the world are rapidly on the mend, while the more backward nations are shaking off the slumber of centuries and advancing their material civilization thru the adoption of American methods and American machinery," says R. J. Archer, vice-president and general manager of the John N. Willys Export Corporation, who with Mrs. Archer has just returned from a seven months' business trip around the world.

Mr. Archer declared that Willys-Overland exports of Whippet and Willys-Knight automobiles to these countries have increased to such an extent that they now constitute 15 per cent of the entire production. "China is the world's most potential but undeveloped market. It has the greatest sales possibilities for automobile manufacturers. All China needs is a stable government to inculcate confidence and assure justice."

Mr. Archer said that a Whippet car shipped to Shanghai costs double its price in Toledo and that when the car is shipped or driven into the interior a few miles, it costs double the Shanghai price.

"The Chinese buy automobiles mostly for use as taxicabs. Individual Chinese who have sufficient money to buy a car usually are afraid to do so because of possible confiscation by the government later. The ability to buy a car is accepted as indication of the possession of considerable wealth and government agents make the most of it."

"The motor bus is the biggest possibility in China today. Transportation of people is more important than transportation of goods. The need for trucks and buses explains why the Willys-Knight and Whippet trucks are meeting with excellent acceptance abroad."

"To the average American who is buying his gasoline for around 20 cents a gallon, it may be astonishing to learn that thruout the Orient, gasoline sells for 45c a gallon."

"Japan is the most advanced nation in road construction in Asiatic regions. The Japanese government has just spent millions of dollars on concrete highways connecting Osaka and Kobe, also Tokio and Yokohama. New Zealand is in the best shape financially of any of the nations. The per capita wealth is startling. The government there is not planning on more railroads as it is on the improvement of existing highways for automobiles and buses."

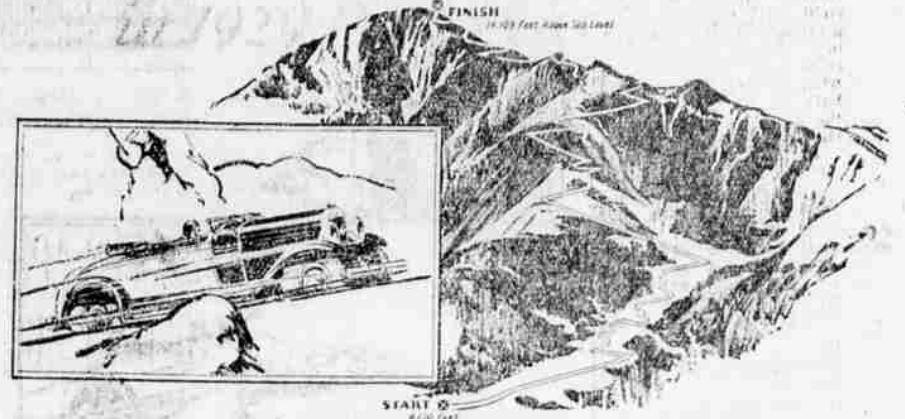
"Germany is coming back faster than German leaders themselves will admit. Every one in Germany works and people who work will beat those who don't. In Russia, the powers that control its destiny are taking their future industrial welfare as a most vital part of the Soviet program. American interests are helping by supplying capital, technical advice and personnel."

as well as by actual shipments of machinery and material."

DUBLIN (AP)—Desmond Fitz-

gerald, minister of Defense in the Free State government, and several government supporters are planning lecture tours of the United States.

Studebaker President Eight sets New Stock Car Record in 1929 Pikes Peak Climb!



—Adds famous Penrose Trophy to 11 world and 23 international records.

A strictly stock, fully equipped Studebaker President Eight, driven by Glen Shultz, set the fastest stock car time in history to win the most arduous hill climbing contest known to motoring—the Annual Penrose Trophy Race to the summit of Pikes Peak, 14,109 feet above sea level! Another triumph for Studebaker, holder of more official stock car records for speed and endurance than all other American cars combined!

The Pikes Peak Climb was sanctioned, timed and checked by the American Automobile Association, as was the President's famous run of 30,000 miles in 26,326 consecutive minutes.*

Studebaker's President Eight covered

the 12 miles and 2200 feet to the summit of Pikes Peak—9150 feet to 14,109 feet above sea level—in 21 minutes, 43.4 seconds. Average speed was 34.3 miles per hour. 154 curves make this course a supreme test of motor car balance and handling ease.

You can buy a duplicate of the Pikes Peak President from any Studebaker dealer. See it—drive it—own a Studebaker champion eight at a new, low One-Price! And remember your car will be worth more a year from now—if it is an eight!

*High compression head (8 1/2 to 1) and maintain gear ratio (4.05 to 1) were used—either of which is optional and available to any Studebaker purchaser anywhere.

New low prices now effective on more than 42 Studebaker models, \$860 to \$2350 at the factory

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\$2895 CHRYSLER IMPERIAL PRICES—Roadster (with rumble seat), \$2895; Town Sedan, \$2975; 5-passenger Sedan, \$2975; Standard Coupe, \$2995; Convertible Coupe, \$2995; 7-passenger Sedan, \$3005; 7-passenger Phaeton, \$3005; Sedan-Limousine, \$3475; Custom-built 4-passenger Phaeton, \$3895.

You get it in the Chrysler Imperial, you get it in the new Chrysler "77", and you get it in the new Chrysler "70"—an entirely new kind of exhilarating performance made possible by a master-stroke of engineering science.

First introduced in the Chrysler Imperial, and now, in line with the Chrysler policy of Standardized Quality, embodied also in the new "77" and "70"—the new Chrysler MULTI-RANGE GEAR SHIFT achieves really phenomenal results in ease of driving, sureness of control, swift acceleration and smooth utilization of great power.

You shift gears as before, only with far greater ease and efficiency, and always silently. In this respect, the veriest novice at

the wheel is as thoroughly competent as a long-experienced driver.

Learn the pleasure of driving with MULTI-RANGE GEAR SHIFT in either the Chrysler Imperial, "77" or "70". Only by demonstration can you learn the full scope of this new Chrysler ability on the road.

Still another Chrysler sensation is the new Chrysler "66", priced under \$1000—welcomed everywhere as the great six-cylinder value of all time. It is typically a Chrysler in style, spirit, manner and quality, at a price that only goes to prove once more the science and efficiency of Chrysler manufacturing methods. Don't for any reason miss seeing it.

CHRYSLER

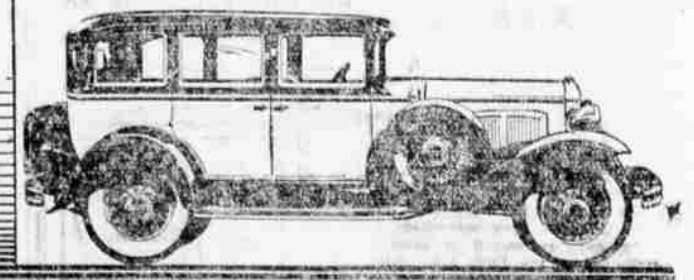
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