

AUTOMOTIVE NEWS

Motorists Swing General Advertising to Newspapers



Questioning of thousands of motorists on the Pacific Coast by General Petroleum Corporation has revealed interesting data upon which the company will base its 1935 advertising campaign. In Oregon the family which most closely fitted the average of all the answers to the questions asked was Mr. and Mrs. Charles G. Dawes and their two children, William and Janet. Dawes is assistant postmaster in Beaverton. They are the "Mr. and Mrs. Average Motorist" of that part of the coast.

Rogue River Chevrolet Inc. Shows 1935 Deluxe Model

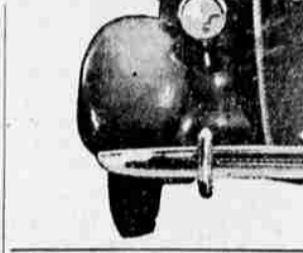


The Coupe model typifies the beauty and style of Chevrolet's New Master De Luxe series for 1935. Improved performance and exceptional economy also characterize these cars.

The Chevrolet Master De Luxe model, proclaimed "The aristocrat of the low priced field," is on display at the showrooms of Rogue River Chevrolet, Inc., Medford Chevrolet dealer, according to C. M. Hurd, manager of that firm.

Visually, the new Master de Luxe retains only the characteristic outlines of the radiator, and the familiar trade-mark on hub caps and radiator emblem, to indicate that it is of Chevrolet origin. The V-radiator itself is narrower and more sloping, the unit fenders are highly contoured in their streamlining, while the windshield not only slopes back steeply, but also is slightly V-shaped, causing all the forepart of the car to flow smoothly into the body, which is the utmost in smoothness. By utilizing the newly developed all-steel roof construction, Chevrolet has attained a sleekness formerly impossible, its highly crowned roof sweeping from the windshield to the streamlined, graceful rear end in a continuous curve, an effect heightened by the absence of roof panels and moldings and by the continuity of body color over the entire top.

Every detail of the car is new, starting with the front bumper and including the radiator grille, the ornament that supplants the radiator filler-cap (now under the hood), the horizontal hood louvers, the running-board pattern, streamlined door handles, spare tire mountings (concealed in some models), tail lamp, and rear bumper. Aside from appearance, there are important improvements in body comfort and spaciousness, and especially in the ride. The wheelbase of the new Master de Luxe is increased to 113 inches, and an even greater increase in body space has been gained by moving the engine forward. The appearance of great length has been enhanced by lowering the floor



level, dropping it one inch nearer the ground by lowering the chassis side rails.

The Master de Luxe sport and town sedans have integral trunks embod-

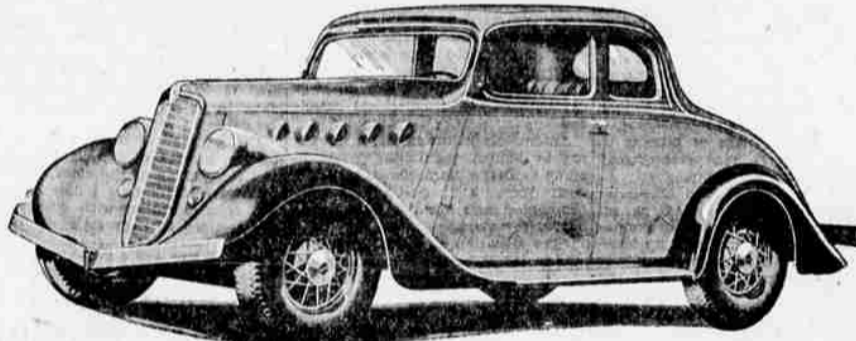


Just, graceful lines also mark the New Master De Luxe Sport Sedan. Ample luggage space is provided by the built-in trunk, and a luggage compartment behind the rear seat is optional.

large hub caps are used on the other models.

Master bodies, distinguished for the originality of their ensemble design, contain many noteworthy individual features. Windows have gracefully rounded corners to harmonize with the streamlining. Doors extend lower below the floor, giving an appearance of fleetness, and are reshaped with rounded corners at the top. The belt molding is carried from the hood into the car, broadening on the doors, then tapering toward the rear. The windshield is sloped sharply (31 1/2 degrees) and V-shaped, giving improved vision and reducing wind resistance and noise. Its center metal strip is chromium-plated outside and grained

New Willys 77 Has All-Steel Bodies



In addition to such advanced features as patented "Floating Power" . . . full streamline design . . . brilliant performance and remarkable

economy of operation, the new Willys 77 has all-steel bodies, according to Walter W. Abbey, local Willys dealer.

Mr. Abbey says: "Besides being admittedly stronger and more rigid, this modern type of construction affords greater safety and longer life under the most severe driving conditions."

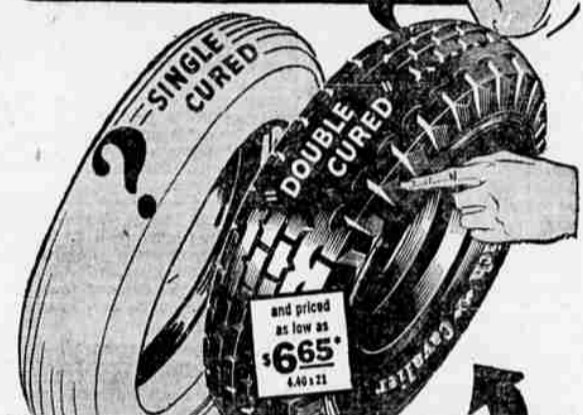
ABBEY HAS CARLOAD NEW GRAHAM SIXES

Shipping orders for Graham cars are being received at the factory at a rate nearly three times greater than last year, according to Walter W. Abbey. Walter W. Abbey, Inc., local Graham dealers, have just received another carload of the new Graham standard sixes, which are now on display. Mr. Abbey reports that H. W. Conger returned from Portland last week with a new Graham he purchased through the local firm.

When it comes to radios, remember "Fruitt's can do it." Phone 22.

Use Mail Tribune want ads.

THESE TWO TIRES COST THE SAME BUT THIS ONE MULTIPLIES YOUR mileage



Goodrich Cavalier

CUT YOUR TIRE COSTS THE SAFE WAY

When a tire is cured properly it's tough. And extra toughness means extra mileage.

That's why it's money in your pocket to buy Goodrich Cavaliers. They're double-cured—made tough all the way through. Think of the service you can get from this big, husky tire. Think how it will cut your tire costs.

With genuine Double-Cured Cavaliers costing no more than "bargain built", there's no reason now to lose money on tires. Come in and see it today.

* Prices subject to change without notice and to any governmental tax or levy.

JUST LOOK AT THESE PRICES

\$6.65	\$7.05	\$7.35
4.40 x 21	4.50 x 20	4.50 x 21
\$7.75	\$8.30	\$9.25
4.75 x 19	5.00 x 19	5.25 x 18

Goodrich Double-Cured Cavaliers

Lewis Super Service Station

"WE NEVER CLOSE" Front and Eighth St. Phone 1300

DAILY'S AUTO PAINTING

MEDFORD'S OLDEST and FINEST Unequalled Work Guaranteed 32 South Bartlett. Phone 724-R

BEING SORRY DOESN'T HELP!
WHY DON'T YOU GET YOUR BRAKES FIXED?

Spring SPECIAL BRAKES Reconditioned AND Overhauled
REGULAR \$3.50
\$1.95

WHAT WE DO
BRAKES RECONDITIONED and OVERHAULED Includes

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

3 DAYS Only

FREE! OFFICIAL BRAKE CERTIFICATE

Firestone Service Stores
Ninth and Riverside Phone 520

When You Purchase a **Severin Battery**

you get a product backed by 10 years of successful manufacture and sales in the Rogue River Valley.

OUR PRICES RANGE FROM **\$1.75** Up to \$5.00 for a 3-year guaranteed 13-plate battery. Others priced accordingly.

We also specialize in **ARMATURE REWINDING STARTER and GENERATOR REBUILDING**

The following are some of our prices:

FORD T Exchanges \$1.50 to \$2.75
Ford A. Chev., Essex, etc. \$3.25 to \$3.75

A trial will convince you of the high quality of our products.

Severin Battery Service
Phone 390. 1522 N. Riverside

For Economical Transportation

CHEVROLET

Rogue River Chevrolet, Inc.
Telephone 188
MEDFORD - OREGON

March 9th, 1935

Southern Oregon Motorists
Rogue River Valley
Oregon

Gentlemen:

The 1935 Chevrolet, New Master De Luxe, is now on display.

You are cordially invited to inspect the models at our showrooms, 32 North Riverside Avenue, Medford.

The Aristocrat of the low priced cars, the finest motor car that Chevrolet has ever created.

Cordially yours,
ROGUE RIVER CHEVROLET, Inc.
C. M. Hurd, Manager.