

NEW FORD BODY TYPES WILL BE HERE TUESDAY

Presentation next Tuesday of new and smarter body types and a group of new colors for the Model A Ford is announced today by the Gates Auto Co., local Ford dealer, who emphasized the fact that no mechanical change is contemplated in the car because of the thoroughly satisfactory performance it has been giving.

Mr. Gates described this car as follows: "Redesigned along ultra modern lines, the new bodies will have a distinctly refreshing appearance, with all the beauty and charm of contour, line and proportion usually associated only with custom coach work and large cars.

Entire Front Raised
The entire front of the Model A is raised and in beautiful proportion to the new body types. Moulding treatment is new, and fenders are of more generous dimensions, flowing with the lines of the car. A new treatment in the contour and sweep of the bodies, with a graceful forward pitch, gives the impression of flatness.

"Every line from the flat radiator cap to the tip of the low, graceful curve of the rear fenders is new, clear cut and extremely smart.

"Blatless steel will be used for radiator shell, headlamps, hub caps, all are bright and shining, and will stay so, for in this rustless steel the chromium is not on the outside, like a thin veneer, but is alloyed with the iron. Moisture, whether from water, steam, ice or snow will not rust it.

Change in Radiator

"Perhaps the most striking change to catch the eye is the new radiator. Still retaining the Ford individuality, the contour of the shell is extremely attractive, blending beautifully with the new fender lines and other changes. The top follows somewhat the lines of the old shell, with narrower lines down each side, which curve into a juncture at the starter opening in the center of the lower section.

"The general effect is one of greater height and less width, which, combined with the sweeping curves, contributes much to the trimness and smartness of the whole car.

"This effect is heightened by a sturdy tie rod, finished in black enamel, which rises in a graceful arch from each fender. It supports the license bracket, and the headlights, which are higher than before.

Sturdier, Smaller Wheels

"Additional strength has been built into the body by the construction of the cowl, the sides of which extend in one piece up along the windshield pillar to the roof line. Not only does this give sturdiness, but it reduces the possibility of squeaks. While cowl lights are standard equipment only on the Town Sedan and Cabriolet, all body types have been wired for them, and they may be installed at small cost.

"A sturdy, compact design of the wheels has been produced. They are smaller in diameter and consequently nearer the road. As before, they are made complete, in one piece, all of the steel spokes being electrically welded to the hub shell and rim. The angle at which the spokes are placed helps to distribute the force of road shocks and gives greater strength.

Easy Riding Qualities

"With the use of the smaller wheel the ride has been increased from 4.5x21 balls to 4.75x19 ball-foam. This adds to the comfort of the passengers in a car already remarkable for its easy riding qualities.

"A variety of colors has been added and may be obtained by the purchaser without additional cost. Much study has been given to this matter and an especial effort made to please the women motorists.

"The most notable changes in the body types have been made in the Tudor Sedan, the Coupes and the open cars.

Tudor Sedan, Roomier

"The Tudor Sedan, most popular of the five passenger closed cars is longer. More room has been given for occupants of the rear compartment. Access is easier around the folding seats in front. In its exterior appearance, the car is much improved. It still retains the crown roof effect with rounded corners on the rear quarter, the beauty of which is accentuated by new body belt and moulding treatment.

"The Coupe is entirely new, with lower roof line. French roof quarters emphasize the low effect and the long lines of the new moulding treatment. Panel effects, carried out by the moulding on the rear deck adds much to the smart appearance of the car. No head room has been sacrificed inside by lowering the roof line, and driving is made more comfortable by an adjustable seat.

Open Cars Are New

"The Sport Coupe, which has a rumble seat as standard equipment has all the lower body lines of the coupe. The two open cars, Phaeton and Roadster, are entirely new in design with long, lower lines and more beautiful appearance.

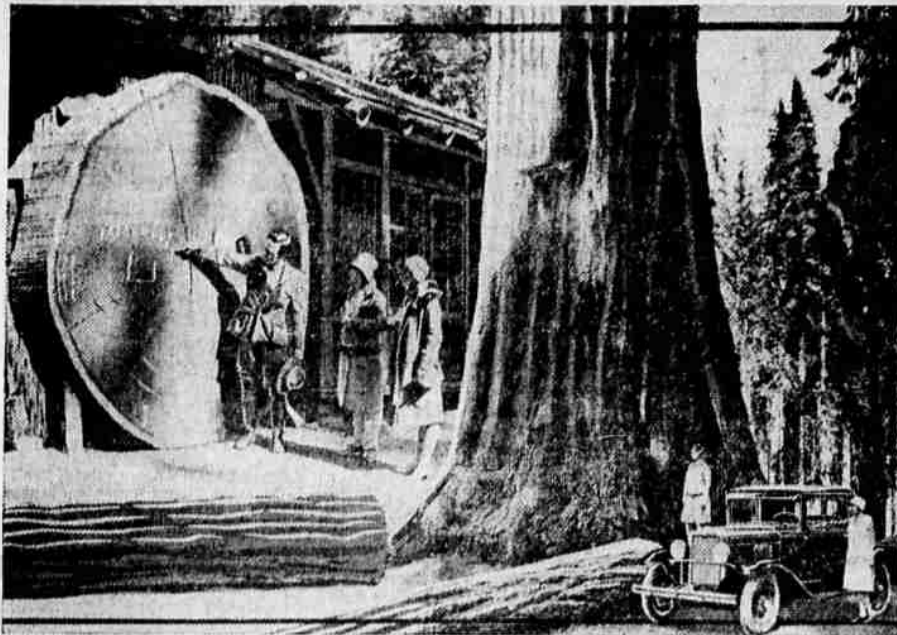
"On these cars, the new moulding flowing back from the radiator join the body belt in a panel at the cowl, giving a streamline effect.

"No change will be made in the price of the various types."

TASHKENT, Turkestan (AP)

The soviet government has organized a "rice trust" with a capital of about \$4,000,000 to raise the rice crop to 1,400,000 tons. Most of Russia's rice comes from central Asia and Trans-Caucasia but some of the plantations in those areas are to be moved to the lower Volga district and the northern Caucasus.

Giant Sequoias Attract Travellers.



The awe-inspiring immensity of the giant Sequoias in the Sequoia National Park is one of the main reasons why so many have visited the park this year. The two young women, standing on either side of the Chevrolet coupe, are viewing one of the great trees of the park.

ALL GOOD GERMAN TO EAT CARP AS GOOD LUCK TOKEN

BERLIN (AP)—This New Year's season sees a record assortment of carnival toys on the market. Pursuant to the time honored tradition that the old year must be rung out and the new year in, amid unrestrained merriment to insure joy and happiness for the next 365 days, manufacturers have inundated the shops with a variety of contrivances for playing practical jokes, or for transforming revelers so inclined into caricatures.

For new year is the one event which even the most sedate Germans insist upon celebrating to the limit—and beyond.

But not even in modern Berlin could the changing times eradicate certain inherited customs dear to real Berliners. Whether New Year's eve be celebrated at home or in public, the dinner is sure to include carp, famed as a harbinger of good luck by virtue of its scales, which, if put in one's pocket, or New Year's eve, are supposed to insure affluence for the year.

Roast hare or goose, generally follows the carp. The established drink is hot claret punch, although champagne has begun to replace it at restaurants and cafes.

With the punch are consumed innumerable "Plankuchen," a kind of a doughnut without a hole and filled with marmalade or jam. And worthy to conclude the old Christmas trees are lighted for the last time on this night.

Isis Shows Harold Lloyd Picture Today

Harold Lloyd's latest feature Pathé-comedy, "Girl Shy," which will be seen today and Monday at the Isis theatre, introduces him in the role of a bashful country boy who is trying to make a secret study of women. It is said that his adventures with the fair sex offer greater opportunities for laughter than any of the previous Lloyd pictures. "Girl Shy" also includes in its cast Joyana Balston who plays opposite the spectacle comedian, as she did in his last success, "Why Worry?"

BRUNSWICK, Germany (AP)—Eight piano manufacturers of western Germany have combined their plants, giving a capacity of 18,000 instruments a year, equal to an eighth of the total German production.

Radio for City Buses



Above—One of the two magnetic speakers used in the specially designed Transitone bus-type receiving set for Dodge Brothers parlor coaches. The other speaker is located in the rear of the coach. This double speaker system produces volume sufficient for programs to be clearly and pleasantly audible in all parts of the coach, and at the same time so modulated as not to interfere with passengers conversing in an ordinary tone of voice. Below—Dodge Brothers parlor coach used in deluxe service in many cities, and in which radio equipment was first used.

DE SOTO SHIPMENTS PROVE FALLACY OF OFF-BUYING SEASON

Trainload shipments of automobiles in November establish another exceptional record in the history of De Soto. On three occasions in less than three weeks time special solid trainload shipments, in addition to the regular deliveries, were made from the factory in Detroit to supply the demand of new-car buyers.

"These special trainload shipments indicate public realization of the qualities of the automobile, rather than the season of the year, as the real determining factor, and that this is an advantageous time of year to purchase a new car," says Mr. Mead of the Mead-Furch Motor company, local dealer.

In making the first trainload shipment, what is believed to be a record in point of time was made. This was a train of thirty freight cars, moving from Detroit to the De Soto dealer in Los Angeles. The running time was approximately six and one-half days. The train left the De Soto plant in Detroit at 11 a. m., November 9, at 3:30 that afternoon it was on its way to Chicago. It passed through Kansas City the next evening at 11:10 p. m., November 11, passed Waynesville, Okla., at 7:30 p. m., November 12, Baton Rouge, La., at 7:30 a. m., November 14, Seligman, Ariz., 7:00 a. m., November 15, and arrived at Los Angeles at 8:25 a. m. on November 16.

Following this were two other trainload shipments to other sections of the country, made up of twenty and twenty-three freight cars each, at which no attempt for speed was made. The total value of the automobiles moved in these deliveries is over a quarter of a million dollars.

It is pointed out by L. G. Reed, general sales manager for De Soto, that the demand for new cars necessitating these trainload shipments proves the fallacy of an off-season in automobile buying.

"There has been a popular belief," said Mr. Reed, "that fall and winter are periods when no one thinks of buying a new car. In the case of De Soto, however, we are demonstrating that this season of the year is the proper one for making the change from an old car to a new."

TOKYO (AP)—A tunnel linking Honshu, the main island of Japan, with Kyushu, the second largest, is planned by the ministry of railroads. Engineers estimate the cost for the bore under the mile wide stretch of water at between \$12,000,000 and \$17,000,000.

Front Seat Advice

Watch out for high curbs when backing into diagonal parking places in strange towns. They will often bend a rear fender badly.

It doesn't add many miles to the days run, and it does increase the danger of driving, to speed up intermittently and pass other cars on a crowded highway. A steady rate of travel that keeps up with the average speed of the cars on the road will bring you to your destination just as soon.

When filling your tires with air and testin them, don't neglect the spare. If you keep it at the right pressure, you won't have to pump it up when you need it at some lonely place in the country.

If you do run out of gas on the road and have to walk to the nearest filling station for a gallon, be sure to borrow a funnel that will fit into the hole in your tank. On some cars, especially the older models, the holes are set so far back that the average large funnel will not reach them.

Classified advertising gets results.

Begin the New Year Right

Start a Bank Account in the



Partners in Community Development

I Have Enjoyed a Prosperous Year



DR. I. H. GOVE

Due to the splendid patronage accorded me by the many old and new patrons. My greatest satisfaction is a pleased patient secured only through expert personal service. Gentleness and skill, combined with fair prices, are the factors that spell "Success" in my practice.

Dr. I. H. Gove

THE BEST DENTISTRY DONE PAINLESSLY 235 East Main, Upstairs Phone 872-J

PROSPEROUS YEAR 1930 SAYS OFFICIAL WESTERN AUTO CO.

LOS ANGELES, Cal., Dec. 29.—That excellent values will be the keynote of all automotive offerings during 1930, whether they be automobiles, tires or accessories, was the opinion expressed today by George Pepperrin, president of the Western Auto Supply company stores.

"Automobile production will no doubt be less during the coming year than it was this year," stated Mr. Pepperrin. "Out of the present situation will come a new era wherein prices will be determined by the actual worth of the car and not by what the buyer is willing to pay for it."

"Although 1929 was one of the greatest years in the history of the rubber industry, few manufacturers will record any outstanding profit due to the low tire prices which have prevailed during the past few years. Even though tire prices are lower than

ever before and deliver better mileage, we look for 1930 to be a normal year in rubber.

"The continued expansion of the road building program during the coming year will favorably affect all industries.

Conditions appear promising for 1930. Generally speaking, farm values during the year have been steady and crops have been good. Full crops and top prices have much to do with the success of the motor car industry, as farmers have been, and will continue to be, the major customer of the automotive industry, for more than half of the automobiles are owned in small towns and farms.

"Competition will be keen in all branches and the automobile distributor or dealer who can offer the best values and the most efficient service will be rewarded with the lion's share of the business. Public approval is the surest proof that a business is conducted along proper lines. Because of the heavy volume of sales in our own business, we have reason to believe that the values offered by the Western Auto stores and the service given, have merited the unqualified approval of the automobile owners in the western states.

"The confidence placed in our company by the public, and support of their patronage has en-

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

"During 1930, auto owners may expect that at all times our company will strive to render even more efficient service, give the best values possible for the mon-

ey, and continue to back up every sale with the positive guarantee of satisfaction."

abled us to increase our business and number of stores. This, in turn, has increased our buying power with consequent economies which are passed on to the buying public.

WEDDING
Announcements and Invitations, "socially correct," made without the expense of a copper plate.
SWEM'S
Kodak, Book & Gift Shop

WE USE
HAWKISON
SULCANIZING SYSTEM
All Work Guaranteed
Phipps Auto Park
Highway at Jackson
Phone 1037-R



PLAN NOW

YOUR INVESTMENTS FOR 1930—and Remember
Jackson County Building & Loan Association
Preferred Stock
—A HOME INVESTMENT THAT PAYS

7 PERCENT

Capable home management and the fact that your money is secured by first mortgages on carefully chosen Jackson County property assures this **ABSOLUTE SAFETY**.

Combined with this **SAFETY** is **PROFIT** and **AVAILABILITY** — in fact, all the requisites of a **GOOD INVESTMENT** may be found in this stock.

Our Home Loans
solve the problem of financing your new home. Let us tell you all about it NOW!

JACKSON COUNTY BUILDING & LOAN ASSOCIATION

Over 20 years in Medford—Not One of Our Stockholders Has Lost a Penny



121 E. Sixth St. Phone 41

A Real Brake Station

Icy and slippery pavements are always a menace to the automobile driver. More than 85 per cent of all accidents are caused from faulty brakes. To avoid these mishaps drive in today and let us test and adjust your brakes with our scientific brake testing machine.

NO CHARGE FOR TESTING

For Safety on the Road Use Firestone Gum-Dipped Tires, the Best Non-Skid Tires on the Market

Older Tire Service Inc.

(Complete Car Service at One Stop)

Ninth and Riverside Fone 520

