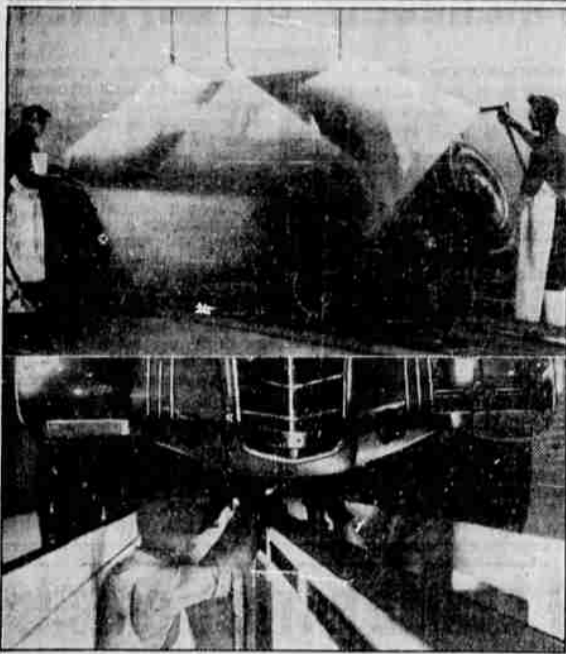


AUTOMOTIVE NEWS

BIRTHDAY SHOWER BATH FOR 1935 CARS!



They've started something new for the 1935 cars to be announced soon—a birthday shower bath. All new De Soto and Chrysler cars get a shower bath on their birthday at the Detroit factory. The shower is a water test to make sure there are no leaks in the roof, windows, windshield and doors) is part of the new car service department, which insures the uniform inspection and conditioning of all cars before they leave the factory. After the bath, the cars are rolled over pits, (below) where factory inspectors check the body and chassis assembly.

The AUTO WAY.



Well, folks, here is a new column. It's called "The Auto Way." How do you like the name? In this little column I am going to try to bring to you an informal discussion of some of the points in the new cars that aren't so well known or advertised, but which are quite important when taken from the standpoint of car buyers. The following is a discussion of some of these points on the new cars that have arrived in Medford.

In the new 1935 Ford V-8 for the first time safety glass has been made standard equipment on the lowest priced cars. A slogan goes "A car is no safer than the glass in its windows," and this is certainly a point that cannot be overlooked. Now for the first time in automobile history, the safety of the passengers of low priced cars is insured by good bodies, good brakes, and at last safety glass at no extra cost.

Other improvements such as concealed ash receptacles, recessed window handles in the rear-quarter windows, and concealed luggage compartments add materially to the owner's comfort.

When Walter Chrysler announced the new Dodge for 1935 he not only brought out a car of remarkable new smartness, but one with new engineering improvements, many of which he has devoted to the cooling of the new "Red Ram" engine. Notable among these are the new full length water jackets and the new spray-cooled exhaust valve seats. These two features have added a definite improvement in the engine's performance and add materially in cutting engine wear.

Another very important feature of these new cars is the "Airglide Ride" which embodies practically the same principle as was used on the '34 "Airtowns." The general idea is that the rear seat has been moved forward and off the rear axle, thus giving the passengers of the back seat a "front seat ride." Besides this they put new soft leaf springs, synchromatic levulator, and double acting shock absorbers on the front end to eliminate side sway.

In announcing the new Pontiac sixes and eights, General Motors has brought something new to the motoring world in the way of bodies. They have taken the regular Fisher body and put an all-steel roof on it. They call it the solid steel "Turretop," and it does enhance the beauty of the car considerably.

These new Pontiacs also have greatly improved conveniences, for instance a baggage and spare tire compartment in the rear comes on all models, and there is no doubt the rounded contours of this year's car are certainly a great improvement over last year's.

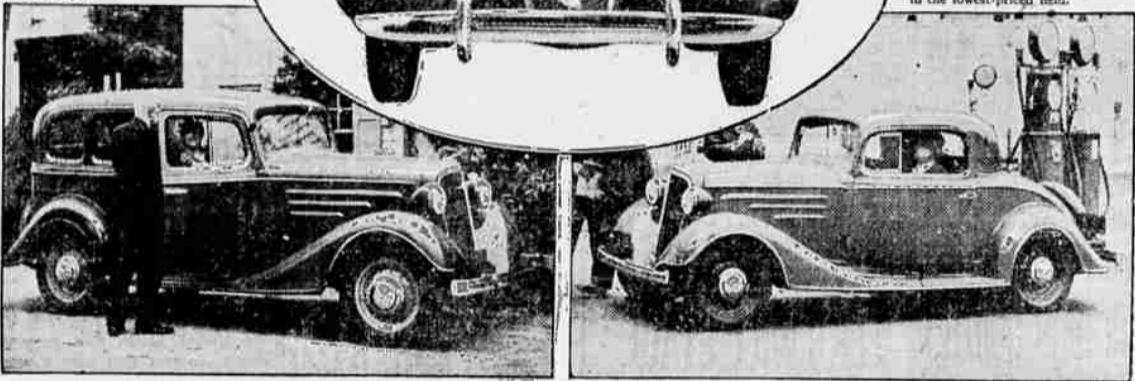
After looking over the new Chrysler "Airstream" six and eight I am sure most everyone will agree that it is one of the smartest cars Chrysler has ever made. Its distinctive radiator shell is a sharp contrast to what

Chevrolet Announces Two New Lines for 1935



The Coupe model typifies the beauty and style of Chevrolet's New Master De Luxe series for 1935. Improved performance and exceptional economy also characterize these cars.

Right: Front view of New Master De Luxe Coupe, showing roominess and graceful lines. Below: The Sedan model in the New Standard series, which, powered by the time-proven Master engine, combines brilliant performance with its smartness and style.



Fleet, graceful lines also mark the New Master De Luxe Sport Sedan. Ample luggage space is provided by the built-in trunk, and a luggage compartment behind the rear seat cushion.

Another attractive model in the New Standard series is the Coupe pictured here. Numerous body and chassis refinements, in conjunction with the Master engine, unite to make these cars outstanding values in the lowest-priced field.

Typical of Chevrolet's two new lines of cars are the models illustrated here. The Master De Luxe series reveals strong emphasis on beauty and style. Mechanically, the Master De Luxe series and the New Standard series have much in common, including the Master engine, in which numerous refinements have been made to enhance performance, durability and economy. As these pictures reveal, the New Master De Luxe departs distinctly from previous Chevrolets in the striking advance which has been made in body design and trim.



Terraplane Six Coupe mounted on 112-inch wheelbase with an 88-horsepower engine. This car is made either as a three-passenger model with baggage compartment in the rear or as a five-passenger model with rumble seat.

we saw in Chrysler's '34 "Airtowns." This new car has retained the independent wheel suspension it had last year, but it has also moved the motor and passenger compartment ahead in order to give a still better ride, especially to the rear seat occupants. The car has also many interior refinements such as ash trays, cigar lighter, ventilating system, armrests, and individual foot rests.

By the way, the Airtown has a smart new radiator treatment, too. As a last thought I would like to remind everyone that this year's cars apparently are the best values that

have ever been offered to the public. When it comes to radios, remember "Fruit's can do it." Phone 22. Use Mail Tribune want ads.

Motorists Warned By State Police Purchase License

Southern Oregon motorists who have not yet applied for their 1935 auto licenses are warned to do so at once, according to notice issued by the state police headquarters.

Most of the cars in this vicinity have either temporary stickers or have already received their plates, but there are still some unlicensed cars on the streets.

It is reported that those sending in applications for plates are getting them in record time, most of the orders being filled on the day received.

Motorists in the state of Washington are required by law to display new plates on the first of January, while California sets the time limit at January 31 and Idaho at March 1.

UMPUA FOREST CHIEF TO MANAGE SIUSLAW

ROSEBURG, Ore., Jan. 5.—(AP)—Transfer of T. H. Burgess, assistant supervisor of the Siuslaw national forest, to Eugene to serve as acting supervisor of the Siuslaw national forest, was announced here this morning. Mr. Burgess will assume his duties Monday. The transfer, it was announced, is of a temporary nature, to continue while Supervisor R. S. Shelley of the Siuslaw forest, is serving an assignment with the agricultural adjustment administration.

Card of Thanks We wish to express our deepest gratitude and appreciation for the sympathy and help extended us by our many friends and neighbors during our recent bereavement. A. A. McCoy and family.

Commends Drive



tires on automobiles on public highways and city streets.

As a step for the promotion of public safety, the Firestone Service Stores in this city, are offering free safety tests for cars, including inspection of tires, testing of headlights, and checking of brakes, on Firestone's Cowdry Dynamic Brake Tester.

Clyde Davis Joins Pierce Allen Staff

Clyde K. Davis, well known Medford automobile salesman, has joined the sales staff of the Pierce Allen Motor Company, according to W. W. Allen.

Mr. Davis says, "I was influenced in joining the Pierce Allen organization by the safety steel bodies and hydraulic brakes on the new Dodge automobiles. I believe it is the greatest motor car value on the market today, and I am very happy to be able to demonstrate the new models to my many southern Oregon friends."

RINDT AND NEGLES OPERATE STATION

N. J. Rindt and J. V. Negles have taken over the operation of the Associated Gasoline, Lubrication and Tire department of the Witham Service station, located at Eighth and Riverside. Mr. Rindt has been associated with the gasoline and automobile business in Medford for many years.

The proof is in the wear. Buy your ROSS at Ethelwynn A. Hoffmann's. Use Mail Tribune want ads.

The Most Popular Of The New 1935 Cars



Chrysler "AIRSTREAM"

The Latest Member of the Chrysler Family

NOW ON DISPLAY!

9 Orders Taken Here in 6 Days!

INSTANT APPROVAL? YES! In just six days nine southern Oregon people have placed orders for new Chrysler AIRSTREAMS . . . proof that Chrysler's incomparable value is instantly recognized! . . . There are popular models in both sizes and weights at prices surprisingly moderate . . . You just haven't seen the most beautiful car of 1935 until you've seen the AIRSTREAM—Now at our showrooms!

Chrysler Airstreams PRICED AS LOW AS \$995 IN MEDFORD!

Armstrong Motors, Inc.

38 North Riverside.

Chrysler and Plymouth Sales and Service.

Phone 18

See the New 1935 PLYMOUTH COUP and 2 DOOR SEDAN ON DISPLAY MONDAY

The outstanding values in the Low Price class—Style, Performance and Price. New Dodge Passenger Cars and Trucks Also On Display

Pierce-Allen Motor Co.

DODGE AND PLYMOUTH DEALERS

Help Make 1935 a Safer Year for Driving!

This BRAKE CERTIFICATE ISSUED free!



TO EVERY CAR MEETING STATE BRAKE SPECIFICATIONS ON OUR ELECTRIC DYNAMIC BRAKE TESTER!

BRAKES TESTED Free!

GET YOURS TODAY BEFORE POLICE DRIVES ON FAULTY BRAKES START

BRAKES Reconditioned and OVERHAULED

Safety Opportunity! The closest thing to a reline you've ever had. Special price 3 days only.

Regularly \$195 \$330

WHAT WE DO!

- 1—Pull all four wheels to inspect lining.
- 2—Inspect complete brake mechanism for loose cotter pins, bolts, nuts, springs, etc.
- 3—Clean brake drums with special Firestone Cleaning Solution.
- 4—Clean brake lining, removing dirt, etc.
- 5—Buff tips of brake shoes to prevent "grain" and "chatter."
- 6—Inspect bearings to insure use of proper grease.
- 7—Set Anchor Pins properly.
- 8—Equalize all brakes on Brake Machine to show proper foot pounds of pressure when lining is applied to drum.
- 9—Make scientific road test.

The 4 MOST DANGEROUS DRIVING MONTHS OF THE YEAR are ahead



Rain, snow, slippery streets and roads. Cold, disagreeable nights when a puncture is a calamity. Every need for tire safety and trouble-free service is magnified many times during the months ahead.

Waiting till SPRING to buy tires is an OLD-FASHIONED idea!

Right now is the time to equip your car with Firestone Tires that have 25% more gripping power in their non-skid! You have nothing to gain by waiting if you need tires this winter. Tires bought now will give longer service than those broken in during hot months. And spring will probably see higher prices. Safety, service, economy—from every angle it's good business to replace smooth, thin tires now. Come in today.

USE OUR BUDGET PAYMENT PLAN

No Money Down No Red Tape

Firestone

FIRESTONE SERVICE STORES, INC.

Ninth and Riverside

"ONE STOP SERVICE"

Phone 520