

AUTOMOTIVE NEWS

AUTO EMPLOYMENT HITS NEW RECORD

NEW YORK, March 5.—The Automobile Manufacturers Association today announced that production of automobiles gave work in 1935 to a higher average number of persons than in any preceding year except one. The employment total for the year just past came within ten thousand men of equalling the 1929 all-time record of 447,000 workers.

This occurred despite the fact that the 1935 output of motor vehicles was still a million and a quarter cars below the 1929 mark, according to Alfred Reeves, vice-president and general manager of the association, summarizing a study of employment in automobile assembly, body and parts plants based upon the compilations of the U. S. bureau of labor statistics and the U. S. census of manufacturers which has just been completed by the association's statistical department.

"Comparison with the industry's second best year, 1928, accentuates this showing," Mr. Reeves asserted. "Average employment that year was 435,000 workers by comparison with 1935's figure of 438,000 employees. But its production was 4,359,000 motor vehicles or 350,000 greater than last year's output of 4,009,000 units.

"While the general expectations of the industry are for greater production in 1936 than in 1935, the figures for last year must be interpreted cautiously because of introduction of the new 1936 models in the fall," continued Mr. Reeves. "This brought two periods of building dealer inventories into a single year, a situation not likely to recur soon. This fact, however, does not affect expectations as to total employment for the current year.

"Partly as a result of the fall in-



The new automatic cruising gear, which increases liberally travel mileage in relation to gas and oil consumption, and also reduces engine wear, is now available on the deluxe LaFayette models of the Nash line. Hitherto the gear has been available only on the "400" and Ambassador. Adoption on the LaFayette marks the first appearance of this remarkable factor in car operation economy in the low price car field.

production program, but largely because of other measures to stabilize employment, last year saw a material reduction in the fluctuation of employment from month to month.

"This meant that many thousands more employees had constant work throughout the year, than during other recent years, and that for additional thousands inevitable seasonal layoffs were of shorter duration. The average month to month variation in employment was only 8.6 per cent, compared with 12.9 per cent in 1934.

"A further indication of improvement is shown in the fact that in 1934 average monthly employment dropped below 400,000 workers in eight months, while in 1935, only two months showed fewer than 400,000 employees, and only four months, all told, broke as low as 400,000 employees.

"This result is in line with the objective of the employment stabilizing program now in effect throughout the industry."

ABBEY DELIVERS FIVE TRUCKS TO SKEETERS

The largest individual truck sale to be made here for several years was announced Saturday by Walter W. Abbey Inc. Mr. Abbey reports that Everett Skeeters, of Talent, has just taken delivery of 5 new International trucks equipped with Beall logging trailers.

These trucks may be seen at Abbey's Monday and Tuesday.

SAFETY DEPOSIT BOXES

For rent at Lawrence's. Former Jackson Co. Bank Vaults. 8 a. m. to 5:30 p. m. — Longer hours and less money.

SAVING INSTINCT SHOWING REVIVAL DECLARES KYLE

A new trend of thought is being evidenced in this community, according to R. F. Kyle, secretary of the First Federal Savings and Loan association of Medford. Mr. Kyle states that the speculating and gambling era of the 20's has passed and the "spend everything and borrow more" era of the early 30's is on the wane. People are now turning back to the school of our forefathers for their guidance," says Kyle, "and are loath to go into debt unless they can thereby be materially benefited and can see a definite way to liquidate the debt.

"Confidence is established again in our financial institutions and the people are opening new or adding to savings accounts. These additions to accounts prove that many are again living within their incomes and are not trying to out-spend their neighbors. Their living expenses have been readjusted, even if salaries and incomes have been materially reduced in comparison to those received in 1929.

"Benjamin Franklin's teachings of work, thrift and saving have again become popular," Kyle points out. "Only a little reflection reveals that the United States has created the greatest wealth any nation has ever acquired by following Franklin's guidance. The Indians had had control of this country for centuries before our forefathers came but under their haphazard management, little was accomplished.

"The return to popularity of thrift and saving is very heartening and, with that principle as a guide, our outlook is for a better community economically."

ZORIC CLEANING AT DOMESTIC LDY

The Zoric system of garment cleaning, which was placed in operation Saturday at the Medford Domestic Laundry, has met with instantaneous and whole-hearted public approval, according to Manager Glen Fabrick.

Mr. Fabrick says, "the new Zoric dry cleaning system is the last word in garment cleaning equipment. It took several years and hundreds of thousands of dollars to perfect this wonderful unit, which uses a pure, non-inflammable, non-explosive cleaning fluid—gallons and gallons of it on every garment."

In the Zoric system the garments are placed in a smoothly polished metal cylindrical container which slowly revolves through the cleaning fluid. The processes of cleaning, removing the cleaning solvent and drying the garments, formerly done in three separate machines, are all handled within this single unit. The garments are cleaned, dried and deodorized in the one machine and are not removed until the entire process is completed. Then they emerge clean through and through—dry and absolutely odorless.

Mr. Fabrick says, "the new Zoric cleaning fluid, with its superior cleaning qualities, penetrates every type of fabric thoroughly and removes every trace of dirt. Yet its action is most gentle, and rejuvenating. It restores the original new-like appearance and feel to men's and women's garments."

Lakin Chosen As Marketing Head Of Shell Oil Company

Announcement has just been made of the appointment of P. E. Lakin as vice president in charge of marketing, by Alexander Fraser, president of the Shell Petroleum Corporation, St. Louis.

Mr. Lakin, who succeeds L. van Eeghen, resigned, was formerly sales manager and concurrent with his becoming an officer of the corporation has taken over the combined duties of vice president and general sales manager.

He was born in Tacoma, Wash., and received his early education in that city, later attending the University of California, and becoming associated with the Shell organization in 1915. He has been with Shell con-



tinuously since then, with the exception of the World War period, when he served overseas as a first lieutenant in the 96th aero squadron.

Before being transferred to St. Louis in 1933, as general sales manager of the Shell Petroleum Corporation, he was in charge of a shell marketing subsidy on the west coast.

MORE ROOM than in cars costing twice as much!



The minute you get inside a Nash "400" or LaFayette you can see how MUCH more room they give you! Three big people ride in either seat with room to spare. And there's more headroom and legroom than you'll find in most cars costing two and three times as much!

Why put up with the limitations of a small car when these lowest-priced Nash-built cars give you so much more for your money?

More room; larger, double-acting hydraulic brakes; the world's first completely seamless all-steel body! See the Nash "400" and the LaFayette at the nearest Nash-LaFayette showroom. The Nash Motors Company, Kenosha, Wis.

LOW MONTHLY PAYMENTS THROUGH NEW 6% C. I. T. BUDGET PLAN

Big, luxurious Nash Ambassador sedans with trunks—125-inch wheelbase—\$835 to \$995 f.o.b. factory. All prices subject to change without notice. Special equipment extra.

AUTOMATIC CRUISING GEAR available on all Nash and LaFayette models at slight extra cost. Reduces engine revolutions 1/4 at high speeds. Saves up to 25% in gas; up to 10% in oil!

NASH and LAFAYETTE

123 S. Riverside
WALTER W. ABBEY, Inc. Telephone 303

The 1936 SAFETY TIRES

Stops up to 25% Quicker

38% of all accidents due to faulty equipment were caused by smooth, worn tires that skidded on wet streets or blew out with resultant loss of steering control. Thousands were killed—thousands injured because someone tried to take out another 1000 miles from the thin, smooth tires. It's the last 1000 miles in a tire that gives the trouble—the last 1000 miles that are worth only 31c at today's low tire prices. If you skidded during the last rain storm equip with new tires now!

Firestone High Speed Tires will stop your car up to 25% quicker than other leading makes, proven figures that are the result of 2,350 tests made by a leading university with specially designed recording instruments.

Demand this extra margin of safety—equip with Firestone High Speed Tires today.

Firestone HIGH SPEED TYPE			
SIZE	PRICE	SIZE	PRICE
4.50-21	\$ 7.75	5.50-19	\$11.20
4.75-19	8.20	6.00-16	11.95
5.25-18	9.75	6.50-17	14.90
5.50-17	10.70	7.00-16	16.00

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AMERICA'S LARGEST SELLING GASOLINE

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TIRES! OIL! BATTERIES! IN FACT, I GET ALL OF MY AUTO SUPPLIES AT WARDS. I KNOW I'M GETTING THE BEST MONEY CAN BUY—AT THE VERY LOWEST PRICES.

THAT'S MY OPINION, EXACTLY. AND I TELL ALL MY FRIENDS, TOO—MIGHT AS WELL PASS ALONG THE "GOOD NEWS."

Wards POWER GRIPS will always get you there — on Any Road!

Check the Low Price on your size!

685

4.50-21 4 ply
4.50-21 4 ply
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Wards Power Grips were especially designed for all kinds of "rough going"! They will give you more traction in mud or snow than any other tire made; more traction without chains than ordinary tires with chains! Extra heavy construction throughout—6 (and 4) plies—2 breaker strips—thick tread and sidewalls! Come in and inspect these tires at your earliest opportunity!

WRITTEN GUARANTEE Against EVERYTHING that can happen to a tire in service! Complete protection against EVERYTHING—WITHOUT LIMIT as to months or miles!

SIZE	4 PLY	6 PLY
4.75-20	7.30	9.05
4.75-19	7.45	9.25
5.00-19	7.45	9.25
5.25-18	9.30	11.15
5.25-21	9.75	11.95
5.50-17	9.25	10.95
6.00-16	10.45	12.35

LIBERAL PAYMENTS MAY BE ARRANGED

ROAD KING For Sure Starting 445

15 Full Size Plates
With your old battery

18 Months Service Adjustment Guarantee!

- More Power than S.A.E. requires.
- Handles all extra accessories easily!
- Leak-proof, acid proof case!

6-PC. WRENCH SET 49c

5-16 to 15-16 open end—box end.

TOP PATCH KIT 29c

Everything you need for a quick auto top repair job.

RUBBER FLOOR MAT 59c

Felt Back! Use old mat for pattern.

FORD RADIATOR 10.45

Exchange price. 1928-29. Guaranteed 18 months!

CHEV. RADIATOR 10.95

Exchange price. 1928-29. Guaranteed 18 months.

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