

# AUTOMOTIVE NEWS

## The AUTO WAY.



By Cyril Sander

An English car which we have found very interesting is the Aston Martin—"Britain's Best Sports Car." According to the pamphlets this car has won considerable fame as a racer and these passenger cars are as distinguished as the racers built by the same company. The cars are available on two chassis, a short one and a long one. The short chassis is the faster of the two, but the long one has the best lines. In fact, this long chassis 4-seater "special" is very good looking for a sport car. They are, of course, very low and are much neater than many English cars we have seen. By that we mean there are not all sort of "extra" brackings and so on around it.

Something that little doubt would appeal to the younger people of America is the chromium plated exhaust pipes coming out of the hood. However, these cars are fitted with those peculiar bicycle fenders we have often mentioned, but we suppose they are something of a tradition over there, especially on sports cars. We personally can't understand the reason for those fenders—they aren't good looking and we should think that they wouldn't be very efficient, being as they expose nearly the whole wheel exposed so that it can throw mud and dirt all over the car.

Just another novel little feature on the car is the windshield—this windshield is fitted with wind-wings and also folds down over the hood. If one should want a real sporty-looking car, one would fold down the windshield, then bring the wind-wings over in its place. This gives two small individual windshields instead of the one. It really gives the car a very novel appearance. These cars are advertised to do from 75 to 90 miles per hour and at the same time they get 25 and 27 miles to the gallon of gas—even at really high speeds. That is something we should learn over here in America. Our cars have speed, and plenty of it, but few of them can get even 20 miles to the gallon of gas. Imagine how a car would sell over here if it was a moderate speed automobile, capable of speeds like these, get more and yet have a gas economy of 25 miles to the gallon. We think it would be a sensation. The real reason for good gas mileage in Europe is the expense of gas but over here where gas is comparatively cheap the manufacturers for the most part devote their talents to other lines. Of course, we realize that perhaps there are many other things to be taken into consideration, but we think the automobile manufacturers should devote more time to real economy of gasoline instead of terrific speeds which can't be used on the majority of highways in the country.

### Long Mileage from Western Giants Is Pritchett's Claim

After giving four and a half years of continuous service, the first Western Giant Super Whipcord tire ever sold was returned to the Western Auto Supply company, when D. F. Sharpe, water heater sales and service agent, traded it in on the purchase of a new Super Whipcord to replace it. This tire has been in daily use since early in 1931, being removed from the wheel just long enough to repair one puncture. Sharpe estimates that the tire has run over 50,000 miles according to the auto supply firm.

Of course, this tire service is unusual and far more than can be expected from any tire," Pritchett states, "but all purchasers of six-ply Super Whipcord tires are assured of satisfactory service for two full years, because they are backed by an all-round hazard guarantee, and can be serviced at more than 170 Western

## Four Is Not A Crowd



These four youngsters find plenty of room in the wide rumble seat of the 1936 LaFayette coupe. First of the 1936 cars to make its appearance, this new Nash-built invader in the low-priced field is winning ready acceptance throughout the country. The insert at the left shows the smart radiator grill and front-end assembly of the 1936 LaFayette.

### Auto stores in the West.

"Since Sharpe's light delivery truck which uses a passenger size tire, is so often overloaded, he was particularly complimentary of the side-wall strength of Super Whipcord, for on all previous tires of other makes the sides had broken down and blown out before the tread had worn away."

"It is only natural that the Super Whipcord sidewall should give longer life because the spiraling ridges on the sides act as cooling fins, drawing the heat off as the planes on air-cooled airplane motors do, thus pre-

venting the life of the carcass and rubber, and giving greater blowout protection."

Said to be the most distinctive tire in America, the Super Whipcord presents an attractive appearance on the car, harmonizing with the stream lines of the newest cars, and enhancing the appearance of older cars. Pritchett says that the present low prices bring Super Whipcord quality within the reach of all who drive.

KEYS and expert lock repairing Medford Cyclery 23 N. Fir Ph. 261

### DODGE COMMERCIAL CARS COMING SOON

A carload of Dodge commercial cars which will include both pickups and commercial sedans will arrive in Medford this week, according to L. C. Taylor, sales manager of the Pierce Allen Motor company. Mr. Taylor says the orders for new Dodge pleasure cars are still coming in faster than the factory is able to produce them.

Use Mail Tribune want ads.

## ST. MARY'S OPENS FOR WINTER TERM ON SEPTEMBER 9

Contributed  
St. Mary's Academy under direction of the Sisters of the Holy Names of Jesus and Mary, claims the distinction of being the first Catholic institution of secondary education in southern Oregon. From its humble beginnings in Jacksonville in 1863, it has become an educational force, with an influence far reaching.

Its aim is to educate young men and young women, by the growth, development and discipline of their physical, mental and moral powers. That youth may attain to the ideal of its highest self, that it may be prepared for the larger life stretching beyond the realm of school life, knowledge and religion must go hand in hand in the formation of character.

The faculty aims at the building up of the youth of well-disciplined habits of body and mind and recognizes that this ideal can be reached thru a principle of self control and well-defined ideas of respect for order and authority. The regulations governing the discipline of the students are made for earnest conscientious boys and girls who are in sympathy with their instructors and the spirit of St. Mary's.

A well trained mind is the development of but one faculty of the soul; education demands more for the endowment of true manhood and womanhood as virtue is not necessarily the accomplishment of intellectual culture. Morality assumes that the Divine precepts must be ingrained in the spiritual nature of the individual. True to Catholic teachings, the Sisters of the Holy Names endeavor to form the minds and heart of the students, who come within their walls, along the ideals and principles of true education.

St. Mary's Academy, fully accredited by the state board of education is a resident and day school comprising well-equipped elementary, high school and music departments.

The home life of a student at St. Mary's is filled with contentment. Her school is a realm where duty succeeds duty without impairing her energies or depressing her spirits. Her personal comforts, her associations and amusements, the literary and musical entertainment, the sympathy of instructors, all combine to make school days happy ones.

As the usefulness and happiness of woman and her power of making others happy depend on the number of high and worthy pursuits in which she takes an intelligent interest, adaptability and unselfishness are qualities which require an early and intelligent growth in youth. Life in a convent boarding school is eminently fitted to teach self-control and consideration for others, rather than for self.

A feature of the high school department is student participation in the government of St. Mary's. The object of this organization is to develop in the student the powers of self-government by teaching through active participation in school government the student's responsibilities and duties to fellow students and school, and thus to secure for later life the training necessary for a good citizenship.

St. Mary's will open on September 9.

## BUSINESS WOMEN SELECT OFFICERS FOR COMING YEAR

Mrs. Winifred R. Herrick, president of the Oregon State Federation of Business and Professional Women's clubs has been in Medford for the past four days, and the Medford club held a special meeting Friday evening at the Hotel Jackson.

The meeting, held for the purpose of electing officers for the club year 1935-1936, was called to order by Miss Clara M. Wood, retiring president.

Officers elected were: President, Mrs. Ethelwyn Hoffmann; vice-president, Mrs. Edwina Weishaar; recording secretary, Mrs. Myrtle Blakeley; corresponding secretary, Miss Clara M. Wood; treasurer, Mrs. Maude K. Chapman; auditor, Mrs. Maude K. Chapman; directors, Miss Mildred Beeson and Mrs. Jaquie Lenox.

The new officers were welcomed to their positions, and Mrs. Hoffmann replied for them in words of appreciation of the work of the club and the need of a women's civic club in Medford. She told of her willingness to serve the club and her realization that each member would be helpful in making the organization a success.

Mrs. Herrick gave a splendid inspirational talk and expressed pleasure that the local club was preparing to be active in the federation work during the coming year. Miss Elizabeth Anne Herrick, daughter of Mrs. Herrick, is her traveling companion and said she hoped they

## BEAN WILL SPEAK AT APPLIGATE BARBECUE

C. D. Bean, prominent local merchant, will be the main speaker at the barbecue being sponsored by the Applegate Grange tomorrow, Labor Day. It was announced by chamber of commerce officials yesterday. The Applegate Grange has provided for a five day's entertainment for Labor Day and the barbecue will be served commencing at 11:30.

During the afternoon races, games and other forms of entertainment will be indulged in as well as the principal talk by Mr. Bean, finishing with a dance in the evening. It is hoped by chamber of commerce officials that many Medford merchants and citizens will take this opportunity to fraternize with our friends in the Applegate district. Encouraging attendance at affairs of this kind is the main objective of the Inter-city visitation committee of the Jackson County chamber of commerce.

## BIRTHS

Born to Mr. and Mrs. Roy Heckathorn, 311 Genessee street, a boy weighing 8 pounds and 6 ounces, yesterday at the Community hospital.

Born to Mr. and Mrs. A. C. Larson, of Trail, a boy weighing 7 pounds and 2 ounces, yesterday at the Community hospital.

Use Mail Tribune want ads.

Be sure to get these **TWO VITAL FEATURES** in your next low-priced car



THESE FEATURES, like many others, are found only in CHEVROLET—the most finely balanced low-priced car ever built

**SOLID STEEL Turret-Top Body by Fisher**—the smartest and safest of all motor car bodies! And the famous gliding **Knee-Action Ride**, giving unequalled comfort and safety! These two features are absolute necessities in a truly modern motor car. And the new Master De Luxe Chevrolet, the most finely balanced low-priced car ever built, is the only car in its



price range that brings you either of them! It is also the only car in its price range that brings you a **Blue-Flame Valve-in-Head Engine**, **Shock-Proof Steering** and many other equally desirable features. Be sure to get these vitally important advantages in your next car, and get them at **lowest cost** by choosing a new Master De Luxe Chevrolet!

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Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

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ROGUE RIVER CHEVROLET, Inc.  
CHEVROLET CARS AND TRUCKS—COMPLETE SERVICE—GENUINE CHEVROLET PARTS

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# LABOR-DAY Sale!

ON THE FAMOUS **Goodrich Safety Silvertowns**

**Motorola Auto Radio**  
No Spark Plug Suppressors  
**No Money Down**  
Guaranteed for 1 Year  
Installed by Expert Radio Technician

Tune in on the baseball games, the fights and all of your favorite programs wherever you drive.

**GOODRICH COMMANDER TIRES**

4.50x21	4.75x19	5.25x18
<b>50¢</b>	<b>55¢</b>	<b>60¢</b>
PER WEEK	PER WEEK	PER WEEK

OTHER SIZES EQUALLY LOW

**It's Easy to Buy Here!**  
Everyone, regardless of their income, can buy here. Whether you buy for cash or on 30, 60, 90-day or extended terms we have a plan to suit your needs. Just select what you want and tell us how you can pay.

**Extra Trade-In Allowance**  
For your old wheels on a change-over to **17 Inch Wire Wheels or Goodrich Air Wheels**

It is surprising the difference one can make in a car by replacing the present equipment with larger, easier riding Goodrich Tires mounted on special wire or air wheels. COME IN AND LET US INSTALL A TEST ON TRIAL.

**LEWIS SUPER SERVICE STATION**  
Complete Automotive Service—Wrecker Service—We Never Close  
8th and Front Streets. W. L. LEWIS, Mgr. Phone 1300

**Hotel San Pablo**  
SAN PABLO AVE. AT 20TH STREET  
OAKLAND CALIF.

Down Town Central  
A HOME AWAY FROM HOME  
Completely Renovated --- and Redecorated  
RATES  
With detached bath from \$1.25 daily  
With Bath --- from \$1.75 daily  
FREE GARAGE NEW MODERN COFFEE SHOP

DIRECTIONS TO HOTEL  
Stay on Main Highway (San Pablo Avenue) directly to 20th Street  
Management—Harry B. Strang

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