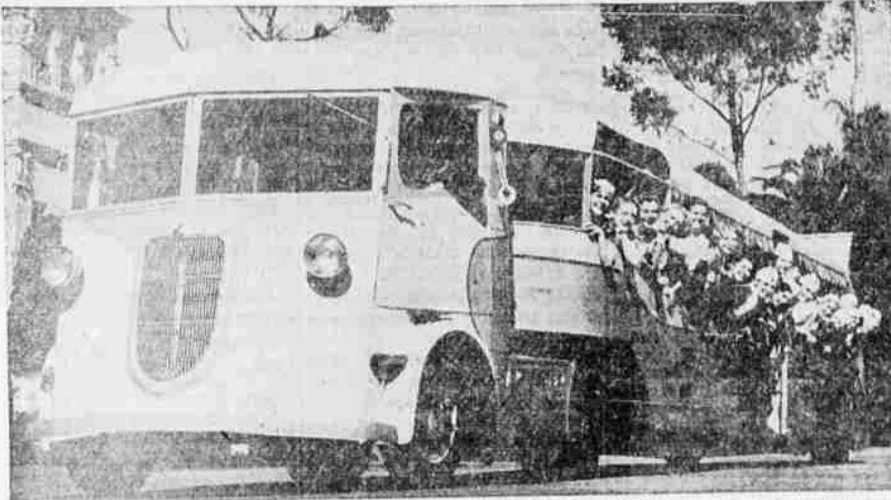


# AUTOMOTIVE NEWS

## Special Ford V-8 Buses To Ply Exposition Grounds



With seats in each for 40 passengers, huge buses mounted on Ford V-8 truck chassis will, under the direction of the San Diego Railway Co., ply the grounds of the California Pacific International Exposition, opening May 23 in San Diego. Above is a photograph of one of the buses after its delivery to the Exposition, piloted by the Expositionettes, a girls' organization in San Diego, on its way to the Ford Exposition site.

## The AUTO WAY



By Cyril Sander

During this last week a Chrysler Custom Imperial, six-passenger sedan was on the local dealer's floor for a short while, during which we had a good time inspecting it. The car was sold locally.

You will probably recall that we compared the Chrysler "Airflow" Imperial with the plain Chrysler "Airflow" a number of weeks ago—well, this Custom Imperial will compare with the Imperial just about like the Imperial compared with the ordinary "Airflow." In other words, this Custom Imperial is just about the heights of luxurious motor car transportation as conceived by Chrysler. In looking over this car the first thing that attracts your attention is its tremendous size. We believe that the doors are the largest we have seen on any four door sedan, and the body is so wide—it comes out so far that there are hardly any running boards, in fact we believe that they could be entirely eliminated and few people would ever notice the difference. By the way, the over-all length of this car is about eighteen and a half feet. The appearance of things in the interior was something like this to us: You sit back in a soft, wide, rear seat and stretch your legs comfortably to the convenient, individual foot rests with what seems to us would be ample room for most anyone, and then after that there are about a couple of feet of still more space before you even get to the front seat! Of course, in the front seat which is easily adjustable, you also have more than ample room with a beautiful dashboard just in front of you with many conveniently located instruments such as automatic overdrive, light switches, and the built-in radio. Of course there are many other conveniences for the passengers such as three lighters and ash trays (although I didn't count each one I believe that is correct) assist cords, arm rests in front and rear, two dime lights, and conveniently located parcel pockets, along with the baggage compartment behind the rear seat. The price of this car is around \$3,000, delivered here in Medford.

Although this car was the six passenger model, an eight passenger limousine may also be obtained on the same chassis. The limousine has these added features: two opera

type Auxiliary seats, compartment glass partition, and a speaking tube for communication between the front and rear compartments when the car is chauffeur driven.

satisfied so they added that new type of tapered leaf rear spring that has been widely publicized along with double action hydraulic shock absorbers in the front and single action ones in the rear. Then on top of all of that they equipped the car with airwheels for as perfect a ride as possible. Perhaps now, after this somewhat technical discussion, you will understand why the "Airtram" DeSoto is such a good riding car.

from the big 18.00-16 (which is more than 30 inches in overall diameter and carries a 13,000-pound load—thus being the largest pneumatic tire from the standpoint of carrying capacity) to the five by 1.75 inch pneumatic industrial one of the latest additions to the line of tires," said C. C. Furnas, local Goodyear dealer.

## Industrial Type Pneumatics Open New Tire Field

From cream puff manufacturers to giant construction operations is a wide span in the commodity roster—but there is now a pneumatic truck tire especially adapted for every service required in the field of transport.

"The tires we sell range in size

ad with roller and ball bearings for smooth travel.

Included in the category of vehicles for which these tires are built is the wheelbarrow used in garden, cemetery or construction operations, factories, bakeries, warehouse truck units and the like.

In addition Goodyear has also been supplying the manufacturers of toy wagons, velocipedes, toy automobiles and youngsters' similar sidewalk units with pneumatic single tube tires which not only make safer playthings for the children, but are welcomed by oldersters as well because neighborhood sidewalks are thus quieted.

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## INSTRUCTIONS IN FIRST AID PART OF SAFETY DRIVE

With the approach of Traffic Safety Week in Detroit and other cities, Robert C. Graham, executive vice-president of the Graham-Page Motors corporation, is urging the entire industry to co-operate in a campaign of public education in the timely administering of first aid after accidents.

In a special bulletin to all Graham dealers and company employees, Mr. Graham commends the recent announcement of Admiral Cary T. Grayson, national chairman, that the American Red Cross will give first aid instruction to 11,000 American Legion posts. The training courses will last for 10 weeks.

"Many lives have been saved by the timely administering of first aid immediately after an accident," the bulletin said. "Every police official and certainly everyone connected with the automobile industry should be skilled in administering first aid."

Mr. Graham believes that local automobile trade associations in various cities should hold meetings of their dealer members and others interested at which first aid instructions could be given as well as the holding of open discussions of measures to aid the traffic safety campaign.

Mr. Graham explained that accident prevention work is a problem of dealing with the "human factor" because the new cars offered this year by the various manufacturers are "mechanically safer than anything the world has yet seen."

"The new cars are less confusing to operate—more responsive to control," Mr. Graham said. "Vision is clearer—brakes surer—bodies sturdier. Acceleration, road stability—control of the car—all have been improved. The big job is to train the average driver to be more careful."

WASHINGTON, May 11.—(AP)—President Roosevelt said today funds would be allotted from the four billion dollar work relief appropriation for highway construction when the allotment board meets next week.

For those that wear buy NOLDE & HOBBS Eshelwyn B. Hoffmann.

The Mail Tribune want ads.

## MANN'S REMOVAL SALE ATTRACTS SHOPPING CROWD

Patrons from all parts of southern Oregon and northern California were attracted to Mann's Department store Saturday by the exceptional value offered for the first day of the big removal sale which is scheduled to continue for several weeks.

Spring and early summer merchandise has been marked down for immediate clearance so that there will be plenty of room for new display when Mann's enlarged establishment is completed sometime in June. Women were busy all last night removing the partitions between the main floor of the present store and the addition. The balcony is also being removed. A tile front is under construction in the new men's store location, formerly Hutchisons.

Approximately 10,000 additional square feet of floor space will be utilized by Mann's five department store when all remodeling is finished, according to John Moffatt.

A spacious beauty salon and ladies lounge will occupy the room above the new men's establishment, and many other interesting improvements are underway at Mann's preparatory to the grand opening of southern Oregon's most modern and attractive department store.

## H. E. PECK BUYS NEW STUDEBAKER

The Sanderson Motor company, local Studebaker automobile and Studebaker truck dealer, delivered a new Studebaker coupe to H. E. Peck of Medford, who is already highly delighted with the mileage and performance, according to Mr. Sanderson.

Mr. Peck, who travels continually, says the Studebaker all steel body and hydraulic brakes especially appealed to him because of the many accidents he has seen on the highways during the past few months.

Mr. Sanderson says the 1935 Studebaker automobile has 21 costly

car advancements which promote greater safety, economy, ease of operation and longer life.

## FORMER RESIDENT PASSES AT UKIAH

William Sandry, well known resident of Jackson county where he had resided for many years, both at Rogue River and Jacksonville, passed away at Ukiah, Cal., Friday at the age of 63.

Leaving Jacksonville, Mr. Sandry went to Crescent City and from there he moved to Ukiah. Besides his wife, Mary E. Sandry, he leaves three children: Mrs. W. A. Stearns, of Medford; Glenn and Emma, of Ukiah, Cal.; also two brothers: H. B. Sandry, of Nevada and Sam Sandry of Rogue River, Ore.

Funeral services will be conducted by Rev. W. H. Baird at the Congregational chapel at 4 p. m. Monday. The body will arrive in Medford today. Interment will be in Jacksonville cemetery.

The Mail Tribune want ads.

## TOP SPEED IN COMFORT ALL DAY ... with Nash Cruising Geared Performance!

MORNING TILL NIGHT



NASH has made cross-country, morning-till-night, day-after-day travel unbelievably comfortable... easier on you, easier on the car.

One big reason is the new Automatic Cruising Gear, which goes into action automatically at 40 to 45 miles per hour. It reduces engine speed and engine effort 30%. High speed without high-speed noise and without high-speed gasoline consumption.

And the ride! Smooth, flowing, relaxed. By synchronized springing, balanced weight and 6-passenger, midsection seating, Nash engineering puts a new road under your wheels.

Nash is out to front in safety, too. All-steel, one-piece body... super hydraulic brakes... safety, front-angled, front doors.

Come in and drive this car!

**NASH** SIX PASSENGER \$825 F.O.B. VICTORIA

Nash Automobils Cruising Gear is Standard Equipment on All Ambassador Models. Conquest at Eight Extra Cost on Advanced Eight and Advanced Six. SEE THE NASH-BUILT 1935 LAFAYETTE, 5580 AND UP F. O. B. FACTORY. (All Prices Subject to Change Without Notice—Special Equipment Extra)

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**TIRES**

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Ninth and Riverside. Phone 520

## UNIVERSAL SERVICE

### for the Universal Car



THE SIGN OF GOOD SERVICE

IN THE very beginning the Ford Motor Company realized the importance of good service. It was first to standardize tools and equipment and establish low flat charges for parts and repairs.

Today in any community you can see how far Ford has progressed toward the goal of providing service as good as the car.

The thousands of modern Ford dealerships are within reach of most of the millions of Ford owners. Other thousands of dependable garages and service stations—identified by the Ford sign—provide

supplementary service and Genuine Ford Parts.

When you buy a Ford you can get the kind of service a good car deserves. One of the features is precision workmanship. You can exchange a used Ford engine, carburetor, distributor and other assemblies for "FACTORY EXCHANGE" units at much less than the usual replacement or repair cost.

This is "Universal Service" in every respect, broadening constantly through the addition of Ford Neighborhood Service Stations, where you can get extra-quick service—gasoline, oil, lubrication, repairs.

FORD MOTOR COMPANY



See the New 1935 Ford V-8 at **C. E. GATES AUTO CO.**

Sixth and Riverside

YOUR FORD DEALER

Phone 141