

# AUTOMOTIVE NEWS

## TOMATO ACREAGE TO BE INCREASED COMING SEASON

The Bagley Canning company has just completed shipping out all of its last year's tomato pack. On account of drought and other unfavorable growing conditions last season, which conditions were prevalent in almost every tomato producing section in the country, a proration on last year's advance orders had to be made.

Moisture and all other conditions look much more favorable at the present time and a far more profitable crop and larger pack is in prospect.

Plans for this year include a considerable increase over last year's acreage, as the popularity of the Rogue river valley tomato products is rapidly increasing and a considerably increased pack will be necessary to keep up with this growing demand. Particularly, last year's pack of tomato juice met with high acclaim and this part of the pack will be materially extended. Possibilities of a further and new outlet for this juice is evidenced by the fact that a large coast export concern, after examining various specimens and brands, decided that the quality of the local juice was far superior in quality to all others and samples are now being forwarded to the Orient in an effort to establish this wider distribution.

Ralph E. Koozer, manager, states that after a recent conference with the Tomato Marketing committee, which, under the A.A.A. to control prices and acreages of fresh shipping tomatoes in Oregon and Washington, a price on canned tomatoes equivalent to \$12.50 per ton for U. S. No. 1's and \$8.00 per ton for No. 2's was announced. Under the federal grading system, which has been employed by this company the past two years, all tomatoes received at the plant have averaged approximately seventy-five per cent U. S. No. 1's.

The Bagley Canning company will make this increase over last year's price by supplying its growers with finished off plants ready for the field at a total cost of \$2.00 per thousand plants, thus absorbing the difference in plant cost, amounting in a saving to the grower this year of about \$4.00 per thousand plants. This amounts to \$8.00 per acre or approximately 80c per ton, estimating on a ten ton per acre yield. By this system the cannery will have all its plants produced under uniform scientific methods, thereby insuring a standard of quality and variety. Electrically controlled hotbeds and cold frames are now being installed for this purpose. These beds will be equipped with thermostatic temperature controls, by which method, hardy and thrifty plants will be assured for planting time.

The cannery will contract about 400 acres of tomatoes this year with the expectation of handling upwards of 4000 tons of fruit. This will be against an acreage of about 250 acres last year. Growers who are interested in tomato culture for canning purposes are asked to get in touch with the cannery officials either in Medford or Ashland.

## Odd Fellows Will Give Third Degree

The degree team of Medford Lodge No. 83, I. O. O. F., will confer the third degree on a candidate from Gold Hill March 5. A delegation from the latter town will accompany the candidate, and a large attendance is expected. The junior high school debating team had been scheduled for an appearance on that date, but will be entertaining the membership on another evening.

## Western Auto in Nineteenth Anniversary



March, 1916, saw the founding of the Western Auto Supply Company by George Pepperdine in the store shown in the upper right. The sound policies of service and savings to its customers soon became popular with motor car owners, leading to the growth of the concern in nineteen years from the one small store to over 170 stores in the West. George Pepperdine, Founder and President, is shown above center. His assistants in this growth, Hal Baker, vice-president, and S. G. Miles, treasurer, are also shown. The present headquarters of the company is in the lower right.

## USES SAME GAS FOR AUTO, PLANE



Associated Oil Company's new AVIATION ETHYL gasoline for regular use in automobile engines exceeds the United States Army Specifications for its fighting planes. As a practical demonstration, Captain W. H. "Bill" Royle, noted flyer, taxied his plane up to a regular automotive service station near the Stanford airport at Palo Alto, California, and had the Smiling Associated dealer "fill 'er up."

## FIELD SURVEY OF BETTER HOUSING DRIVE TO START

A meeting of the Jackson County Better Housing campaign committee and the solicitors who will conduct the field survey, was held last night at the Chamber of Commerce at which time plans were completed for the house-to-house canvass which will commence tomorrow morning. Members of the housing committee from Ashland were also in attendance. B. E. Harder outlined the provisions of the National Housing Act following which every detail in connection with the Medford campaign was thoroughly discussed. At the close of the meeting Mr. Harder issued the following statement: "Once again I want to ask house owners and tenants to be as considerate as possible to the solicitors by giving them the little information they seek. This campaign can mean a great deal to Medford and Jackson county in stimulating business, especially along building lines. In normal times over four million men are employed in the building trades in America, whereas today there are less than one million working, so there is plenty of opportunity for us to make headway if everyone co-operates. The government, under the new deal, has done a great amount, in using government funds, to put men to work, to eliminate misery, hunger and unemployment, but for America to bring back normal business conditions it is up to the individual in every community throughout the United States. We cannot neglect that responsibility. Our Chamber of Commerce believes the housing act is a means to that end. I would like to point out that it is private money which is available for loans under this act, not government funds. The government has shown us the way and private business must respond of its own accord. The cost of obtaining this money is \$5 per \$100 per year and loans can be made for a term of three years if necessary and can be repaid in regular monthly installments. The solicitors are equipped to give you complete information but should anyone desire further data they should get in touch with headquarters in the chamber of commerce building."

## SEAL SALE TOTAL SHOWS INCREASES

A gratifying report of the anti-tuberculosis Seal Sale committee that has recently completed its drive for this year was made yesterday showing that a total of approximately \$1805 has been secured locally. Mrs. Alex Sparrow, chairman of the Seal Sale drive, and other committee members said this total, approximately \$200 more than was derived last year. Although purchases were small, there were a great many more this year than in the past. It was explained that since the report was tabulated, several contributions were received that increased the grand total. The contributions by districts will be published Monday.

## NIGHT DEPOSITORY AT MEDFORD NATIONAL

The Medford National bank is installing a new night depository, recently purchased from the Jackson County bank, on the east side of the bank on Central street for convenience of those customers unable to bring their deposits to the bank before closing hours. They have also recently installed a new graduated power lighting system, with large bulbs capable of producing from 200 to 800 watts. In addition to this they have installed new drapes, adding to the already attractive appearance of the bank.

## Gleemen Practice Monday

Because of the rental to be held at the Baldwin Piano Shoppe Tuesday evening, March 5, the Medford Gleemen will not meet on that evening, but instead will practice on Monday night at 7:30 o'clock at the Eliza temple, it was announced. The change was made when it was learned that David Campbell pianist and Delbert Fradenberg, lyric tenor, are to give a concert, which the Gleemen will want to attend.

## SPOKANE, Wn., March 2—(AP)—

William D. Vincent, vice chairman of the old National Bank & Union Trust company, and an authority on northwest history, died at his home here early today after a heart attack. He was 68 years old.

## DEATH COMES TO COUNTY PIONEER

William Wanton Parker passed away at his home at Butte Falls, Oregon, March 2, 1935, after an illness of the past year from heart trouble.

Mr. Parker was born at Eldora, Iowa, October 11, 1855 and was aged 81 years, 4 months and 21 days. He came to Oregon in 1877 from Iowa, and settled in Lake county, moving to Butte Falls over 50 years ago.

He leaves his widow, Sarah Anne Parker and one daughter, Mrs. Laura Bratnord of Butte Falls, Oregon; two sons, Ray Parker of Argo, Oregon, and R. B. Parker of Gold Beach, Oregon. Two sisters, Mrs. Ella Smith of Butte Falls, and Mrs. Henry Heryford of Eugene, Oregon.

Funeral services will be conducted from the Presbyterian church in Butte Falls, Monday afternoon at 2 o'clock, with Rev. Smith of Butte Falls officiating. Interment will take place in the Butte Falls cemetery. Peril Funeral Home is in charge of the arrangements.

## Obituary

Ira Festes Sparlin  
Ira Festes Sparlin was born at Williams, Ore., April 11, 1895. He passed away at his home February 21, 1935. He was 39 years old at the time of his death.

He was married to Etta Lovelace January 26, 1922. Mr. Sparlin leaves to mourn his loss his wife, Etta Sparlin of Williams, Ore.; two sons and one daughter, Lester of Williams, Bob, of Klamath Falls, Ore., and Mrs. Florence Smith of Portland, Ore. He also leaves two sisters and four brothers, Mrs. Alice Bowles, Los Angeles, Calif.; Mrs. Lizzie Layton, of Grants Pass, Ore.; Frank, Oroville, Calif.; Harve, Ashland, Ore.; John, Grants Pass, Ore., and George of Williams, Ore., and a host of relatives and friends.

## D.A.V. Will Hold Ashland Meeting

The Disabled American Veterans of the World War, Jackson County Chapter No. 8, and their Auxiliary, will hold a meeting Monday evening at 7:00 o'clock in the public library in Ashland. Since there is no D. A. V. chapter in that city and it is inconvenient for former service men and their wives to come to Medford, this organization is cooperating with them by going in a body to Ashland and holding a meeting.

## WARD TIRES GIVE GREATER SAFETY

Twenty eight per cent more mileage with greater safety is promised with the new Riversides tires, according to C. D. Bean, local Montgomery Ward and Co. manager.

Mr. Bean says: "Every test has proven that the new Riverside will give greater traction, longer non-skid protection and greater safety. The thicker, flatter tread is built of super-vulcanized rubber, and Riverside's center traction, non-skid tread blocks give two-way skid protection. The carcass of the new Riverside tire is doubly insulated against blowouts."

## LICENSE PENALTY ON DOGS MAR. 10

Because we know the new Riversides are good we back them with the strongest written guarantee we have ever offered. They are guaranteed against everything that can happen to a tire in service."

## PHIPPS RATED AMONG OUTSTANDING STUDENTS

William Estill Phipps of Medford president of the Sigma Alpha Chi, Alpha Delta Sigma, Psi Chi, and editor of the Oregon Daily Emerald, student publication at the University of Oregon at Eugene, has been selected by the faculty of the university as one of the 15 students on the campus to be mentioned in the 1934-35 edition of Who's Who of American college students. The selections were made on three qualifications—leadership, character, and service to the school.

## SENSATIONAL BARGAINS IN USED CARS

Here is an opportunity to get long, economical transportation through a good used car... We have exceptional buys—priced for IMMEDIATE SALE... We must make room for trade-ins on the new DeLuxe Chevrolets. We have some REAL BUYS in trucks, too. Be sure to see these cars and trucks at once!

## Just Look These Bargains Over!

- 1929 FORD MODEL "A" TUDOR SEDAN—New paint, seat covers, good tires, and excellent mechanical condition. Here is a lot of unused transportation for a small amount of money.
- 1928 BUICK (Standard) COUPE. This popular model Buick coupe has new paint and good tires and motor. Come in and look this car over.
- 1931 CHEVROLET COACH—This popular model has all new tires, original paint in good condition. Excellent mechanical condition.
- 1928 PACKARD SINGLE "6" club sedan with trunk. Two new tires and in excellent condition in every respect.
- 1920 CHRYSLER 6-85 COUPE—Motor reconditioned. Original paint. Leather upholstery. Here is the bargain you have been looking for.
- 1930 FORD MODEL "A" SEDAN DELIVERY—Practically new tires and excellent mechanical condition. Must be seen to be appreciated.
- 1931 CHEVROLET COUPE—Practically new tires, seat covers. Motor good. A real buy.
- 1934 FORD V-8 PICKUP—Driven only 7,000 miles. Big discount. See this one...
- 1934 CHEVROLET 1 1/2 TON TRUCK—Long wheel base, dual wheels with 32x6 10-ply tires, overload springs. Here is a heavy duty truck at a big discount that is ready to go to work.
- 1933 CHEVROLET 1 1/2 TON TRUCK—This truck is licensed and is a long wheel base with dual wheels and overloads. A bargain and ready to go to work.
- 1932 STUDEBAKER 2 1/2-3 TON TRUCK—Dual wheels with 34x7 tires... has upholstery and heavy duty rear end. A big truck at a small price.
- 1931 FORD 1 1/2 TON TRUCK—Long wheel base with duals and overloads. Motor reconditioned and has Factory rack.

Open Sunday mornings for your convenience. Many more cars and trucks at exceptional bargains for you to choose from.  
**ROGUE RIVER CHEVROLET, INC.**  
USED CAR LOT. 25 SOUTH RIVERSIDE

FOR YOUR  
**Air Conditioning PLANT**  
WE FURNISH COMPLETE  
**ENGINEERING**  
By REGISTERED MECHANICAL ENGINEER  
**EQUIPMENT**  
By MANUFACTURERS of HIGHEST QUALITY Products  
**INSTALLATION**  
By SKILLED and EXPERIENCED WORKMEN  
Insuring Satisfactory Operation  
**BRILL METAL WORKS**  
109 E. 8th St. Phone 418

**DAILY'S AUTO PAINTING**  
MEDFORD'S OLDEST and FINEST  
Unequaled Work Guaranteed  
32 South Bartlett. Phone 724-R

Get up to 28% more mileage with new  
**FIRST QUALITY RIVERSIDES**

and don't forget  
**YOUR OLD TIRES**  
are worth  
**MONEY**  
at Wards!

● Wards will pay you cash for your old tires. Why not let this cash help you change to new First Quality Riversides—one of America's finest tire values!

**28% More Mileage with Greater Safety!**  
Actual tests on the road show that Wards new Riversides give up to 28% MORE MILEAGE than other first quality tires... 28% more mileage with increased safety! New Riversides are as safe as any tire made—far safer than most!

**Backed by the Strongest Written Guarantee!**  
Because we know new Riversides are the best first quality tires in America we back them with the strongest written guarantee ever offered on tires! Guaranteed against EVERYTHING that can happen to a tire in service without limit as to number of months or miles!

**Priced at Typically Low Ward Prices!**  
Wards way of buying, distributing, and selling tires is one of the most economical ways known... You get the benefit of Wards economies in LOWER prices without sacrificing quality! A few prices are listed below... sizes for all other tires at comparable savings!

**Check these low prices!**

NEW RIVERSIDES	4-Ply plus 2 Cord Breakers	6-Ply plus 3 Cord Breakers
4.40-21	\$5.80	\$8.05
4.50-21	6.45	8.05
4.75-19	6.80	8.30
5.00-19	7.25	9.20
5.25-18	8.10	10.10
5.50-17	8.90	10.55
6.00-18	12.15	12.15
6.50-19	14.45	14.45

The amount Wards pay you for your old tires if applied on the purchase of New Riversides will reduce these LOW prices still further!

Ask about Wards Convenient Terms  
**ALL TIRES MOUNTED FREE**

**MONTGOMERY WARD**  
117 SOUTH CENTRAL. TELEPHONE 289