

AUTOMOTIVE NEWS

STATES TO OPEN DRIVE FOR ROAD BEAUTIFICATION

WASHINGTON, D. C., Feb. 16.—Many states will launch comprehensive highway beautification programs, including new enabling legislation, on the basis of the recent decision of the supreme court of Massachusetts, which upheld the right of that state to regulate outdoor advertising within "public view" even on private property, according to reports to the American Automobile association.

"The decision," said Thos. P. Henry of Detroit, Mich., president of the national motoring body, "is a landmark in a controversy which has been conducted on many fronts and in many states for more than a decade." He continued:

"If the Massachusetts decision is sustained by the supreme court of the United States to which it is now headed, it cannot fail to have far-reaching effects on the future of American highways. It will certainly lead to new efforts to solve what has been an urgent problem for a long time, that is, the reconciliation of the interests of commerce on the one hand, and of safety, beauty, and pleasurable travel on the other."

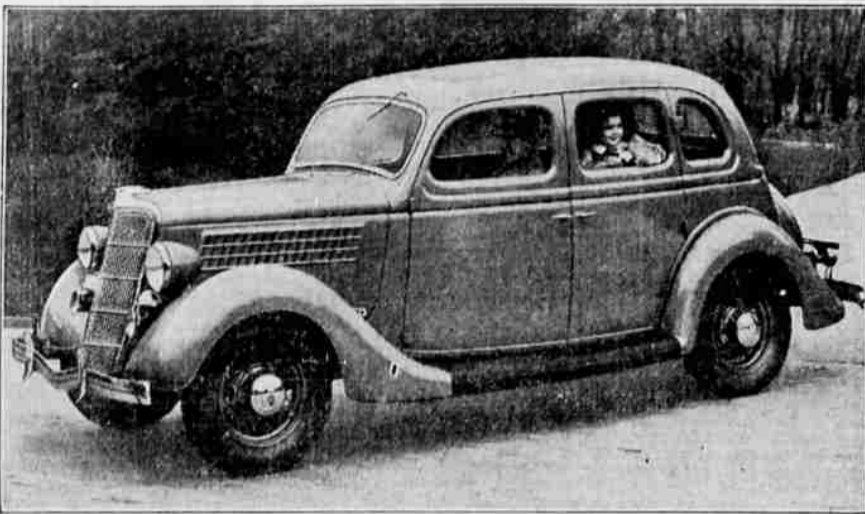
The court decision, the AAA pointed out, was handed down as a result of fifteen suits in equity attacking the validity of regulations drawn by the Massachusetts department of public works under legislation drafted in conformity with a constitutional amendment which declared that "advertising on public ways and on private property within public view may be regulated and restricted by law."

Traffic safety, the preservation of scenic grandeur, pleasurable travel, maintenance of property values in residential areas, and the securing of maximum benefits from public parks, were among the grounds on which the court upheld the regulatory powers of the state.

Many contentions were advanced in the equity suits by the outdoor advertising companies, but the principal challenge pertained to whether or not the state can, with constitutional warrant, prescribe the uses to which a man may put his own land. On this point the Bay state tribunal said:

"The right to own land and to use it according to the owner's conception of profit is in the main a part of the liberty secured to the individual under the constitution; but that right is subject to legislative regulation in the public interest." It held that in utilizing the highways for advertising, the companies were not exercising a "natural right."

NEW FORD V-8 CAR ON DISPLAY HERE



PICTURED above is the new Ford de Luxe Fordor sedan for 1935 which has just been announced. The new Ford V-8 cars have new, modern body lines and a combination of engineering improvements giving

greater ease of control and increased riding comfort. These include relocation of the front spring and engine farther forward, and seating of the passengers between the wheels and closer to the center

of the car to provide improved car weight balance and passenger weight distribution. Crankcase ventilation has been added to the Ford V-8 engine, of which more than 1,300,000 are now on the road.

HAMILTON SPEAKS WORD FOR COUNTY FAIR RACE BILL

SALEM, Feb. 16.—(AP)—Harness racing was included in the activities of the state racing commission by a vote of 46 to 10 with four absent in the house of representatives today.

The bill, it was explained by Representative Harry Frazer, Clackamas, has the approval of the state association of county fairs, Pacific International Livestock association, state fair and the racing commission and affects 21 counties. It permits the county fairs to add harness races to other attractions under the rules of the state racing commission.

Racing fees were also reduced from \$600 to \$100 a day.

Opposition was voiced by Representative Hannah Martin, Marion, on the grounds that no one ever heard of approval voiced by the Parent-Teachers, American Association of University Women, the churches or mothers and wives whose supporters gamble away their incomes on racing. She urged that if the state wanted to let "down the bars," to do it right and establish a Tia Juana in eastern or central Oregon.

Representative Moore Hamilton, Jackson, said the bill had nothing to do with repeal or retention of present racing regulations, but improves the existing law and includes harness events.

Stennett III—A. F. Stennett, foreman of the Mail Tribune mechanical department, has been ill at his home since Friday.

Business Callers—Mr. and Mrs. Wm. Peninger of Central Point were attending to business in Medford Saturday.

COLUMBIA 'U' IS NOW PORTLAND 'U'

PORTLAND, Ore., Feb. 15.—(AP)—University of Portland is the new name for a long-established institution of higher education—Columbia university, situated in Portland near the mighty Columbia river.

The change was made to avoid confusion with Columbia university of New York and to closer identify the school with Portland, Father Joseph J. Boyle, C. S. C., Ph. D., president, announced tonight.

Articles of re-incorporation, containing the new name, will be filed in Salem Monday, Father Boyle said. "Archbishop Christie, the great pioneer educator who founded the university, chose the name, Columbia, in honor of the river that figures so prominently in the life and history of Oregon," explained Father Boyle. "While the school was only a col-

lege preparatory, the name was eminently appropriate. But when the school became a university, an awkward situation was created because of the existence of Columbia university of New York."

The desire to choose for the school a name which "would forever link it with the beautiful city of roses," predisposed the board of trustees to select the University of Portland over three other suggested names, the formal statement said.

Motorcycle Skids, Rider's Legs Hurt

Jimmy Orr, of Grants Pass, was treated at the Jacksonville Sanitarium Friday night for minor leg cuts received when the motorcycle he was riding skidded off the road and into a creek on the Jacksonville-Ruch highway south of the summit of Jacksonville hill. He was taken to the sanitarium by CCC boys who happened by shortly after the accident. The motorcycle was not damaged badly, according to hospital attendants.

GANDY MEETINGS ATTRACT THROGS

In speaking Friday night at the Church of the Nazarene (Central Ave. at Jackson) evangelist Elmer Gandy said among other things, "I wouldn't give three whoops in a hollow tree that did not make of you a new creature. You will have to use your head for something more than a hat rack if you get out of the devil's snare. I am not interested in seeing any one play possum with God. Unless you mean business and come clean your profession will be meaningless."

To date there have been seventy-five professions of faith, counting the seekers as they come. The series will continue nightly throughout the week.

MILLARD PURCHASES SHADY COVE RANCH

SHADY COVE, Feb. 14.—(Sp.)—D. E. Millard of Medford has purchased the W. P. Morgan ranch and is repairing and fixing up the buildings preparatory to moving on the place. Mr. and Mrs. Morgan have moved to Central Point.

From Sams Valley—Professor and Mrs. Empty of Sams Valley were attending to business in Medford yesterday.

GERM MURDERERS OF INDIA DOOMED

ALIPORE, India, Feb. 16.—(AP)—India's "germ murder" case—the strangest in the country's legal history—ended today as two of the four defendants were sentenced to death.

The two convicted were the step brother of the dead man and one of three doctors charged with conspiring to murder him through the injection of plague germs. The other two doctors were acquitted.

The murder, termed by the presiding judge "one of the most cold-blooded he had ever come across," occurred last year. Amarendra Nath Pandey, wealthy land owner, was walking along a street on his way home. Suddenly he felt the sharp stab of the injection.

The man's step-brother, Benayendra Nath Pandey, took him under his care. Septic pneumonia developed, and he died.

At Sacred Heart—Mrs. O. C. Pratt, and Lt. Thilo D. Smith, are both patients at the Sacred Heart hospital, after undergoing major operations there recently. Kenneth Meadows and Miss Delphine Hink underwent minor operations Friday.

GUARANTEED Against Everything . . .

Blowouts, bruises, cuts, wheels out of alignment, faulty brakes, collision—everything that can happen to a tire in service—without ANY limit as to number of months or miles!

Tested against America's leading tires, Wards New First Quality Riversides give up to 28 per cent more mileage! Greater traction—longer non-skid protection—greater safety! That's because the thicker, flatter tread is built of SUPER VITALIZED rubber . . .

because Riverside's center traction, non-skid tread blocks give two-way skid protection . . . because the carcass of the tire is doubly insulated against blowouts!

Watch the Fords Go By

"Five Thousand More Since Yesterday"

EVERY working day, more than five thousand New Ford V-8's roll off the assembly line and into the service of Ford owners.

It has been a long time since people have taken to a new car the way they have taken to the New Ford V-8.

Ford production in January was upwards of 100,000 units. For February it is set at 130,000. There haven't been figures like that since 1930.

That means jobs and wages for increasing thousands of automobile workers. Ford employment in the United States is more than 114,000—over 74,000 at Dearborn and 40,000 in Ford plants throughout the country.

This activity reaches out to many hundreds of thousands of men in allied industries. They are busy when Ford is busy.

The story of the Ford V-8 is one of progress. Before it came along the V-8 cylinder engine was always associated with high price. It was beyond the reach of the average motorist.

The Ford Motor Company believed this was "the coming car for the majority of drivers." It set to work to build it at low cost. When you give the people something better there's never any question about sales.

It is interesting to note that more than 1,400,000 Ford V-8 cars and trucks have been built in the last three years. Each year has seen a sharp increase—the V-8 production in 1934 being approximately 103% ahead of 1933.

More important than sales, however, is service to owners. What the car does on the road is what counts. Actual use is the true test of an automobile. It has proved that the Ford V-8 engine has distinct advantages in performance and that it is economical too. Fact is, the Ford V-8 costs less per mile than any other Ford ever built. Cost records of owners show that to be so.

FORD MOTOR COMPANY

BEFORE YOU BUY ANY TIRE GET WARDS LOW *Net PRICES ON RIVERSIDE TIRES

*Net price is the list price LESS the trade-in allowance. Come in and Get Wards NET price on your size tire!

You owe it to your pocketbook and your safety to check up on Wards prices. When you can get America's finest tires for LESS, why be satisfied with anything else! Remember, when you buy Wards New First Quality Riversides you get

Up to 28% More Mileage—Greater Safety!

Tested against America's leading tires, Wards New First Quality Riversides give up to 28 per cent more mileage! Greater traction—longer non-skid protection—greater safety! That's because the thicker, flatter tread is built of SUPER VITALIZED rubber . . .

GUARANTEED Against Everything . . .

Blowouts, bruises, cuts, wheels out of alignment, faulty brakes, collision—everything that can happen to a tire in service—without ANY limit as to number of months or miles!

ALL TIRES MOUNTED FREE—ASK ABOUT WARDS CONVENIENT TERMS

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See the New 1935 Ford V-8 at

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