

Plymouth Begins 50-Hour Economy Run Thursday

"A Royal Romance" Showing at Rialto

Romance interspersed with hilarious comedy was flashed on the screen of the Fox Rialto theatre where "A Royal Romance," the all-talking film opened.

How John Hale, an ambitious young author, braves ghosts, ferocious dogs, and an irate count in his pursuit for romance, and how he meets and falls in love with a beautiful countess, whom he finds hiding in a castle with her baby, supply action for one of the liveliest and diverting yarns screened this season.

There is novelty and stirring action, too. The climax is a happy one. The principle acting hours must be divided between William Collier, Jr., who emerges as a first-rate comedian, and Rusty, his colored servant. Both are irresistibly funny. Pauline Starke is charming in the role of the countess.

LEE CATHEY AT WHEEL OF ECONOMY CAR

Associated Products and Fisk Tires Used—Drive to Begin at Tribune Office, 2 P. M.

Tomorrow afternoon at 2:00 o'clock, Lee Cathey, nationally known test and stunt driver, will climb behind the wheel of a new Plymouth in front of the Mail Tribune office and begin a 50-hour endurance run, sponsored by the Eakin Motor company, Mead-Furch Motor company and J. J. Osenbrugge, Plymouth dealers in this city. The oil filler cap, radiator cap and hood fasteners will be officially sealed by Ralph Jennings, sheriff of Jackson county, so that no oil or water can be added during the 50-hour grueling drive.

PLYMOUTH SALES CLIMB STEADILY

With Plymouth motor cars now being sold by all Chrysler, Dodge Brothers and De Soto dealers, and with prices recently reduced so that these full-size motor cars are now priced well within the limits of the lowest priced car bracket, Plymouth sales are showing a steady upward climb that indicates a banner year for Chrysler motors' lowest-cost car.

Figures just available for May disclose that retail deliveries for the month exceed those of April by 38 per cent, while dealer demands on the factory necessitated an increase in factory shipments for May of 58 per cent over the preceding month.

With well over 10,000 distributors and dealers handling the Plymouth line and with all divisions of Chrysler Motors adding materially to their dealer organizations in all parts of the country, Plymouth now offers sales and service facilities which are practically universal in scope. There is hardly a community of any size where the Plymouth owner can not find a Chrysler, a Dodge, or a De Soto dealer ready to administer to his needs.

Likewise, by extending the sale of Plymouth cars to all Chrysler Motors divisions, a uniformity in the handling of sales and service is assured that is instantly reflected in the satisfaction of purchasers.

We are particularly fortunate in being able to have the Chrysler, Dodge Brothers and De Soto dealer organizations providing sales and service facilities for Plymouth cars," said Mr. J. W. Hutchins, assistant general sales manager of Plymouth. "Whether one buys his Plymouth from a Chrysler, a De Soto, or Dodge Brothers dealer, he is assured the same well regulated attention to his needs. This is not always true where unrelated lines of cars are handled in the same salesroom."

appearance is ascribed to woman's increasing influence in making the selection of the automobile. That is the opinion of Plymouth officials, who point out that mechanical perfection of the automobile gave women confidence in their ability to drive anywhere, and then exterior and interior finish which transcend every other factor in appealing to the feminine buyer became the dominant appeal.

That is why the new Plymouth cars are offered with sparkling colors, fine appearance and attractive interiors; with the snap of outstanding performance and ease of handling, the officials further point out. Women are probably more motor-wise today than men were 10 years ago. They are the authorities on style and insist on quiet, spirited performance—but performance is usually taken for granted. First of all comes style.

As these officials point out, the finger-thin steering wheel was made for the dainty number 5 gloved hand, as well as for a man's number 9. The powerful internal four-wheel hydraulic brakes, responsive to the lightest touch, were also designed for the dainty feminine foot. Likewise it was for the ladies with their delicate gowns that wide doors and spacious interiors were designed. There is only one answer to the wide variety of color combinations; that luxurious "living room" motif in upholstery and the interior fittings done in such good taste and quality—the feminine influence in motor car design.

Driving With Security. The ladies are learning that they need no longer be late for bridge or tea. They can glide along the city pavement at the same speed

as their husbands drive to the office, because they have the security of knowing that the slightest touch on the brake pedal brings instant and sure response from the Plymouth hydraulic brakes. No longer is it necessary to tire oneself from constant pushing on obsolete and unqualified brakes.

In many cases the second car is purchased for the wife's use and for that reason Plymouth roadsters, coupes and convertible coupes are so very popular.

Plymouth beauty is no chance creation, for Chrysler Motors engineers have kept the ladies foremost in mind in scientifically developing this quality. Plymouth has made American lowest-cost motordom "style conscious."

And the toast is: "To the Ladies!" Grants Pass. — Bids opened for construction of bus terminal in the Holman building on G street in this city.

Hundreds of Thousands of **Now** Frigidaires **3 times** as many Frigidaires are now in use as any other make of electric refrigerator

Have Never Required Any Service



Mr. Cathey recommends Frigidaire for economy of operation

PEOPLE'S ELECTRIC STORE
212-14 W. Main Phone 12

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Cathey, who has conducted similar endurance and economy tests in the various large cities of the United States, Canada and Mexico, selected the popular Plymouth for his unusual drive in this city and also selected Associated Equi-Practitioned gasoline and Cyclo motor oil for his test run here. For the many similar endurance runs conducted by this well known driver during the past four years Associated products have been used in territories where they are distributed.

The widely known Fisk Airflight balloons, distributed in this city by the Jennings Tire company, were selected by Lee Cathey for his run because of the fact that the Airflight principle assures smooth, frictionless riding and minimum road resistance, according to the Fisk company claims. The Airflight balloons are now being shown at the Jennings Tire company's show rooms opposite the matatorium and at associate dealers. Cathey's foods will be kept fresh and cold in a Frigidaire during his exhausting drive. Franklin's Cafe will furnish the foods and special ice cream, served by this cafe, for the driver during the 50 hours he is behind the wheel of the Plymouth.

Time, being an important factor in the test run, Cathey will "check and double check" his time with a Bulova watch, furnished by Larry Schade, Medford jeweler. Signs on the new Plymouth will be painted in the shops of the Heck Sign company on South Grape street in this city.

Lee Cathey and the Plymouth dealers sponsoring the novel test drive have extended an invitation to the public to watch the progress of this run and ride in the car at any time during the 50-hour run. The test car will frequently pass the Mail Tribune office and will visit Ashland, Jacksonville, Gold Hill, Eagle Point and other Rogue River valley cities during the run.

Acquit Indian PORTLAND, July 9. — (AP) — Jason Charles, young Klamath Indian, was acquitted of a charge of "robbing Mike Weeks," 70, the dian, of \$5 and a pocket knife at the Week's home on the Klamath reservation.

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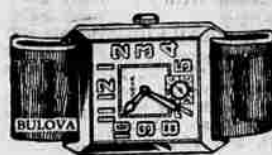
We are particularly fortunate in being able to have the Chrysler, Dodge Brothers and De Soto dealer organizations providing sales and service facilities for Plymouth cars," said Mr. J. W. Hutchins, assistant general sales manager of Plymouth. "Whether one buys his Plymouth from a Chrysler, a De Soto, or Dodge Brothers dealer, he is assured the same well regulated attention to his needs. This is not always true where unrelated lines of cars are handled in the same salesroom."

And it is Plymouth's policy to maintain the sale of its cars thru these established channels which are fully informed on Chrysler Motors policies and thus maintain a uniformly high type of service, both before and after the sale is made—that thorough-going and efficient service to which purchasers of Chrysler, De Soto and Dodge cars have always been accustomed.

Plymouth's rise in popularity from a place of comparative obscurity to one among the largest-selling cars in the lowest-priced field in so short a space of time has been little less than phenomenal. And by extending the Plymouth sales organization so that these cars are now available in all markets, further increase are assured.

FINER PLYMOUTH ATTRACTS LADIES "To the Ladies!" Style and beauty in the design of the low-cost motor car have never exerted a more pronounced influence than on the new and finer Plymouth. Credit for the greater part of this emphasis on

Bulova Watch Chosen



The Official Timer


Mr. Cathey has chosen the Bulova Watch because of its absolute accuracy.

Medford Agent
LARRY SCHADE
Your Favorite Jeweler Since 1918
Just a Step off Main at Central

The Plymouth on its Economy Run Tomorrow Has ...

Tires by FISK

NEW In Principle In Performance In Price



Fisk's New Air-Flight Principle Tires are now in our salesroom. This line of tires, which has revolutionized the industry, will change for all time your conception of Riding Comfort.

New in Principle, they offer you the swift freedom of airplane flight—the smooth, frictionless sensation of Riding on Air. Their All-Cord construction and flexible air chamber puts "wings on your car" and lets you ride the highways as you ride "the air"—always smoothly forward, with a buoyance that banishes for all time, the sudden jolting which you now receive from even the best of all other tires.

Here are the 7 Points of SUPERIORITY that the AIR-FLIGHT Principle Tires by FISK alone can offer you.

- 1 Larger Air Chamber
- 2 All-Cord Process
- 3 Multiple Cable Bead
- 4 Increased Flex Area
- 5 Stream Line Tread
- 6 Greater Road Contact
- 7 Air-Flight Balance

THE FISK GUARANTEE
Fisk Tires carry a guarantee—service which is unlimited as to time and mileage. Should you as a purchaser fail to receive the mileage from a Fisk Tire that you should reasonably expect, we will replace or repair it, charging only for the proportionate mileage it has delivered.

Economy is essential in a motor car. The Plymouth Economy Run will demonstrate the economical upkeep of that car.

Economy is likewise essential in Clothing—that is why those who wish to make their clothes give them long service have them DRY CLEANED OF-TEN!

You'll Find There's Real Economy in Bringing Your Clothes Here

City Cleaning & Dyeing Works
624 North Riverside Phone 474

50 HOUR Economy Run!

WITH A NEW PLYMOUTH CHRYSLER MOTORS PRODUCT



Starts Thursday 2 p. m. IN FRONT OF THE Mail Tribune Office Ending in Same Place Saturday 4 p. m.

LEE CATHEY, nationally-known test driver, will drive the latest model Plymouth for 50 hours through the streets of Medford and Rogue River valley towns, never allowing the motor to come to a stop during the entire time. The oil filler cap, radiator cap and hood fasteners will be officially sealed by Sheriff Ralph Jennings, so that no oil or water can be added during the drive. This drive will conclusively demonstrate the superior economy and dependability of the new Plymouth.

EAKIN MOTOR CO
36 So. Fir St.—Dodge Brothers Dealer—Phone 304

J. J. OSENBRUGGE
128 So. Riverside—Chrysler Dealer—Phone 1109

MEAD-FURCH MOTOR CO.
8th and Bartlett—DeSoto Dealer—Phone 990

Jennings Tire Co. Opposite Nat. SAM JENNINGS, Prop. Phone 223