

CHEVROLET COACH WINS SWEEPSTAKES AND CLASS HONOR

"Striking evidence of the economical transportation provided by the Chevrolet six is afforded in the results of the recent Gilmore Blue Green company run from Los Angeles to Wrightwood, in which sweepstakes and class honors were won by Mrs. Paul Lawrence in her 1930 Chevrolet six coach," commented E. W. Fuhr, regional manager for the Chevrolet Motor Company, recently.

"This victory bears out the advertising claims made for Chevrolet economy—better than twenty miles to the gallon. The winning figure for the Chevrolet was 26.71 miles per gallon of gasoline, this figure being computed on a basis of car weight, distance traveled and gasoline consumed.

The circuitous route followed from Los Angeles to Wrightwood was 290 miles in length, and as the Chevrolet used but 9 3/4 gallons of gasoline for the trip the average, in ordinary terms, was better than 20 miles to the gallon.

"It is interesting to note, too, that during the run the Chevrolet six did not use any oil or water. This victory of the Chevrolet six was won in a field of forty-two cars,

representing all price classes and including the four, six and eight cylinders.

"The power plant in the Chevrolet six has numerous improvements and refinements over the well-known valve-in-head engine introduced last year. The engine is fully incased, with a high compression non-detonating head, and develops 50 horsepower.

"Economic features of the Chevrolet six do not alone explain the popularity of the car with the 150,000 owners who purchased Chevrolets last year, for it has also brought new measures of comfort and ease of handling into the low-priced field.

"Improvements made in the 1930 line, include numerous progressive features in the engine, chassis and body.

For Economical Transportation



IT'S WISE TO CHOOSE A SIX

A demonstration tells you why it's wise to choose a six

Everywhere, buyers are agreeing "It's wise to choose a Six." And if you want to know why, get a demonstration of the Chevrolet Six.

Learn what an amazing difference two more cylinders make—in smoothness, in silence, in flexibility and in comfort.

And learn what a difference all of Chevrolet's other modern features make—the four long semi-elliptic

springs—the four Lovejoy hydraulic shock absorbers—the weatherproof 4-wheel brakes—and the sturdy hardwood-and-steel construction of the luxurious Fisher bodies.

It will take only a few minutes to confirm all the reasons why it is wise to choose a Chevrolet Six. So come in today. See it. And investigate Chevrolet's easy payment plan—one of the most liberal in the automotive industry.

ROADSTER	\$495	OR PHAETON
The Coach or Coupe \$565	The Club Sedan ... \$625	
The Sport Roadster \$555	The Sedan ... \$675	
The Sport Coupe ... \$655	The Special Sedan ... \$725	
Trucks: Light Delivery Chassis, \$365; The Sedan Delivery, \$395; 1 1/2 Ton Chassis, \$530; 1 1/2 Ton Chassis with Cab, \$625; Roadster Delivery (Pick-up box extra), \$440.		

ALL PRICES F. O. B. FACTORY, FLINT, MICH.

CHEVROLET SIX

PIERCE-ALLEN MOTOR CO., Inc.

112 South Riverside

Medford

Phone 150

SIX-CYLINDER SMOOTHNESS AT LOW COST



"I telephoned we would be there at six"

A COURTESY CALL

MANY disappointments—and sometimes embarrassment—result from "just dropping in" on folks.

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

NEW EXECUTIVE FOR CHRYSLER CORP.

DETROIT, Mich., May 4th.—Walter P. Chrysler, president and chairman of the board of the Chrysler Corporation, announced today that Fred L. Rockelman, formerly director of sales of the Ford Motor Company, has today become associated with the Chrysler Corporation in an executive capacity.

Mr. Rockelman is recognized as one of the ablest executives in the automobile industry and one of the most thoroughly experienced in every phase of motor car production, sales and service.

For the present Mr. Rockelman will be attached to Mr. Chrysler's personal staff.

Fred L. Rockelman, though now only 44 years old, is one of the pioneers of the automobile industry. He joined the Ford Motor company in 1913, the year it was organized, and served continuously with it until he resigned last month. He took an integral part in its growth from the time it produced 1200 cars a year until it reached 2,000,000 a year and was director of sales of the entire Ford organization the year it transacted a business of \$1,000,000,000—the largest single year's business in the company's history.

Having spent his early years in the production and mechanical departments, where everything had to be learned from practical experience, Mr. Rockelman pioneered in service work which was of paramount importance at that time. To keep automobiles running was one of the principal concerns of the automobile manufacturer. Mr. Rockelman then became superintendent of the first motor car assembling plant in this country, established at Buffalo, and soon after, its assistant general manager.

From service and production, Mr. Rockelman, foreseeing a continuous broadening market for individual transportation, sought an opportunity to sell cars. His first sales efforts were pursued at the company's Seattle branch where he remained for three years as branch manager and then until 1922 continued his success as branch manager in charge of the Indianapolis branch.

Meanwhile, Henry Ford had bought the Detroit, Toledo and Ironville railroad and made Mr. Rockelman its general manager with instructions to make it a model, paying railroad. For five years Mr. Rockelman continued in this capacity. Wages were increased, the entire railroad practically rebuilt, and equipment modernized. The road made a day-to-day profit.

By 1927 the model T was passing and while the Ford laboratories and engineering offices were working out a new car, Mr. Rockelman was called from his well-kept completed railroad task to become director of sales of the Ford Motor Company. His job was to clean out the old cars, to hold a worldwide retail sales organization together while a new unknown car was coming into being and then to establish it in the face of competition that had had months to become fortified against the newcomer.

How well Mr. Rockelman handled the enormous task assigned to him is evidenced by the fact that he remained head of the Ford sales organization until he resigned last month. But long before his resignation, the new model "A" under his sales direction, had definitely established itself as a strong contender in the American automobile market.

GRAHAM SMASHES SPEED RECORDS

Driving the same four-speed Graham eight sedan in which he established the 1929 record for cars of this class at the Brooklands, England, track, D. M. K. Marendaz recently broke his own record on the same track, he has notified the Graham factory.

The new records captured were the 200 kilometers and 200 miles in Class B (cars of 5001 to 8000 c. c. displacement) at respective speeds of 95.92 m. p. h. and 95.17 m. p. h. The speeds stood previously at 93.87 m. p. h. for 200 kilometers, and 92.52 m. p. h. for 200 miles, attained by Mr. Marendaz in July of last year.

The Graham eight has the distinction of being the first car in both 1929 and 1930 to open the records season at the Brooklands track. Mr. Marendaz, driving a Graham, won two records early in the spring of 1929, which were exceeded later in the season by a Delage, a French car, famous for its high speed. In April, last year, this record was broken by a five-passenger Graham sedan carrying full equipment, the first time a closed car ever gained a speed record at Brooklands.

Later, a Delage, equipped with a sports body, again attacked the record made by the Graham eight sedan, and exceeded its figures, the average being 93.04 m. p. h. and 88.82 m. p. h. for 200 kilometers and 200 miles, respectively.

July, the Graham eight, with a body similar to that carried by the Delage in its run, surpassed the record raised by the French car, averaging 92.87 m. p. h. for 200 kilometers, and 92.52 m. p. h. for 200 miles.

Within a year, the Graham has taken fifteen world's international class records, ten in Class B (cars of 5001 to 8000 c. c. displacement), and five in Class C (cars of smaller displacement). In Class B, the records were captured by a Graham eight, a six-cylinder Graham breaking the record in Class C.

Graham—Eleventh annual meeting of Cooperative Berry Growers held at local cannery recently.

Scanning New Books

By Richard Massock

NEW YORK—Books have a tendency to fall into categories and so this month the four Scots are prominent.

Hugh Walpole, furthermore, makes an excursion into the ascendant field of historical fiction in "Rogue Herries," his contribution to the Scottish lore.

The eminent Englishman draws a picture of a man's soul against the background of early Scotland. Rogue Herries tried in his life to overcome the inner workings of his mind. A lonely, introspective ruffian, his utter longing for companionship of a stimulating sort drove him into the role of a swagging, haughty vagabond gentleman, seeking elsewhere what his well-meaning wife failed to supply.

Seemingly more truly infused with the gray, stern life of the moors are two other novels, especially Claire Spencer's "Gallows Orchard," a rising tragedy of a girl stoned to death for disregard of the severe morality of her neighborhood.

Sam Shepherd's "The Weatherhouse," a novel of Scottish women goes further in the way of dialect and treats partly with characters who were slightly daft.

Money-Loving Hetty
Hetty Green, "a woman who loved money," is presented in all her eccentricity, avarice, occasional vindictiveness and more frequent common sense and humanity, in a biography by Boyden Sparkes and Samuel Taylor Moore.

The portrayal of the woman who was a financial Titan in the early days of the century is not an endearing one.

But the picture of the principal in a series of law suits, questionable deals and domestic disturbances is lightened by a bit of sentimental philosophy or self-revelation that gives a more human aspect to the mysterious woman whose shadow brought woes to the Wall street of pre-war days.

Hetty Green was an unfailing source of anecdotes and few seem to have been overlooked by the authors.

Maladies and Memories
Three volumes that are entertaining and amusing enough to increase their relative importance.

One is C. MacLaurin's "Post Mortem of Mere Mortals," Dr. Herold's "Strange Bedfellows," and W. Somerset Maugham's "The Gentleman in the Parlour."

The first is a collection of essays by an Australian doctor, who speculates in the effect physical infirmities had on the great. He discusses Napoleon's cancer and Pops' functional ailments and suggests reasons for Joan of Arc's visions.

Don Herold's strange bedfellows are the specimens of humanity with whom he has come into contact as a humorist and cartoonist.

His informal autobiography of an Indiana small town boy who made good despite laziness and his bright quips about a life composed of college, bridge and babies are enlivened by his inimitable art.

A typical Herold observation is that: "Methods of locomotion have improved greatly in recent years, but places to go remain about the same."

Maugham's book is a leisurely traveler's recollections of a warm exotic east of natives and Englishmen and the odd stories he heard under the spell of the pagodas.

From exile on an obscure Turkish island, Leon Trotsky has written the adventures of a revolutionary in his autobiography, "My Life."

And regardless of the reader's political viewpoint, this story of a deposed soviet leader is at times a fascinating narrative.

This seems to be because Trotsky is as much a writer as an agitator, with powers that make his "Life" a story as well as a book of polemics.

Beginning with the life of a middle class Jewish farm boy on the bleak steppes, he describes the mud hut existence of his family, his education, his several exiles, from one of which he escaped in a sleigh pulled by three reindeer, the revolution, his power as head of the red army and finally his banishment.

Communism
He sees in his foe, Stalin, and the latter's colleagues in the Russian government "the ebbing of the fire and faith that effected the revolution and at first sustained the new idealism." He denies that Germany financed Lenin and the revolution, as others have alleged.

And again in exile at 50, he professes to have no sense of personal tragedy. With Proudhon, he laughs at destiny.

Communism in America, seen as a red menace to the United States government, is another picture in Charles G. Wood's "Reds and Lost Wages."

As commissioner of conciliation of the federal department of labor, Mr. Wood describes the communists as boring insidiously into American industry, fomenting trouble for their own ends to the detriment of labor as well as capital.

He tells of how children are being educated against religion and society, deplores "unnecessary" strikes and suggests that self-discipline is needed on the part of employers and labor unions alike.

CHRYSLER

CHRYSLER "77" ROYAL COUPE (available in 44), \$1725
F. O. B. Factory (Special Equipment Extra)

Beat Chrysler performance? You can't even tie it!

THE MOMENT you take the wheel of a Chrysler you sense a difference. You can't quite define it—but it's a ease—negotiate corners, turns, sudden stops and tight places. You overtake other cars, whip around them—without fuss, hustle or bustle.

combination of silence, swiftness, nimbleness and remarkable braking control.

The car seems to want to go. You're off and away like a flash. You feel that you and the car are one. You can do the difficult with

NEW CHRYSLER SIX
\$795
Lowest-priced six ever to bear the Chrysler name. Chrysler performance, and prestige within reach of the thousands who have heretofore never felt they could own a Chrysler. Five body styles, \$795 to \$845, f. o. b. factory.

There is a Chrysler for every purse and need—Imperial, "77", "70", "66" and New Chrysler Six

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Seven Body Styles
\$590 to \$675
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NOW ONE OF THE LOWEST-PRICED CARS IN THE WORLD

PLYMOUTH

And up, f. o. b. factory

Journalism for prestige and a sound news gathering system are told in detail. Rosewater goes back to the days when foreign news was gleaned from sailors in the coffee houses, by rowboats that collected foreign newspapers from incoming ships and by the first land systems in America—a sort of pony express.

Removing unpleasant odors and preventing oil from splashing over the engine, a crankcase ventilator for the new Ford cars is on the market.

Standardization of the brightly colored dyes with which scientists stain dangerous disease germs to make them visible, now is being attempted by a special commission.

Crashing the TIRE MARKET

Only the WORLD'S LARGEST PRODUCER OF RUBBER

could build a quality tire like this—guaranteed for life—to sell in the low-price field.

Matchless in its price class for durability and driving ease, matchless for handsome appearance and non-skid performance—that's what we claim for these Peerless Tires and that's what scores of our satisfied customers are daily proving for themselves.

Only at our store can you get the expert service after purchase that adds thousands of miles to the wearability of the finest tire. Come in—today!

Costs Less and Guaranteed for Life!

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30x4.50	7.00
31x5.00	9.60
30x6.00	12.50

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