

AUTOMOTIVE NEWS

SAFETY RULES



DON'T pass other cars at the crest of a hill or at street intersections, curves, etc.



DON'T fail to slow down at crossings, street or road intersections.



DON'T turn left from the traffic lane next to the curb, or right from the center lane.



DON'T leave your car at the curb with engine running, even for a moment.

Plymouth Shipments Set All-Time Record

The Plymouth Motor Corporation shipped 11,730 new 1935 cars to dealers in the United States during the week ending January 12, to establish a new all-time record for the week's domestic shipments. D. S. Eddins, president of the Plymouth Motor Corporation, announced today.

Mr. Eddins said that the previous week for Plymouth shipments was the week ending June 30 of last year, when the corporation shipped 11,490 units.

"Plymouth sales also climbed record heights for this time of the year," he said. "Our dealers delivered a total of 3,017 new cars at retail during the week. This was more than three times the number delivered during the corresponding week a year ago."

The Plymouth president revealed that Plymouth sales of the first two weeks in January this year totaled 8,993 units, compared with 3,317 units in the same period of 1934. He pointed out that this is an increase of 171 per cent.

Plymouth already has received orders for nearly 100,000 new cars," he said "and the plant is operating at capacity to meet the demand."

Second Inspection by Mexican Customs Officials on Pan American Highway



The party exploring the Pan American highway from Laredo, Texas, to Mexico City is halted about thirteen miles below the border by the sign "Alto" meaning "Stop" and its clearance paper examined. Found O. K. the car is re-registered into Mexico and is on its way. The procedure takes about three minutes and is courteously conducted.

MONTREY (King's Mountain), Old Mexico, Dec. 25.—(By Mail)—130 miles south of Laredo, Texas, on the Pan American highway.

The Pan American highway from Laredo, Texas, to Mexico City which I am exploring in the Studebaker Pathfinder in the interests of the Medford Mail Tribune is not yet open straight through to the capital and will not be until about the end of March. However, armed with special credentials from the Department of Highways of Mexico, my car is permitted to go through, traveling the 68 miles of mountain road, now being widened, at my own risk. The 68 mile stretch is about 534 miles below the border. It is the last bit of construction that will keep the road closed, though there will be surfacing operations for considerable time

(Continued on Page Ten)

MEN WANTED
With mechanical training or mechanically inclined to train for many opportunities of the fast growing Diesel Industry. A special arrangement will be made by the
DIESEL POWER ENGINEERING SCHOOLS
of San Francisco and Minneapolis with those men accepted at this time. Field Supervisor R. W. OVERTON and Field Registrar C. G. CALL will be at Hotel Medford, January 25th to 29th inclusive. For further information and personal interview see at the hotel.

It takes a Truck Engine to stand the GAFF

Illustration shows the NEW 4 to 5-ton Model C-60. See the NEW International, Size, 1/2-ton to 10-ton.



A PASSENGER CAR ENGINE is called on to deliver from a fourth to a half of its full power most of the time. The average heavy-duty TRUCK engine delivers from three-fourths to all of its power practically all of its working time.

In terms of delivered energy the output of the TRUCK engine is perhaps four times as great per mile of travel. If the average car is disposed of at 50,000 miles, hundreds of hard-working trucks should be entitled to retirement in a few months' time. Nothing could be further from the minds of either the builder or the owner of the good truck. Thousands of International Trucks have traveled upwards of two or three hundred thousand miles, every mile a TRUCK mile.

For more than twenty years the builders of International Trucks have built trucks only. Question any International owner as to the result. And come in and pick one of these trucks to try on your job.

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Walter W. Abbey, Inc.

Nash, Graham, Willys 77, LaFayette, International Trucks Sales and Service. 123 South Riverside

International C-60 Engine Cylinders Easily Removed

One of the outstanding features of the new C-60 International truck is the new individually removable and replaceable engine cylinder, according to Walter W. Abbey.

Mr. Abbey says: "This construction, which makes it possible to replace one or more cylinders with new cylinders of the same size without unbalancing the engine, is worth hundreds of dollars to the International truck owner. The new cylinders fully renew the original engine compression and efficiency. It is not necessary to remove the engine from the truck to replace one or all cylinders. The change can be made quickly and easily."

Quality of design is also evidenced in International main and connecting rod bearings; they can be quickly and easily replaced at low cost.

FOR 65c you can get a splendid dinner and hear an entertaining program at the First M. E. church, January 29. For reservations call 1478-W or 1149.

Held for Trial.
MONTREAL.—(UP)—Allard Shall, 35, of Cote Ste. Paul, gave a novel excuse for not answering questions

In court when he was arraigned on a charge of breaking a plate glass window. "I can't answer anything because I'm a fool," he told the judge.

"The police said so." He was ordered held for trial.
When it comes to radio, remember, "Fruit's can do it." Phone 22.

"SMART AS TOMORROW"

with ADVANCE ENGINEERING AND STYLING leading the entire field in its price class

NEW 1935 DODGE

TWO CARLOADS ON DISPLAY NOW

Only A Few Dollars More Than the Lowest Priced Cars

PIERCE - ALLEN MOTOR CO.

12 30. RIVERSIDE DODGE AND PLYMOUTH PHONE 150

3 More Days Only! Monday, Tuesday, Wednesday - Jan. 28-29-30

All Prices REDUCED on Ward's Riverside POWER GRIPS

For Mud, Snow, All Bad Roads

Check the Savings On Your Size!

From coast to coast thousands of Riverside Power Grips are in daily use! That's because farmers, ranchers, mailmen and other "bad road" drivers know that these super quality tires take them right through mud, snow, sand! They know that Power Grips even out-perform other tires with chains, because the big patented round knobs beveled from the base dig right in and grip the road like a giant hand!

Built for heaviest service—made in Wards Super Heavy Duty construction! 6 full Latex-dipped plies, plus 2 cord breaker strips! Extra deep, sure-gripping tread of SUPER VITALIZED rubber—with thick, protecting under-tread!

Size—	Were	Now
4.40-21	\$ 9.40	\$ 8.45
4.50-20	9.05	8.10
4.50-21	9.40	8.45
4.75-19	9.95	8.95
4.75-20	9.05	8.10
5.00-19	9.95	8.95
5.25-18	12.30	11.05
5.25-17	11.95	10.75
5.50-17	11.95	10.75
6.00-18	14.20	12.75

All Wards Tires Mounted FREE

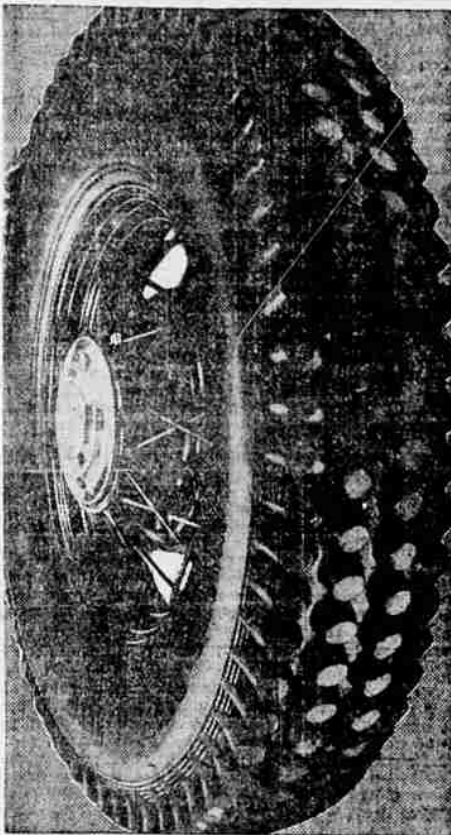
Power Grip Truck Tires Reduced!

Size—	Were	Now
6.00-20	-6 Ply \$16.25	\$14.62
30x5	-8 Ply 20.40	18.96
32x6	-8 Ply 26.25	23.92
32x6	-10 Ply 34.10	30.60

Ask About Wards Convenient Budget Payment Plan!

Guaranteed Against Everything

Backed by Wards UNLIMITED GUARANTEE! Protects you against everything that can happen to the tires on the road without limit as to time or mileage.



Ward's Winter King

BATTERY

13-Plate

18 Month Guarantee

4 45

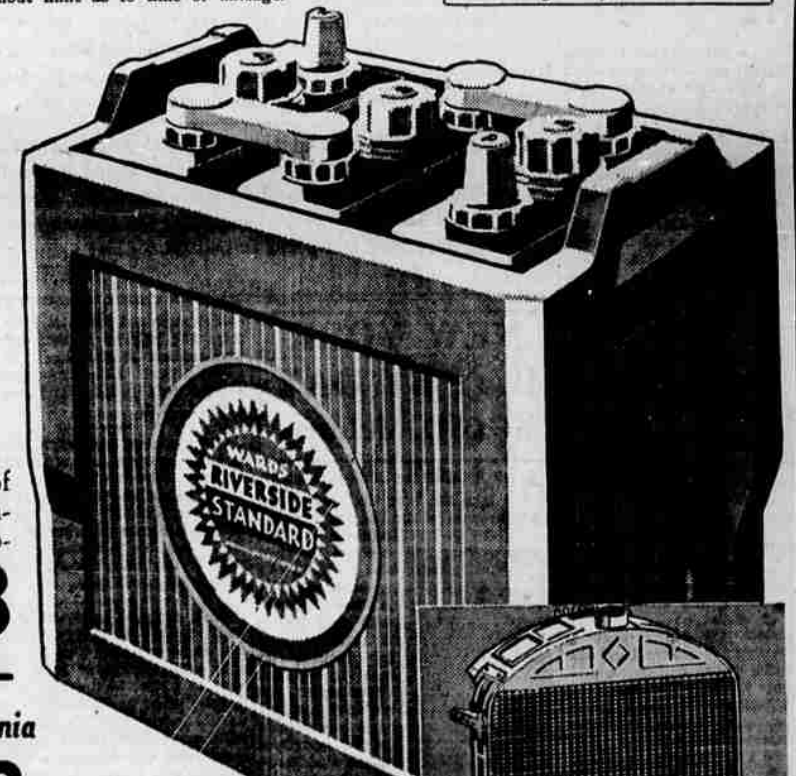
With Old Battery 13 Plates

Sure Starting! 47% more power than Society of Automotive Engineers requires. 18 months guarantee and adjustment period. Extra heavy plates. Rubber case. Save!

12 MONTHS' SERVICE STANDARD QUALITY BATTERY

2.98

with old battery



100% Pure Pennsylvania

MOTOR OIL

15c

Per Quart

In Your Own Cointainer. Inc. Fed. Tax. Per Gallon. In your own container — 58c

Wards Famous Riverside, all from Bradford Allegheny crude—costliest in the world—No Better Oil Made!

WARDS RUNRITE OIL

In Your Own Container 8c per quart 28c per gallon

FORD & CHEVEROLET RADIATORS

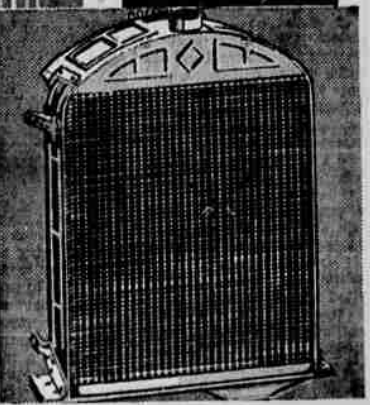
Wards Riverside Radiators are built to equal original equipment. Guaranteed for 18 months.

For Ford A, 28 and 29 \$9.45
Chevrolet 29, 30, 31 \$9.45

RIVERSIDE SPARK PLUGS

Customers report up to 25,000 miles sure-firing service! No better spark plugs made, even at twice Wards low price. Why pay more?

29c



Here Are Some Exceptional Bargains In—GOOD USED CARS

Every car in our Used Car Lot is PRICED TO SELL at once—We MUST make room for new trade-ins on CHEVROLET'S Sensational 1935 models—Be sure to see the outstanding values we offer—it means DOLLARS SAVED TO YOU!

— Just Look These Bargains Over —

- 1930 FORD COACH—Model A. Very low mileage. This is in A-1 condition in every respect.
- 1931 CHEVROLET COUPE — Very good condition. A real buy. It is priced below the code.
- 1934 CHEVROLET MASTER COACH —in fine shape—low mileage—has radio and other extras. Here is a real bargain!
- 1934 CHEVROLET TRUCK—1 1/2 ton—long wheelbase, dual wheels, overload springs. 32x6-10-ply tires. Run only 12,000 miles.
- 1934 FORD V-8 PICKUP—Driven only 6000 miles. Why buy a new one when you can get this one at a big saving!
- 1933 CHEVROLET 1 1/2 TON TRUCK—Long wheelbase, dual wheels—Overload springs—Licensed—ready to go to work!

SCORES OF OTHER BARGAINS ARE OFFERED

ROGUE RIVER CHEVROLET, INC.

USED CAR LOT Many Other Bargains. 25 SOUTH RIVERSIDE

MONTGOMERY WARD