

# Smart, New 1933 Chevrolet Models to Be Shown Here Saturday

## IMPROVEMENTS IN WELL-KNOWN CAR HOLD SUPREMACY

Latest Models Incorporate 192 Refinements—100,000 Back to Work to Supply Enthusiastic Demand

Nearly 100,000 people are back at work as the result of the introduction of the new Chevrolet which goes on display here tomorrow at the salesroom of the Pierce-Allen Motor Co. W. W. Allen, president, announced today. This force finds employment in domestic Chevrolet plants, and in the Fisher Body plants which manufacture bodies for the Chevrolet line. Mr. Allen stated.

For four of the past six years, Chevrolet has led in building and selling more automobiles than any manufacturer, and this year they offer a car which is in keeping with their position of first place in the automobile industry. The extensive improvements made in the new car, Mr. Allen continued, are possible because in Chevrolet's position of leadership the company enjoys the tremendous advantage of bulk purchasing power which means the ability to buy the finest materials at the lowest cost and, in turn, pass this saving on to the automobile buyer.

According to Mr. Allen, this new car incorporates 192 improvements. A longer wheelbase, a more powerful six-cylinder engine, an entirely new body styling which reflects the

master craftsmanship of bodies by Fisher, and new skirted fenders which conceal all the under parts of the car, are just a few of these many improvements. Mr. Allen was very emphatic in pointing out that in spite of the greater power of the engine and the increased size of the car, the 1933 Chevrolet is more economical. The new Chevrolet also incorporates what is probably the greatest advancement in driving comfort since the advent of the closed body—the new Fisher no-draft ventilation.

Mr. Allen has made special arrangements to accommodate the large crowd which he is confident will visit the salesroom at 112 South Riverside tomorrow.

## 420 BUSHELS YAMS IS YIELD PER ACRE

HICKORY, N. C.—(AP)—A yam yield at the rate of 420 bushels per acre was grown here this year by J. F. Allen, who has become a local authority on gardening.

Allen planted a small plot to sweet potatoes, which he measured carefully, and stated the 70 bushels he harvested would have been 420 bushels if the field had covered an acre.

The total cost of fertilizer and plants for the plot was \$7.95. Allen said he gave the plants no more than ordinary care, and added if the summer had not been dry, the yield would have been higher.

Patronize Home Industry. Buy Whitelaw's Chocolates. Keep that money at home.

Broken windows glazed by Trowbridge Cabinet Works.

Pictures framed for less at K. D. Ross Co., 22 S. Grape.

Leaking roofs repaired. For roof work of any kind call 629.

## \$5 AUTO FEE AND GAS TAX BOOST IN RECOMMENDATION

Fee Revision Committee Files Report With Governor After Survey—Road Policies Basis of Findings

SALLEM, Dec. 16.—(AP)—A flat annual license fee of \$5 on all private passenger automobiles, an additional \$300,000 to be collected from trucks over the existing charges, and a one-cent increase in the state gasoline fuel tax, were among the outstanding recommendations filed with Governor Meier today by the motor vehicle fee revision committee.

The committee was appointed by Governor Meier on March 4, 1932, and has held a series of conferences since that time. Dr. E. B. McDaniel of Portland is chairman of the committee.

Figures contained in the committee's report indicated that through the proposed revision of fees and increase in the gasoline tax the annual revenue would total \$10,550,000, while the total set expense would aggregate \$8,327,000. This would leave \$2,223,000 for refunding, reconstruction and construction.

The recommendations of the committee were based on certain highway policies, enumerated as follows: No additional highway bonds to be issued except temporary refunding bonds in case of emergency. Same to be repaid from current refunds. In no case should the refund bonds

be issued for a period longer than two years.

Should Pay Bonds as Due.

All bond maturities should be paid when due and no bonds reissued. Change gas tax refund law so as to insure that only legitimate non-highway users will receive refund. As a method of accomplishing this, the committee suggests that gasoline retailers, on which refund is made, be licensed. In addition, the committee suggests the incorporation in our law of the protective provisions of the North Carolina gas refund law.

Change secondary highway law so as to place secondary highways on same designation and construction basis as primary highways, allowing, however, for the inclusion of certain roads or sections of roads to fill in gaps now existing.

That set amount of \$1,600,000 be returned to counties in lieu of the one-third license fee which they now receive. This amount is approximately the present figure returned to the counties.

Public Education Needed.

In reaching its conclusion the committee assumed the attitude that the state highway commission would give priority to partially completed highways in approving construction projects.

That some method be provided to

make the public more familiar with highway affairs and obligations, and to acquaint the Oregon motorist with the benefits that accrue from the highway system.

The committee found in studying the expense items of the state highway department that if the above recommendations were followed, there would be a set expense account for bond serving, maintenance of primary and secondary highways, return to the counties, state police appropriations, collection expense and administration of the state highway department, amounting to \$8,327,000. This amount includes \$2,000,000 for retiring bonds each year.

Budget Exceeded This Year.

"Subtracting this amount from the anticipated revenue of \$10,550,000, the report continued, 'you will note that the recommended amount for improvements, reconstruction and new construction totals \$2,223,000. This amount would be available for the above purposes in ordinary years, but the highway department has expended for unemployment relief approximately \$1,500,000 more than was budgeted for the current year.

"This unbudgeted item has been expended from cash or hand which had been set aside to meet bond interest and maturities next April. As a consequence, \$1,500,000 will have

to be raised by short term bonds next April.

"It is the recommendation of the committee that this \$1,500,000 be taken up as quickly as possible, from current revenues available for construction and reconstruction, and that in no case shall this short term paper be extended beyond a two-year period.

Revenue, as outlined by the committee, under its recommendations, follows:

Flat \$5 fee on 225,000 passenger automobiles ..... \$ 1,125,000  
Five-cent gas tax ..... 7,500,000  
Trucks, present fees ..... 1,500,000  
Additional fees ..... 300,000  
Miscellaneous fees ..... 175,000  
Traffic fines and interest on bank balances ..... 80,000

\$10,450,000

Expense items include:

Bond maturities and interest ..... \$ 3,227,000  
Maintenance and operation, primary ..... 2,250,000  
Return to counties ..... 1,500,000  
Maintenance, secondary ..... 500,000  
Administration ..... 300,000  
State police appropriation ..... 300,000  
Secretary of state, collection expense ..... 250,000

Total set expense ..... \$ 8,327,000

## UNEMPLOYED PLANNING YULE BENEFIT DANCE

The Medford Association of the Unemployed is among local organizations planning benefit parties for the pre-Christmas season. The members will entertain Thursday, December 22, at Dreamland hall, with a benefit dance.

Funds realized from the event will be spent in carrying on the work of the association. Good music is promised and tickets are now on sale for the affair.

Phoenix Juveniles Meeting Saturday

PHOENIX, Dec. 16.—(Sp.)—Juvenile circle will meet at Grange hall Saturday afternoon. This meeting will be one of the most important held for some time, and the senior guardian, Mildred Ward, is very anxious that all members be present.

Practice will be held for the Christmas program to be put on Monday night. Members are asked to bring a few decorations for the tree.

## PHOENIX PRESBYTERIAN SERVICES SCHEDULED

PHOENIX, Dec. 16.—(Sp.)—Regular services will be held at the Presbyterian church Sunday, with Sunday school at 10 o'clock and church service at 11. The sermon topic announced by the pastor, Rev. Ralph S. Peterson, is "The Incarnation." Special music will be furnished by the choir.

Christian Endeavor groups will meet at 8:30 p. m. Evening preaching will commence at the usual time, 7:30.

The Ladies' Missionary society met at the home of Mrs. John Roberts Thursday.

Fender and body repairing. Prices right. Bril Sheet Metal Works.

Severin Battery Service

Medford Made Batteries  
6-volt, 13-plate, 1 year guarantee, \$3.20  
Re-wound Armatures \$1 up  
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1522 N. Riverside Phone 390

THE LEADER CAN ACCOMPLISH

WHAT OTHERS DARE NOT TRY



# TOMORROW CHEVROLET PRESENTS A NEW SIX

Longer • Larger • Faster • Smoother • New in Styling • More Economical • And Featuring Fisher No-Draft Ventilation

TOMORROW will be Chevrolet Day throughout America. And the new car that millions have been watching and waiting for—the latest product of the world's leading builder of automobiles—will go on display: the New Chevrolet Six—at a new scale of low prices. Front, side, rear—inside, outside—everything about this new car is advanced, improved, exciting. Longer wheelbase makes it the biggest automobile in today's low-price field. The latest principle of car design, "Aer-Stream" styling, gives it a totally different, ultra-modern appearance. The new Fisher bodies are larger, wider—faultlessly streamlined—swung lower to the road—and offer the first basic improvement in travel comfort in over ten years: Fisher No-Draft Ventilation. Chevrolet performance in every gear is faster, flashier, more brilliant. The time-proved six-cylinder engine is more powerful

as well as more economical. Improved Free Wheeling is combined with a "silent second" Synchro-Mesh gear-shift. Chevrolet engineers have developed a remarkable new invention that wins a complete victory over vibration: The Cushion-Balanced Engine Mounting. And as far as prices are concerned, several models now sell at the lowest figures in Chevrolet history. Chevrolet is able to do all this because Chevrolet has the advantage of being the world's largest builder of cars for 4 out of the past 6 years. Chevrolet builds cars in greater volume—buys materials in greater quantities—does everything on a bigger, more economical scale. Hence, Chevrolet is in a position to provide a better car at a better price than could possibly issue from any other source. The leader can accomplish what others dare not try!

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AT A NEW SCALE OF LOW PRICES

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PHAETON \$515 . SPORT COUPE \$535 . SEDAN \$565 . CABRIOLET \$565

All prices f. o. b. Flint, Michigan. Special equipment extra. Low delivered prices and easy O. M. A. C. terms

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A GENERAL MOTORS VALUE

PIERCE-ALLEN MOTOR CO.

112 South Riverside . . . Phone 150

## A . . . Cordial Invitation To Southern Oregon People

IT IS a privilege for me to invite the people of southern Oregon to inspect the 1933 Chevrolet . . . It has been my pleasure to sponsor the debut of seven new Chevrolet creations during the past seven years in Medford and, in my opinion, no product of the Chevrolet company has been so striking in appearance, so advanced in body lines and as revolutionary mechanically as these new 1933 models! I had the opportunity of previewing the new models in Portland last Monday and with the many new, exclusive features, I consider it without doubt the outstanding automobile value of the coming year. Everyone is invited to attend the initial showing tomorrow . . . Come as the guests of Pierce-Allen Motor Company, and see for yourself this sensational Chevrolet achievement!

W. W. ALLEN,  
Pres. Pierce-Allen Motor Co.

## Greatly Reduced Prices

On Several Fine USED CARS and 4 1932 Chevrolet Models Now Remaining in Stock

## Real Bargain Prices

We must make room for shipments of 1933 models which will meet the anticipated demand. We are anxious to dispose of the new 1932 Chevrolets we have in stock AT GREATLY REDUCED PRICES . . . We also have a limited number of guaranteed used cars which will be substantially reduced in price.

Pierce-Allen Motor Co.  
112 So. Riverside Phone 150