

AUTOMOTIVE NEWS

SHELL OFFICIAL OPTIMISTIC FOR SALES INCREASE

Returning from a district sales conference at Eugene, Mr. Fred Johnson, local Shell Oil company manager, was full of enthusiasm regarding the company's plans for the year.

From San Francisco to address the meeting came Mr. W. P. Durkee, Jr., vice-president of Shell, in charge of marketing. Mr. L. E. David, northern division manager of the company,

also journeyed from Seattle to take an active part. The meeting was presided over by Mr. H. N. Stevenson, district manager of Eugene, according to Johnson.

Keynote of the address by Mr. Durkee was, "Be ready for more business during 1935," stressing the point that Shell stations must be ready in every way to serve the motoring public, reported Johnson.

Durkee's address revealed that Shell confidence is going to be better this year than many seasons past. He has authorized one of the most aggressive advertising and sales promotion programs ever undertaken by the company.

Among the reasons cited by Durkee for Shell's confidence in 1935 were: January automobile production of 850,000 cars, the biggest since 1929; new car registrations which have doubled that of January 1934, a skyrocketing jump in tourist travel, calculated to be over 47 per cent of January 1934.

Mr. David's address was one of the highlights of the convention, stressing the aggressive attitude of his company when formulating plans for the year. It was he who called attention to Medford's splendid record during the past.

"The conference was interesting and instructive. We've been given the job of seeing to it that this year Shell stations are easier to find and give better service than ever before," concluded Johnson.

General Petroleum Secures New Trucks

Now being built in Portland, four combination trucks for use throughout the state in delivering Motor Fuel will soon be completed and put into service, according to T. M. Higgins, Medford district manager for General Petroleum.

Most of the \$12,000 expenditure is made in Portland, the body work being done by Wentworth & Irwin company and the tanks built by King Brothers boiler works. Each truck has one 60-gallon, two-compartment tank and one 300-gallon tank and space for three barrels of lubricants. Streamlined and featuring solid panels, they are of novel design.

TOO LATE TO CLASSIFY

FOR SALE—Kankas seed oats and cleaned wheat, \$1.50 cwt. Chas. Isaacs, Crater Lake highway, 2 mi. out near radio station.

EXPERIENCED middle-aged rancher wants work on ranch or route with single partner on shares. Route 1, Box 211, Ashland, Ore.

FOR SALE—200 45-gal. pickle barrels, Carol J. Parker, 612 South Riverside.

FOR SALE—Two 33x5, two 32x4 1/2, good shape. Chet Leonard's Station No. 1.

FURNITURE FOR SALE—Complete household furnishings, including 2 bedroom suites—one walnut with twin beds and vanity; large size mohair daynport; walnut dining-room suite; circulating heater; electric range, rugs. Everything goes—furn. tools, pictures, dishes, etc. Mrs. L. M. Young, 3rd and Beall Lane, turn north, 3rd house left hand side, or inquire Eads & Holbrook Furniture store, 38 No. Front. For information, hours at ranch from 10 a. m. to 4 p. m.

PLYMOUTH 4 dr. sedan, like new and priced right. Oakland 4 dr. sedan, looks good, runs good—very low price. Eakin Motor Co., Hudson Dealer.

SALE OR TRADE—Cream separator and milk cooler for cows. R. I., Box 298.

MORTGAGE LOANS—1. Monthly payments like rent. 2. Interest reduced each month. For interest is paid only on balances.

1. Principal reduced each month—part of payment applied directly to principal. 2. Ends all commission and renewal expense. 3. Pays out in 7 years—5 months. This loan is available to residence owners in this community.

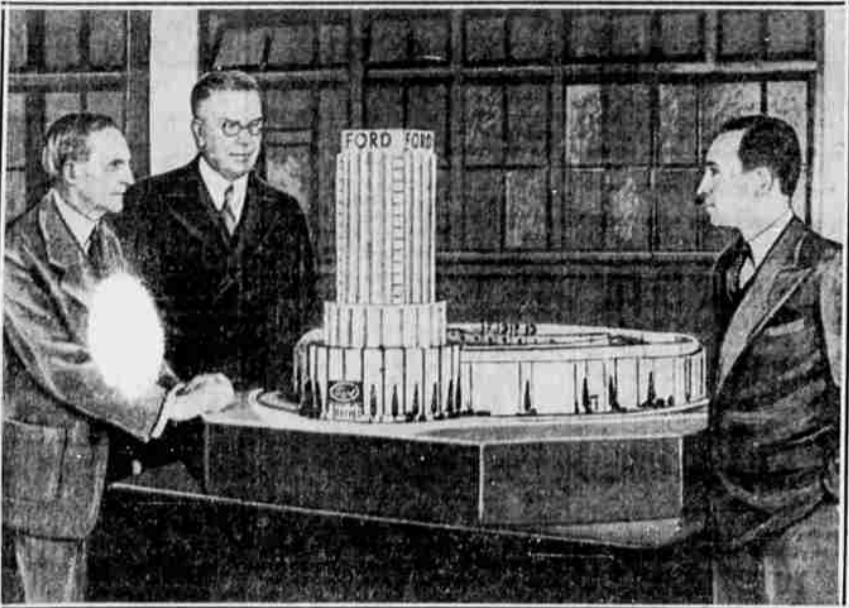
MEDFORD FEDERAL SAVINGS & LOAN ASS'N—126 East Main St., Telephone 193.

FOR SALE—Pedigreed giant parrot plants. Beautiful big blooms. Good roots. Mrs. Dan Howard, Spring St., Phone 437-L.

WANTED—Orchard man—for pruning spraying. Phone 610-J-8. E. C. Corn.

ABSOLUTELY FREE—A plane in your home 30 day trial, and free beginner's lessons. Here is a chance to determine if your child will enjoy piano lessons. No obligation to buy. Planes available for the offer limited so act at once. Baldwin Piano Shoppe.

The Fords Plan Their San Diego Exhibit



Here are Henry and Edsel Ford getting their first glimpse of a model of the building that will house the Ford exhibition at the California Pacific International Exposition at San Diego, Calif. Between them is G. Aubrey Davidson, chairman of the exposition.

DEARBORN, Mich.—Both Henry Ford, and Edsel B. Ford, president of the Ford Motor Co., will visit the California Pacific International Exposition this summer. So they told G. Aubrey Davidson, chairman of the Exposition, who was here to make final arrangements for the Ford exhibit at the Exposition.

Mr. Davidson told the Fords that it is hoped that the exposition will make a definite contribution toward world amity, as the assembly of more than 30 representatives of countries whose shores line the Pacific Ocean is bound to bring about greater understanding and good-will.

The building that is to house the Ford exhibit is to be a permanent structure that will remain in beautiful Balboa Park, site of the exposition, after the show is over and the exhibit removed. A huge circular building, partially roofed, is fronted by a tower rising from what appear to be two immense gears, one inside the other. The building, architecturally, is done in the modern motif, but its open court, in the center, is characteristic of the Spanish and Mexican types of architecture that dominate the exposition.

The circular main section of the building will be 340 feet in diameter. The tower, resting on a base 221 feet above the Pacific, will rise 193 feet. The outer walls of the building will be 40 feet high. The tower will be lighted in a manner to make it resplendent in varying colors.

A special feature of the Ford exhibit will be a series of dioramas showing, in pictured story, life in the principal countries on the Pacific Ocean.

Inside the main section will be two great corridors. Along one will be shown the actual manufacture of Ford parts, including the rolling of steel and some of the more interesting foundry operations, such as die casting. In the other corridor will be grouped a number of exhibits showing the technical development of the Ford car—torsion, tensile and other tests of steel; ball-bearing and piston-ring tests and inspection; methods of testing the action of weather on upholstery and other features.

Construction of the Ford exhibit will start immediately.

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PLYMOUTH ADDING TWO MODELS 1935 SELLING PROGRAM

DETROIT—To meet a special demand from business organizations for lower priced transportation to be used by their salesmen and other representatives, the Plymouth Motor corporation today announced that two new lower priced models are being added to the 1935 Plymouth line.

The new models, a business coupe and a two-door business sedan, will soon be in production. The coupe model will be priced at \$510 factory. Detroit, and the two-door sedan at \$535. These cars are additions to the 1935 Plymouth line and do not change the general line-up of Plymouth models.

Also announced is a special "high wheel" Plymouth car with 20-inch bodies, hydraulic brakes and scientific weight distribution. They are powered with the same new six-cylinder, 82-horsepower engine with its high compression ratio of 6.7 to 1 calibrated ignition, full-length water jackets and new directional water circulation.

H. G. Moock, vice-president in charge of sales, announced the addition of the new models for the Plymouth corporation. He said the business models are especially designed to meet the requirements of fleet operators.

"Plymouth sales on the DeLuxe models introduced the first of this year have established new records for the corporation," he said. "Our dealers delivered a total of 39,400 new Plymouths at retail during the first seven weeks in 1935, compared with 18,229 cars in the corresponding period a year ago."

The AUTO WAY.



By Cyril Sander

We have finally received the foreign literature we said we were expecting. This particular data is concerning the cars built by the Daimler-Benz Motor company of Germany, which is probably the oldest automobile company in the world. It has been working on automobiles for some fifty years. The Mercedes-Benz automobiles which it builds are noted all over the world for their speed, dependability, and perfection of workmanship, but we shall now discuss only one of the various models which the Daimler-Benz company builds. This shall be the Mercedes-Benz "type 500" with supercharger.

It is an eight cylinder car developing 160 horsepower, with 128 1/2-inch wheelbase and an over-all height of only five feet two inches. This last statement about the height we consider interesting because it is a great deal lower than most American cars of comparable size. Its maximum speed is advertised to be 109 miles per hour and it can be supplied in seven different body designs. An exceptionally noteworthy feature of this car is its wheel suspension—all four wheels are independently sprung—which means that this car is capable of traveling over very rough roads at cruising speeds of 75 miles per hour and more. This car is supposedly the fastest touring car in the world.

Some of the other mechanical features are hydraulic brakes, four-speed gear-box, double carburetors, dropped box-section frame, and supercharger.

Though the bodies of these cars aren't as "stream-lined" as some American cars, we must say they are about as smart as any we have seen. They have long sweeping fenders, slanting windshields, and very good looking radiators which one must see to appreciate. One model which caught our eye was a special streamlined coupe. It has a rakish V-type windshield, beautifully moulded fenders, and a flowing top which emphasizes its swift lines, and we are sure that anyone that sees the illustrations of this model will agree that it can compare favorably with most any American made car. The amount of standard equipment on this particular model is: Fine cloth or genuine leather upholstery, adjustable front seats, chromium plated window frames, rear-view mirror, adjustable windshield, two electric windshield wipers, electric direction indicators, patent roller blinds, two spare wheels and three, floor lamps, fog light, ash trays, inside pockets, velour carpets, anti-theft steering wheel, special jack, two internal trunks with the cabriolet model, and a complete tool outfit.

Exhaustive tests, under every conceivable driving condition and at the hands of merciless engineers, proved that the new Willys 77 has the ability to deliver from 25 to 30 miles per gallon of gasoline and will travel 1,000 miles or more on a single 4-quart filling of oil.

Card of Thanks—We wish to thank our many friends for their kind sympathy, and beautiful floral offerings, during our recent loss. Mrs. S. E. Curl and family.

Local and Personal

Leaves Saturday—A Wellman left by train last night for Sacramento, Cal.

From Oregon Caves—Anthony Manna, editor of the Camp newspaper at CCC Camp Oregon Caves, was in Medford yesterday on a business visit to the offices of Crater Lake national park.

Sabin Calls—George Sabin, manager of Oregon Caves resort, was in Medford yesterday on business, as was F. G. Whitworth, project superintendent of Camp Oregon Caves, CCC.

Business Visitors—John R. Bruckart, roadman from the regional forest service offices at Portland, was in Medford for several days last week on inspection work, as was Mr. Rice, regional road inspector.

Here for Week-End—Mr. and Mrs. Roy Gatton and daughter Patricia, of Grants Pass, are visiting in Medford over the week end with Mrs. S. B. Gatton and Mr. and Mrs. R. E. Oall.

Superintendent Here—Eugene Johnson, division superintendent for United Airlines, arrived by plane yesterday on his periodical trip to this city, and returned south on this morning's plane.

Return from Bay City—Joseph Naumes, Bernal Stead, and Dick Leaton returned Friday from a week's vacation in San Francisco. While in California they visited "Neoka" Naumes, at the University of Santa Clara.

Bunford Home—Levon Dunford, son of Mr. and Mrs. Lee Dunford of the Orchard Home district, is home for a week end visit with his parents from the Oregon State college in Corvallis, where he is now a senior.

On Furlough—CCC men who left Medford on furlough Friday night included John W. Mills, to Ashland; Allen A. Reynolds, to Grants Pass; Albert D. Jones, to Ashland; Mm. E. Baker, to Ashland; David L. James, to Rogue River; John Clay, to Salem.

Enjoys Visit—Alice D. English has been enjoying a brief visit from her mother, Mrs. L. G. Ducey, of Crescent City, who came to attend the presentation of the High school opera, "The Chimes of Normandy." Mrs. Ducey returned to her home Friday.

Grants Pass Legion Party—The American Legion and Auxiliary of Grants Pass are holding a party at 9 o'clock tomorrow night in the Legion hall there, to which all members of the local Legion and Auxiliary are invited. Commander Roy of this city has asked that all local members able to attend, do so.

To Attend Ski Meet—Among those from Medford who will attend the annual ski meet at Fort Klamath today, are Superintendent and Mrs. David H. Cantfield, Commissioner Jean Steel, Mrs. Russell P. Andrews of Klamath Falls, who was a business visitor in Medford the latter part of the week, and Mr. and Mrs. R. B. Hodges.

Crouch Expected—J. Carlisle Crouch, recently appointed chief ranger of Crater Lake national park is expected to arrive in Medford this week, with Mrs. Crouch, to accept the position recently vacated by David H. Cantfield, now superintendent. Mr. Crouch, formerly chief ranger for Mesa Verde national park, Cal., and Mrs. Crouch will make their home at Arthur Arms.

Movie Man Visits—Ben Fish of Samuel Goldwyn Corp., spent Saturday in Medford conferring with George Hunt, owner of the Craterian and Hiato theaters. Mr. Fish expected to make arrangements for local showings of Eddie Cantor in "Kid Millions," Anna Sten and Frederic March in "We Live Again," and Anna Sten and Gary Cooper in "The Wedding Night."

Accepts Range—Position—Russell Andrews, for the last four seasons ranger for Crater Lake national park service, and dean of boys at Klamath Union high school, Klamath Falls, has wired acceptance to the position of ranger at Statue of Liberty National monument, New York. Although he has never made his home here, Mr. Andrews is known to many in Medford through his work for the park service.

Class Meets Weekly—The S. E. R. A. Interpretive geography class holds its regular meeting now each Tuesday night at 7:15 in the senior high school, meeting but once weekly. In place of the Thursday geography class there will be a new public speaking class on that night. At the last geography class meeting, two interesting contests were conducted, which proved both stimulating and invited to visit or enroll.

Wins National Prize—L. S. Shipley of the Rogue River national forest offices received word yesterday that he won an Elgin, 17-jeweled wrist watch as prize in a contest being conducted over the National broadcast system by the Pith Shampoo Co. Five of the watches, engraved with the winner's name, are offered each week for the best jingles. The rhyme sent in by Mr. Shipley was: "My wife and I were writing jingles, mostly about each other, I read her's and she read mine, then she went home to mother."

NEW GRAHAM SIX HAS HIGH AVERAGE—Official engineering DATA, as well as reports from owners, show that the new Graham Six is consistently averaging 30 to 25 miles to a gallon of gasoline, according to Walter W. Abbey, local Graham dealer. This exceptionally high average was made possible through improvements in streamlining and engineering, he added.

Mr. Abbey pointed out that a large part of the motoring public is vitally interested in cars which offer the best transportation at lowest cost. He said that the new Graham Six has surpassed all expectations in fulfilling this demand.

Home portraits of family groups and children at Special Prices. Stage Studio, Phone 1908.

RICH LADY GOES THRU ON AIRSHIP

It was made known Saturday that Mrs. Consuelo Vanderbilt Smith, one of the wealthiest unmarried young women in America since her secret divorce February 22 from Earl E. Smith, New York socialite, passed through Medford on the United Airlines plane Friday afternoon enroute to Portland.

She was a visitor at the municipal airport during the regular brief stop of the passenger plane. Mrs. Smith is reputed to receive an income of \$1,000,000 annually. Her divorce was secured secretly at Reno, Nev., in eight minutes, on a charge of cruelty.

Californians Will Play at Dreamland

Fred Wolcott and his Californians will play at Dreamland tomorrow night. Playing Mr. Wolcott's compositions and his modernistic arrangements of the popular hits of the day, this orchestra, which is being brought back by popular demand, is ranked among America's finest, according to the Dreamland management.

Mrs. Betty Lou Johnson, former Palace Hotel, San Francisco, artist, Eddie McKean, director, m. c. and baritone vocalist and Caesar Graziano, the arranger and composer, playing the trombone, guitar and accordion, will be featured.

For Home that Wear buy NOLDE & HORST Ethelwyn B. Hoffmann

Mann's Medford-Made Custom-Built TRUCK BODIES

A Step Ahead of the Times!

Truck owners need not consider annual truck models... Mann-Built bodies (Custom made) embody the latest modern stream-line trend, yet are made to EXACTLY meet the TODAY'S requirements of southern Oregon firms!

MANN'S AUTO SERVICE

ED. MANN, B. E. ADAMS 1729 N. Riverside Phone 833-V

ECONOMY FEATURE OF NEW 1935 WILLYS 77

The new 1935 Willys 77 not only establishes an entirely new standard of high quality in the low priced field, but creates a new measure of gasoline and oil economy, according to Walter W. Abbey, Medford distributor.

Mr. Abbey says, "It definitely meets the needs of countless thousands whose incomes have been reduced and who will welcome economical transportation facilities."

Exhaustive tests, under every conceivable driving condition and at the hands of merciless engineers, proved that the new Willys 77 has the ability to deliver from 25 to 30 miles per gallon of gasoline and will travel 1,000 miles or more on a single 4-quart filling of oil.

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Byrd Expedition Members Places Order for Dodge

The world's longest-distance automobile sales record is claimed, with little chance of protest—by Dodge Brothers Corporation of Detroit, according to W. W. Allen, local Dodge dealer. The order, for a 1935 coupe, came of all places—from Admiral Byrd's flagship, then in the Bay of Whales, Antarctica. It was wirelessly by Clay Bailey, the expedition's radio operator after he had "picked up" a broadcast description of the company's new line of cars.

With preparations going on for the homeward journey, Bailey sat in the wireless room of the S. S. Jacob Hupert, flagship of the Antarctic expedition, his ears, trained to hear the faintest of radio signals, glued to his head set.

Faintly at first, then more distinctly, came music, then a voice and the description of a new automobile. The car bore a familiar name, Bailey owned one of the make. Had operated it until he joined Admiral Byrd and his band of adventurers. The car, now several years old, was in Boston, awaiting Bailey's return. The story of that automobile sounded good to the man whose speed urge for night a year and a half had been appeased mainly by journeys on dog sleds and floes of ice.

"Action!" as the movie directors say. In a moment the generator started. The transmitter began to hum, with the result that a wireless order for a new coupe—the old one to be traded in—reached the Dodge factory the following morning, having been relayed to the motor capital by Mackay Radio and Postal Telegraph. The car will be there when Bailey's ship throws its hawsers at the Boston dock.

Be correctly omitted in an Artist Model by Ethelwyn B. Hoffmann.

Use Mail Tribune want ads.

News Behind The News

(Continued from Page One)

Mr. Roosevelt may some day include these in his memoirs.

A member of the house suggested in a secret democratic party conference recently that Father Coughlin be invited to address the house. The leaders from the suggestion and the suggestor with silence.

The FERA received a request from relievers in St. Louis not long ago asking that relief wages be raised so that workers could pay their back union dues.

The relief diet may not encourage govt., but FERA reports indicate it is curbing pedlars in certain sections of the south, because it is a change from the customary menu.

The New Deal has won two out of three cases so far from the supreme court. It won a gold hoarding case last year and the gold case this year. It lost on hot oil.

A peculiar thing about the gold case is that the government had to argue that its gold policy was a failure, and won by so doing.

Vice-President Garner became irritated at noise in the gallery a few days ago and said "This noise has got to stop or I will put you out." Next day, the always socially correct congressional record edited the vice-president's announcement to read: "The occupants of the gallery will refrain from any demonstrations of approval or disapproval."

Ask the customers who have their watch repairing done here. Johnson the Jeweler.



The New 1935 WILLYS 77 4-Door Sedan \$595 Delivered in Medford

Walter W. Abbey, Inc. Willy, Graham, Nash, International Trucks 123 SOUTH RIVERSIDE. PHONE 303

FOR ONLY \$2.50 PER WEEK

(And More Depending Upon the Model of Your Car)

You Can Give Your Car the Outstanding Advantages of 1935 Models THROUGH THE INSTALLATION OF

Firestone

BALANCED AIR BALLOONS

HERE'S how to give your car 1935 Style, Comfort and Safety. Come in today and let us mount a set of Firestone balanced Air Balloons. Try them for two days—ride them over bumpiest roads. Then—if your car doesn't measure up to your expectations of 1935 performance, we'll take them off—put back your old equipment and cancel all charges.

Firestone Air Balloons in either black or white sidewall type, are mounted on wheels in colors to match or contrast with your car. Complete changeover cost is very low. They can be purchased on payments over a six month period. Average cost—\$2.50 per week.

TRADE IN YOUR OLD TIRES, TUBES AND WHEELS

We buy your old tires, tubes and wheels when you purchase a set of Firestone Air Balloons—this makes the changeover price very low.

FIRESTONE SERVICE STORES

Ninth and Riverside "ONE STOP SERVICE" Phone 520