MEDFORD MAIL TRIBUNE, MEDFORD, OREGON, WEDNESDAY, APRIL 4, 1934.



Overnight to PORTLAND

57

It's the best way to travel because you lose no time whatever. You get aboard the train. You go to leep in a big, roomy berth (6 feet, 2 inches long and 3 feet, 1 inch wide, to be exact). While you sleep, an experienced engineer drives you swiftly and smoothly to your destination. Two may occupy berth at no additional cost.

These fares are good in Standard Pullman cars (plus Pullman charge):

ROUNDTRIPS

Pullman charges have been cut one-third. Delicious meals in the dining cat for as little as 80c. Still lower fares are offered for travel in coaches and chair cars:

ROUNDTRIPS TO SAN FRANCISCO SIS.00 TO PORTLAND 11.25

Southern Pacific



THE CAR WITHOUT A PRICE CLASS

Features of Ford V-8 for 1934					Pound in an other			
V-TYPE & CYLINDER ENGINE .								\$2398
STRADDLE-MOUNTED DRIVING	rı	N	10	N			æ	2350
TORQUE-TUBE DRIVE		k	•			•		1135
W FLOATING REAR AXLE					÷.	4	4	1345
WELDED STEEL SPOKE WHEELS	•	•	•	a		•	•	3200

A Ford V-S "delivered" price is the total cost to you-no extras



THE V-type engine holds every land, water and air speed record. The Vtype engine powers the most expensive cars that are made today.

And the new Ford for 1934 is the only car telling under \$2,395 that has a V-8 engine? The new Ford V-8 is not only the fastest and most powerful Ford ever builtit is the most economical. Dual manifolds and dual carburetion send it even facther per gallon of gasoline than last year's economical model.

This new car offers you Clear-Vision Ventilation, unusual roominess and luxury. It offers you the riding ease of free action for all fast wheels-with the priceless safety of strong axie construction. Before you buy any car at any price, see and drive the new Ford V-8.

SEE YOUR NEAREST FORD DEALER

IMMEDIATE DELIVERY

It would be even more impractical for you to visit daily all these stores to find out what they have to offer and the price.

And yet you need those merchants' service quite as much as they need your patronage. Contact between seller and consumer is essential in the supplying of human needs. Before a sale can be closed the goods must be offered. Every day, through the advertising columns of this newspaper, the merchants of this city come to your home with their choicest wares. Easily, quickly, you get the news of all that is worth while in the market-places of the world.

They are not strangers at the door, but merchants you know and trust. You are always surer of high quality and fair price when you buy an article advertised by a reputable firm.