

AUTOMOTIVE NEWS

SHELL GASOLINE ADVERTISING IN 300 NEWSPAPERS

An aggressive advertising campaign, in which over 300 newspapers on the Pacific coast are to be used, will be undertaken by the Shell Oil Co. It was stated by F. Johnson, local manager for the company here.

Details of the plan, which will rank with the largest and most comprehensive ever undertaken by any consumer concern, were received today by Johnson from W. F. DURKEE, JR., vice-president in charge of marketing for Shell.



"The business picture at this time is most favorable," wrote Durkee. "There is optimism in every line of business. With the hundreds of thousands of new cars on the highways today, coupled with the daily increases in motor travel, service station operators are in a favorable position to reap dividends during the year ahead."

The head of the Shell organization also stated that his firm expected 1936 to be a year of steady advance-ment and that the advertising program Shell has prepared is evidence of its confidence in the business situation.

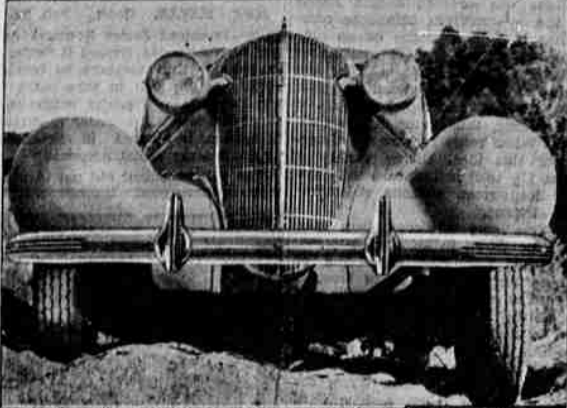
One of the important units of the program, according to Johnson, is the Medford Mail Tribune, which has been chosen to carry the news regarding Shell products to residents of this territory.

YAKIMA PEARMEN TALK 'CO-OP' SALES

YAKIMA, Feb. 22. (AP) — Pear growers meeting here today discussed formation of the Yakima Valley co-operative marketing association and setting up a central selling agency to handle pears and other products and deal in supplies for members.

Eight Yakima valley districts have organized and will sign up members. The name selected is tentative and may be changed when the articles of incorporation are filed.

KNEE-ACTION STEPS OVER BUMPS



On city pavement or rough country roads the 1936 Oldsmobile rides smoothly and comfortably. Oldsmobile's knee-action wheels absorb all road shocks. The front wheels operate independently of each other, and step over bumps and holes. Pictured above is the new Oldsmobile Six. Below is shown the roomy rear compartment.

COLUMBIA VALLEY AUTHORITY PLAN IRKS GOV. MARTIN

PORTLAND, Ore., Feb. 22. (AP) — Governor Charles H. Martin vigorously opposed a single Columbia Valley power authority and urged that the \$42,500,000 Bonneville power and navigation dam be administered apart from other Columbia river power projects.

"Let's not give up the advantage God gave us," he told editors and friends at an informal press club banquet here last night.

"We have this Bonneville dam here at tide-water. Now here we have a scheme to tie up with Grand Coulee and others.

"We'll be handicapped, cursed, by carrying that old man (Grant Coulee) on our shoulders."

He said Portland had to give up its natural water grade advantage when railroads gave common rates to Puget Sound, San Francisco and Portland.

"Let's fight for our power, fight for our flax industry and fight for our mining industry," Governor Martin said.

He said "helter skelter" farming on young soil would no longer be profitable. A \$200,000 survey is being made to determine what crops are best suited to the Willamette valley soil.

The report, he continued, probably will recommend building of reservoirs to keep the water from flooding in the winter and to let it down in the summer when needed for irrigation.

"That will be the recommendation, but will they (the people of Oregon) do it?" he asked.

Loud applause greeted his assurance that the "flax industry does not belong in the penitentiary." The board of control has set about taking the flax industry out of politics, he stated.

"We're going to get some money and keep that Grants Pass mining school going," the governor said, urging development of mineral

wealth. "We've got to get our minds on developing and building up wealth."

BUCKINGHAM'S Ice Cream, Candy and Party Specials. The Great 438 So Central.

CHEVROLET SALES SET NEW RECORDS

Sales by Chevrolet dealers continued throughout January at a rate which broke all January records in the history of the company, besides rounding out the greatest 90 days after announcement that Chevrolet has ever known.

This fact is revealed by figures released by W. E. Holler, vice-president and general sales manager. Few records were established both for new cars and trucks and for used cars, Mr. Holler said. An important contributing factor, he added, was the used car disposal program, under which thousands of old cars were destroyed and forever removed from the streets and highways of America.

January sales of new cars and trucks totaled 75,412 units, an increase of 103 per cent over January, 1935. New unit sales for the period since the 1936 model announcement totaled 247,865, as compared with 130,867 for the best corresponding period in the past, in 1929-30. This is an increase of 89 per cent.

Used car sales for January were 166,966 units, the second-highest ever car month in Chevrolet's history. Sales of used cars for the 90-day period since introduction of the 1936 models totaled 400,717 units, 247,008 in 1934-5 being the highest previous total for a corresponding period.

"We regard it as significant that the combined sale of new and used cars by Chevrolet dealers in January totaled 242,378 units and, further, that the combined sale by Chevrolet dealers of new and used cars during the three months' period reached the tremendous total of 648,883 units.

"The fact that record sales in January were not confined to any one section of the country, but on the contrary were general throughout the United States, is a splendid business indication," said Mr. Holler. "It supports our belief that the spring buying season will be the best the country has seen for a number of years."

Extension of the used car junking program through February was announced last week. This program, in which Chevrolet is recompensating its dealers for scrapping unsafe cars, is meeting with the unanimous approval of safety authorities in all parts of the country.

Buick Features Century Sedan



Designed to crowd 100 miles an hour and to cruise at ordinary driving speeds at quarter throttle, the Buick series 60 Century sedan is creating attention everywhere, according to H. A. Skinner of Skinner's garage, local Buick dealer. The car has a 120 horsepower valve-in-head straight eight engine and a wheelbase of 123 inches. It is the fastest of the four Buick lines.

Hudson, Terraplane Report Huge Gain In Sales Last Year

Cohen-Anderson Motor Co., Hudson-Terraplane distributors for Oregon and southwestern Washington, reports a net gain in sales of 112 per cent in 1935 over 1934, according to Jerry Young, the local Hudson-Terraplane dealer.

Edward E. Cohen, president of the company, in commenting on this gain, said: "We are particularly proud of this gain because, with two exceptions, Hudson-Terraplane sales last year made a larger increase in sales in this district than any other car among the large volume producers." In commenting further on these gains, Mr. Cohen said: "I don't suppose we should expect to continue to increase sales over 100 per cent each year as we have in the past two, but if our sales keep up through 1936 as they have started out in January,

we will make another 100 per cent or better increase this year. Our January sales, which jumped 141 cars as compared with 41 in January last year making a gain of 243 per cent, were the greatest in the history of our firm for that month—and that takes in all the Januarys in the past 31 years that I've been in the automobile business in Portland.

"Hudson-Terraplane sales are showing a big increase throughout the country, too," said Mr. Cohen. "I just received a letter a few days ago from Mr. Tracy, general manager at our factory at Detroit, giving us the following news: 'In the 12 weeks after the 1935 announcement, our sales to customers gained 124 per cent over the first 12 weeks of 1935 models. And, week by week, Hudson and Terraplane sales in December ran close to or equaled the big selling weeks of last April—which were the best April weeks in years. When all dealer reports are in we feel confident all former January sales records will have been broken.'"

'NEW DEAL' WINS COURT DECISIONS

CHARLOTTE, N. C., Feb. 22. (AP) —The fourth U. S. circuit court of appeals aided with the New Deal today on cases brought to test the public utility act of 1935 and the right of WPA to advance funds for construction of a publicly-owned plant which would compete with private industry.


In a far-reaching decision by Judge John J. Parker, with Judge Morris A. Soper of Baltimore dissenting, and Judge Elliott Northcutt of West Virginia concurring, the court upheld the power of congress to enact the public works law; held the administrator was acting within the act in making such a power loan; and ruled the Duke Power company had not had sufficient equity in court to war-

DIVORCE GRANTED COUPLE, 90 AND 85

PORTLAND, Ore., Feb. 22. (AP) —The crossroad of divorce set Daniel W. Butler, 90, and Helen M. Butler, 85, on different paths today. Their separation came after five years of marriage.

Mrs. Butler charged that the Civil War veteran was cruel, that he had an uncontrollable temper, and that he beat her. The 90-year-old husband countered with the allegation that his wife often left him alone to go to social functions.

Butler, who draws a \$100 a month pension, was ordered to pay alimony of \$25 a month for ten months.



WINNER OF THE TEXACO SERVICE PLAQUE AWARD

We Feature

Marfak Lubrication **Washing**
Tire Service **Battery Service**

HUGHES & UNDERWOOD

TEXACO CERTIFIED SERVICE
SIXTH AND GRAPE MEDFORD, OREGON

Fact: YOU GET MORE COMFORT FOR YOUR MONEY IN AN OLDSMOBILE



YOU can get right down to brass tacks when you consider Oldsmobile comfort. You can count up the features that contribute to Oldsmobile's restful, gliding ride. You can determine, by actual comparison, the fact that Oldsmobile gives you more comfort features for your money than any car of similar price. Check the features listed at the right. Remember, too, that Oldsmobile gives you balanced weight distribution, extra-roomy interiors and level, unob-

structed floors. All these comfort features and many more are yours in Oldsmobile. And you get them at a price but a little above the lowest!

THE SIX \$665 **THE EIGHT \$810**

Sizes 2665 and up... Eight 2810 and up. All prices at Lansing, subject to change without notice. Safety Glass standard equipment all around. Special accessory groups extra. Car illustrated is the Six-Cylinder 4-Door Sedan, \$755 list. A General Motors Value NEW 5% G. M. A. C. TIME PAYMENT PLAN

Proof OLDSMOBILE has every comfort feature . . . none left out

<p>KNEE-ACTION WHEELS for a restful, gliding ride in front seat and rear.</p> <p>RIDE STABILIZER for level riding without sideways or body roll.</p> <p>HIG. OVERSIZE TIRES for additional comfort and traction for stops.</p> <p>NO DRAFT VENTILATION for fresh air without annoying drafts.</p> <p>BODIES BY FISHER with roomy interiors and luxurious appointments.</p>	<p>SUPER-HYDRAULIC BRAKES for swerveless, smooth, quick stops.</p> <p>SOLID-STEEL "TURBO-TOP" for greater protection and smarter style.</p> <p>CENTER-CONTROL STEERING for effortless, true-course guiding.</p> <p>SYNCHRO-MESH TRANSMISSION for easy, all-silent shifting of gears.</p> <p>SAFETY GLASS for extra security all around at no additional cost.</p>
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HEADLINER
ANY WAY YOU LOOK AT IT!



EXTRA special news it was—when Buick wrapped up 3500 pounds of live-wire power-thrill in sixteen feet of eye-stopping smartness—and named it the Special.

Extra special news it was—when buyers put foot to treadle on the open road, and found the Buick Special nimble, eager, steady, smooth—as no car ever was before at \$765* list price at the factory.

Extra special news you'll find it, when you pile up the miles, roll the weeks into months, and see how meager are its demands for gas and oil—how stubbornly it resists the siren call of the repair shop.

It's newsworthy for style, for power, for comfort, for safety. It's a headliner for thrift, for prolonged resistance to wear, tear and abuse. It will write family history in the new sort of satisfaction it gives you and yours.

But highlight of the news is that you can buy the Buick Special for a mere two or three dollars a week more than the lowest-priced cars. The new GMAC 6% Time Payment Plan brings down the cost of buying "on time," makes payments easy, removes the last cause for waiting to "step-up" to a Buick.

We'd like to show you the phenomenal Special, let you drive it, figure out the arithmetic on it. It's worth your while just to find out how little it costs to get a car that's big in more ways than its inches! When may we see you?

IT COSTS LESS NOW TO BUY "ON TIME"

The new GMAC 6% TIME PAYMENT PLAN reduces the cost of financing a new car purchase. Use these savings to get a better car—a car that's a joy to own, a thrill to drive—a safe, smart, new Buick that packs pleasure in every mile. We'll gladly show you the exact figures and how much you save.

YOU GET A BETTER USED CAR FROM A BUICK DEALER

\$1049 to \$2506 are the delivered prices of the new Buicks in Medford, subject to change without notice. Standard and special accessories groups on all models at extra cost. All Buick prices include safety glass throughout as standard equipment.

"Buick's the Buy"

SKINNER'S GARAGE

143 South Riverside — Phone 102

★ ★ ★ ★ WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM ★ ★ ★ ★