

TO BEGIN FISK DEMONSTRATIONS HERE SATURDAY

Considerable interest has been aroused among southern Oregon motorists over the new Airflight principle Fisk tires which are now on sale at the Jennings Tire company, local Fisk distributors, and at associate dealers, Sam Jennings, proprietor of the Jennings Tire company, has secured a factory representative to conduct a demonstration of this sensational new Fisk tire creation at his shop on Saturday and Monday, May 17 and 19. A cordial invitation has been extended by Mr. Jennings to all motorists to witness this demonstration whether they are in the market for tires or not.

Many outstanding advantages are featured in the building of the new Airflight principle Fisk, according to Sam Jennings.

Improved riding advantages are attributed to a new principle of construction. More air and less rubber provide a buoyant riding quality hitherto unknown. Other new features include a silent, non-skid, rim-width tread and scientifically reinforced side walls. Elimination of unnecessary weight has resulted in a lighter, yet far

stronger, tire. Friction is reduced to a minimum.

Road tests prove that there is also an increase in mileage, a marked improvement in steering, acceleration and braking as well as a noticeably lower consumption of gas and oil, Mr. Jennings claims.

The special demonstration of Fisks will take place at Jennings Tire company, distributors, and the associated dealers, Crater Lake Super Service station, and Carl Fichtner of this city, and the Singler Super Service station of Central Point, are simultaneously making special displays and featuring the new Fisks.

PORTLANDER NAMED STATE TRAFFIC COP

SALEM, Ore., May 15.—(Sp.)—T. J. Sheridan of Portland has been appointed a member of the state traffic squad. The appointment was made by T. A. Raffety, chief state traffic inspector, and Sheridan is the eighth man to be added to the force in the last few days.

Card of Thanks

We wish to thank the Sacred Heart hospital, the Elk lodges of Medford and Chico, Cal., also our many friends, for their sympathy and beautiful floral offerings during the illness and death of our beloved husband and father.

Mrs. P. P. Swayne Family.
Mr. and Mrs. H. F. E. and Son.

TIRE DEALERS TO ATTEND BANQUET; HEAR ABOUT FISK

Southern Oregon Fisk tire dealers will hold a dinner meeting Friday night, May 16, at the Hotel Medford to consider a number of important matters including the new Fisk Air-Flight tire, a new development in tires that is now being sought after by the American motoring public and the new Fisk "Independent Merchant" policy.

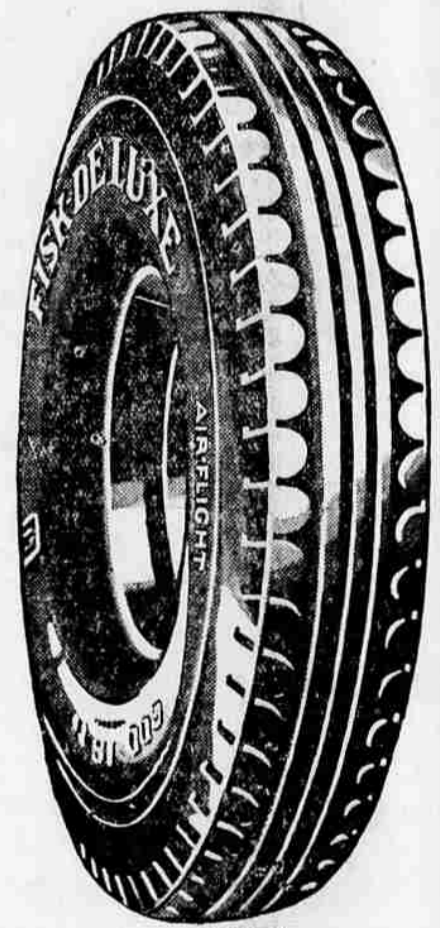
Approximately 20 car dealers from this city, Klamath Falls, Roseburg, Grants Pass, and other southern Oregon towns, will be present at the joint meeting tomorrow evening.

"The Fisk company feels that the motoring public should know why independent merchants sell and service Fisk tires," Harry T. Dunn, president of the Fisk Rubber company, points out in an article in the Saturday Evening Post for May 24. "Fisk has faith in the independent merchant. It is to his advantage to give the motorist all the service and courtesy possible. Fisk is concerned with two accomplishments: To build better tires and to offer better tire values than any other manufacturer. And to sell and service Fisk tires through the independent merchants who can best serve the motoring public."

You Will Be Convinced That The New AIR-FLIGHT PRINCIPLE

FISK ACTUALLY GIVES EXBESS mileage

We Cordially Invite You to Attend a **Special Demonstration** Conducted by a Factory Expert **AT OUR SHOP SATURDAY - MONDAY MAY 17th and 19th**



- Learn About These 7 Points of Superiority**
1. Larger air-chamber—your car rides less on the rubber, more on the air.
 2. All-Cord material reduces internal friction and adds strength without rigidity or weight.
 3. Multiple cable bead gives more strength at the rim while increasing side-wall flexibility.
 4. Increasing length of flex area at the side-wall provides greater use of the air-cushion.
 5. Rim-width, streamline tread eliminates useless overhanging tread rubber and allows greater air cushioning.
 6. Greater road contact results in better and longerlasting non-skid qualities.
 7. The newly perfected AIR-FLIGHT balance between air and materials achieves the MAXIMUM AIR-CUSHIONING AND MILEAGE.

RIGHT NOW Is Time to Retire—Get a FISK

Jennings Tire Co.
DISTRIBUTOR FOR SOUTHERN OREGON
Opposite Nat Medford, Ore. Sam Jennings, Prop—Phone 223

YOU'LL NEED NEW TIRES THIS SPRING . . .

—tires that do more than just carry your car along—tires that actually HELP it along. Here are new balloons that let you ride more on air and less on the rubber—Tires that glide along smoothly even on the roughest roads . . . That's why we know you'll be especially interested in the new AIR-FLIGHT PRINCIPLE.

FISK

WE HAVE THE SIZE FOR YOUR CAR
Crater Lake Service Station
J. C. EMBRY, Prop.
602 E. Main Phone 1408

mileage

You can expect—and actually get more mileage when you ride on the new

AIR-FLIGHT

—principle FISKs . . . Here is a tire that has long enjoyed the approval of automotive manufacturers and millions of motorists **MADE MUCH BETTER** through the adaption of the AIR-FLIGHT PRINCIPLE—Investigate FISK'S 7 points of superiority!

Singler Service Station
Central Point
On Main Street—West of Town on the Highway

BUY YOUR FISK BALLOONS from CARL FICHTNER

Corner Sixth and Fir Streets
A Complete Line of Wheels, Tires, Tubes
COMPLETE TIRE SERVICE