

### NEW MODEL BUICK AT LOWER PRICES ON DISPLAY HERE

A new line of Buick automobiles, engineered and designed as companion cars of the present 40, 49 and 50 series Buicks, but to sell in a lower price bracket is announced today by the Buick Motor company, according to R. A. Skinner, local Buick dealer, who now has the new models on display.

The new car, a Buick thoroughbred from every standpoint, has been designated the series 40 Buick. It includes an initial production range of five body models on a 117-inch wheel-base chassis of characteristic Buick design and construction. The new car is powered by a 93-horsepower, valve-in-head straight eight engine and is capable of smooth, easy speeds up to 85 miles per hour.

Unusual performance and economy are outstanding features, the Buick 40 having been designed to meet these requirements of the lower price field.

In the design and construction of the new series 40 Buick, the engineers have accomplished a combination of factors that have brought about a sensational advance in riding comfort. This combination includes kneecap action wheels, balanced springing and weight distribution, ride stabilizer and air-cushion tires, all distinctly features of fine car construction which have produced the "Buick Gliding Ride."

Features of the fuel system, the combination of which has resulted in unusual fuel economy and high performance standards, include dual downward draft carburetion, automatic heat control, automatic choke, automatic idle control, fuel pump, gas-line strainer, air cleaner and silencer and air-cooled fuel line.

Starting of the new Buick 40 is simplified by an automatic vacuum-operated starter switch and dual control from the accelerator pedal and the throttle button on the dash. The driver needs only to turn on the ignition switch and step on the accelerator pedal.

Vacuum spark control is a feature of the new car, contributing greatly to economy and performance and relieving the car driver of another task. The car also is equipped with an octane selector, which is provided for those drivers who wish to use other

than standard grades of fuel. Modern interiors of the new cars include such convenient features as double sun shades, rear view mirror, arm rests for each front seat passenger in all models, large package compartment in the instrument board, easily read airplane type instruments placed in a panel in front of the driver, front seat adjustment, inside safety door locks, assist straps, carpet covered tonneau, foot rails, conveniently located ash trays, robe rails and newly designed front compartment floor mats.

### ROOSEVELT LAUDS SALE OF POPPIES

President Franklin D. Roosevelt urges all patriotic citizens to wear a Buddy Poppy on Memorial Day in a letter of endorsement addressed to Commander-in-Chief James E. Van Zandt of the Veterans of Foreign Wars of the United States.

President Roosevelt pays a distinct tribute to the child welfare program of the V. F. W. and its efforts in behalf of disabled and needy veterans. His letter of approval follows:

"Every orphan deserves a chance for happiness equal to that enjoyed by the average American child. This opportunity is given to the orphans of veterans of the V. F. W. national home at Eaton Rapids, Mich., maintained by the Veterans of Foreign Wars of the United States.

"Proceeds from the annual sale of Buddy Poppies make possible the maintenance of this orphanage. Buddy Poppies also offer a source of employment and relief for needy and disabled veterans in their home communities. For these two very good reasons, we all should wear Buddy Poppies on Memorial Day."

**SHREDDED WHEAT**  
Concentrated—Easily Digested Nourishment

### 4-L PRESIDENT TALKS TO MEN OF OWEN MILL

W. C. Ruegnitz of Portland, president of the 4-L organization of lumber industry employers and employees, addressed the workers of the Owen-Oregon Lumber company, at the K. of P. hall last night. The lumber code of the NRA, which he assisted in framing, was explained by Mr. Ruegnitz.

"I urge upon you patience," he said. "I will not appeal to your emotions and give you a lot of hokey about the bright prospects. The nation is now headed in the right direction, but it will take time. There will be no miracle whereby prosperity will return. It will require patience of the men and the managers.

"Rebuild America" is the essence of a new plan now getting under way to provide work and wages for millions," Ruegnitz said. "The depression has damaged up a vast demand for better housing. Thousands of loggers and lumber workers are anxious for building to get into full swing so they may share the recovery with their friends in the consumer goods industries."

Ruegnitz said building alone would not provide work for all the unemployed. "There is no simple and simple remedy. All the various projects, including relief gardens, fit into the complicated recovery program."

Ruegnitz also said that the consumer goods employment is nearly back to normal, but capital and service goods industries continue depressed.

It was pointed out that the Owen-Oregon company, as a member of the 4-L, was paying a basic wage of 45c per hour—higher than the code wage of 43c per hour.

During the meeting the employees discussed the arranging of their work week, so they could have Saturday off, and the management agreed to the plan if it could be worked out satisfactorily.

A social session was also held, with refreshments. "Spikes" Donnelly, movie actor visiting here, gave a number of recitations and parodies.

Wheeler he would not wait that long. He would hop out now into the world market and bid up silver prices and buy all the silver in sight.

But Mr. Roosevelt is not Senator Wheeler.

In fact, Mr. Roosevelt recently was

only expansion of well-backed currency by one and one-half billions. That currency will be added to the excess reserves in federal reserve banks.

The sum total of the transaction would be to double the danger point set out by the federal reserve board a few days ago.

The only practical domestic effect expected from the silver plan as first reported would be to increase the excess reserves in federal reserve banks, which already is too high. At least the federal reserve board issued a warning a few days ago warning that the excess reserves would prove dangerous if recovery comes, because banks would be encouraged to use that money for speculative purposes.

If Mr. Roosevelt buys one and one-half billions of silver he will issue money for it, using the silver as a base. That is not inflation in the ordinary sense of that word. It is

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(Continued from Page One)

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- PEARS Medford Brand No. 2 1/2 can 14c
- CORN Whole Kernel, Flag brand 10 1/2-oz. can—2 for 25c
- CATSUP C. H. B. Brand 14-oz. bottle 19c
- Grape Nut Flakes, 2 pkgs. 19c
- GINGER ALE C. and C. 29-oz. bottle 23c
- POP CORN Fancy Large Kernel—2 lbs. 19c

- DILL PICKLES No. 2 1/2 can 18c 2 cans 35c
- Vinegar, C. H. B., quart 19c
- Red Beans, 4 lbs. 19c

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THE QUICK SETTING KIND ALSO  
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- Sunbrite Cleanser, 2 for 9c

Local Lettuce, 3 heads 14c  
Bohnert's Rhubarb, 3 lbs. 10c  
Bananas, fancy, lb. 5c

Local Carrots, Turnips, Beets, Radishes, Green Onions, 3 bunches 10c  
Potatoes, Klamath No. 1—50 pounds 63c

That is another reason why you may be sure Mr. Roosevelt will not do it.  
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MILK Alpine, packed in Medford Made Cases 3 large cans 19c	GRAPEFRUIT Del Monte Florida No. 2 Can 2 for 25c	DEVILED MEAT Libby's No. 1 1/2 cans 3 for 25c
TOILET TISSUE Emperor—1000 Count Best Quality Roll 5c	RAISINS Market Day Seedless 4-lb. pkg. 25c	CHOCOLATE Eclaira Fresh Pound 19c
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GRAPEFRUIT Arizona No. 80 6 for 25c	PEARS Winter Nells 6c	All Bunch Vegetables Are Local Grown
RHUBARB Bohnert's Local 3 lbs. 10c	APPLES Newtowns 4c	Beets 3 for 10c
LIMES July, Fresh Doz. 50c	LEMONS 300 Size Sunkist 22c	Turnips Carrots Onions Radishes

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BEEF ROAST Shoulder lb. 8 1/2c	
VEAL CUTLETS, loin or rib cuts Rump or Prime Rib Roast Leg of Veal Roast Pork Steak, nice and lean Pork Roast, shldr. cuts, young, tender Ham Butts, mild cure	15c POUND

RIB STEAK Tender Beef, lb. 12 1/2c	Fresh Ground Hamburger or Sausage Made from "Crater" Inspected Meats 3 pounds 25c	VEAL STEAK Shoulder Cuts. Lb. 10c
VEAL STEW or BOILING BEEF . . . . . Pound 6c	HAM HOCKS, sugar cured . . . . . Pound 12 1/2c	CRATER BRAND WIENERS — pound 12 1/2c

### FRESH FRUITS and VEGETABLES

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