

# AUTOMOTIVE NEWS

## SHELL DRIVERS RECEIVE AWARDS

More than 2,000 Shell truck drivers are soon to receive certificates of honor for perfect safety records during 1935 according to Fred Johnson, Shell manager here.

These men have enviable records covering millions of miles of driving which extend back beyond 1928 when Shell instituted one of the first safety movements organized in the west.

A leader in promoting safe driving for years, Shell drivers undergo thorough training in safety, courtesy and service before they are allowed to represent the company on streets and highways.

Johnson stated that a record of accidents over a period of time pointed to the following causes in most instances: inattention, carelessness and failure to concentrate. "These simple facts, when observed while on the road, have enabled us to establish a fine driving record at a time when automobile accidents have been steadily increasing," he said.

Local Shell drivers whose records entitle them to certificates are: J. W. Snyder, E. W. Kretzer, E. N. Butler, H. F. Nordwick, R. P. Marks, E. R. Husted and J. H. Thompson. Fred Johnson, manager, will also receive an award for 15 years of driving without an accident.

## Walter W. Abbey Inc. Reports Many Sales

Three members of another Medford business firm are owners of new Nash and Lafayette automobiles with the purchase of a new Nash deluxe 400 victoria by H. H. Pringle of the Medford Concrete Construction Co. from Walter W. Abbey, Inc. A short time ago Walter W. Abbey announced that members of the Charles A. Wing Agency, Inc., were owners of new automobiles purchased from his firm.

The Medford Concrete Construction Co. has just taken delivery of a new International 1 1/2-ton dump truck, which is this company's third International.

Mr. Abbey reports the recent sales of new LaFayettes to: Roy F. Jones, Central Point, LaPayette coupe; Floyd G. Lance, Wolf Creek, LaPayette, deluxe sedan; Mr. and Mrs. Code Hall, LaPayette victoria.

T. M. Kurts and Mrs. Velma D. Fillingim are new owners of Nash deluxe 400 sedans.

Supervisor Dwight Phipps purchased a new International pickup for the Medford branch of the state board of forestry. New International trucks were delivered to the Medford Lumber Co. and the Sonoma Valley Cheese factory at Central Point. W. C. Kaashafer of Jacksonville purchased a new Beall logging trailer from Walter W. Abbey, Inc.

New Willys 77s were delivered to Jack W. Brophy, Leo and Loring Martin of Beagle and the Pantorium Cleaners.

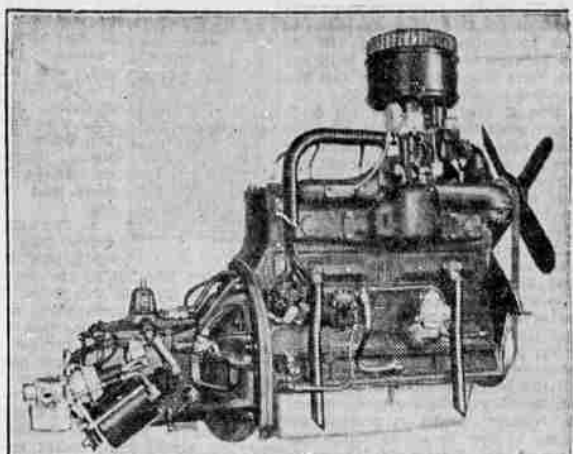
## CHEVROLET SALES SET HIGH RECORD

Sweeping aside all former sales records for any one month in its history, Chevrolet Motor company in March reached a new all-time high when its 10,000 dealers throughout the United States sold a total of 136,119 new automobiles—a figure unparalleled for any month by this manufacturer.

Duplicating this feat, although on a smaller scale, the Portland zone of Chevrolet, comprising the state of Oregon, the river counties of Washington and the southern section of Idaho, likewise broke all sales records for any one month by selling more than 2,100 new Chevrolets in March.

In this city Rogue River Chevrolet, Inc., set a new sales mark during March when residents of this section purchased from them a total of 28 new Chevrolets, according to

## 100 H. P. Available on Terraplane



Carburetor side of the Terraplane six-cylinder engine which develops 88-horsepower as standard. With the high compression aluminum head, 100-horsepower is available as an option.

## New Safety Device for Hills



Photo showing 1935 Studebaker at full stop on a steep hill. The automatic Hill Holder, exclusive with Studebaker, prevents the car from backing down grade. Operation, it is claimed, requires only normal driving technique, namely, pushing both clutch and brake pedals forward at the same time, following which the foot brake can be released, leaving the right foot free to manipulate the accelerator when restarting the car.

## CHEVROLET SALES SET HIGH RECORD

C. M. Hurd, manager of this company. Thus nationally, locally and from a zone standpoint, Chevrolet broke all sales records for any one month during March.

A new record was set nationally also for first-quarter sales, which totaled 272,149, a gain of 97,839 over the same period last year. The previous high record for a single month had stood ever since May 1928, totaling 122,487. The largest previous first quarter record was 248,875 units in 1929. Sales of used cars by Chevrolet dealers were 165,170 in March, and 481,834, a new record, in the first quarter.

The huge sales volume by Chevrolet thus far this year gives this company well over 40 percent of the motor car volume in its price field, definite and conclusive proof of unquestioned acceptance by the motoring public of this company's products. Likewise in the Portland zone, the unparalleled volume being registered by Chevrolet gives the zone well over 40 percent of the business in the lower price field.

## Largest Tanker Visits Portland



Bringing gasoline for delivery to the entire state of Oregon, the Columbia and Willamette rivers were visited a few days ago by the largest gasoline tanker ever to enter these streams.

The 3,380,000-gallon tanker, Socony-Vacuum, delivered 1,260,000 gallons of Mobilgas and 822,000 gallons of General domestic burner oil at the Linton plant of the General Petroleum corporation and 210,000 gallons of gasoline at the firm's Astoria docks. The remainder of her cargo is to be discharged at Seattle and Tacoma.

In addition to bringing the largest shipment of gasoline ever sent to the Pacific northwest, the giant new ship made the fastest run from Los Angeles to the Columbia bar ever recorded by a tanker. She is 500 feet long and was built just a year ago at a cost of \$2,000,000, by the Socony-Vacuum Oil company, of which the General Petroleum corporation is the Pacific coast affiliate. She is regularly in service on the east coast, but has been transferred west for a few runs.

## Dodge Turns Out Wide Variety Of Commercial Cars

Practically all lines of industry and business in which trucks and commercial cars are used have been represented during the month of March in the wide variety of units manufactured and shipped by the Detroit Dodge truck plant. This was announced here yesterday through the Pierce-Allen Motor Co., Dodge dealers, with show rooms at 112 South Riverside avenue.

During the last several weeks an unusually wide variety of special and standard types of commercial cars and trucks have been produced and have ranged in load capacity from the half-ton commercial express car to the heavy-duty three-ton truck.

Analysis of the figures supplied by the special equipment department of the Dodge truck plant reveals that recently there has been an increasing demand for unusual types of truck bodies.

Already this month the special equipment department has turned out hundreds of different special purpose bodies which have been purchased for many fields. Some of them were: Accident prevention, medical, bus, aviation, baking, brewing, bottling, building materials, milk products, furniture, mortuary, gasoline, oil, roads and streets, ice cream, advertising, farming, florist, produce, refrigeration, meat packing, sanitation, trucking and outdoor advertising.

The plant last month, in addition to these many special models, has turned out hundreds of the following standard types of trucks: Commercial sedan, Westchester suburban, two-ton tractor, commercial screen, commercial canopy, two-ton stake truck, commercial panel, three-ton dump, one and one-half ton chassis and cab, three-ton tractor, one and one-half ton dump, one and one-half ton canopy, one and one-half ton express and one and one-half ton stake trucks.

## Variety of Dodge Trucks



With the Dodge truck plant output reaching high levels this month, the above picture gives evidence of the wide variety of types and sizes of trucks and commercial cars that are coming off the assembly lines every day.

## MEAD TO HANDLE WILLYS 77 HERE

Mead Motor company, dealers for Plymouth and DeSoto automobiles, have secured the agency for Willys 77 and during the past week have delivered two of these four cylinder cars to southern Oregon purchasers, according to announcement by Newton A. Mead.

Willys 77 cars, available in six models, are characterized by these outstanding features: all steel safety bodies and doors, 164 over-all length, 48 horsepower engine, axle pinion drive shaft sealed with leather, moulded brake lining protected against water, oil and dirt; new type steel spoke wheels, adjustable steering wheel, push-type Alemite chassis lubrication connections.

The appearance of the Willys embodies the same modish details of far more expensive cars and the cost of operation is comparatively low, Mr. Mead stated. The Willys itself,

in racing form, has won both American Grand Prix road races at Briarcliff, N. Y., during 1934 and 1935; also the 1935 Cape Cod road race.

Card of Thanks  
To each and all my friends and neighbors I wish to express my heart-felt appreciation for their thoughtful kindness, for the beautiful floral tributes, silent messengers of sympathy, to the Royal Neighbor, Masonic, and Oddfellow orders and to the Peri Mortuary for the wonderful consideration and assistance extended me during illness and following the death of my husband.  
MAE B. RANKIN.

## More From Your Ore!

Send for Complete Catalog STRAUB MFG. CO. Chestnut St., Oakland, Calif.

### GAS GOES UP!

OPERATING COSTS COME DOWN

### Save 33 1/2% On Your Gas Bill!



Chrysler Six Town Sedan \$1150 HERE

## Buy a New CHRYSLER 6 or 8

Equipped with the GENUINE CHRYSLER AUTOMATIC OVERDRIVE and enjoy economy that you cannot get even on smaller cars.

**The New Chrysler 6**  
will make 22 miles per gallon at 45 miles per hour, and 17 to 18 miles per gallon at 60 to 65 miles per hour.

**The New Chrysler 8**  
will make 17 to 18 miles per gallon at 45 miles per hour.

**It Pays To Buy A Fine Car**

Now Available any model **CHRYSLER 6** \$3750 A MONTH BIG TRADE-IN ALLOWANCES

Come in and drive a new Chrysler equipped with a Gas Meter and prove these statements for yourself

We have a **COMPLETE LINE OF NEW PLYMOUTH** Coupes and Sedans in stock

## LANGE MOTOR CO.

28 N. Riverside CHRYSLER-PLYMOUTH Phone 18

## SEAT COVER Fashions FOR 1936

<b>PREMIER DeLuxe</b> Beautiful new fabrics in patterns and designs that blend with interiors of finest cars. Perfect fitting. Cut over master patterns. Sedans, Coaches \$5.95. Coupes \$2.79	<b>COMPETITOR</b> Bargain priced! New colors and designs in fabrics that will give long service. Covers for sedans and coaches priced at \$1.59. Coupes 79c	<b>STANDARD</b> Let us install a set of these fine covers today. If you have a new car they protect the upholstery and on older models cover up worn and dirty interiors. Sedans, Coaches \$2.95. Coupes \$1.59
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## HEAR The new 1936 Firestone STEWART-WARNER AUTO RADIO

Check for GREATER VALUES

- No Suppressors Necessary.
- Dash Mountings (most cars). No extra charge.
- Tone Control, Volume Control—Station Selector all in head.
- Operates With Any Type Antenna
- High Sensitivity—8 tube performance.
- Coast-to-Coast Reception—Exceptional Tone Quality.

Now! for the first time—home reception as you ride—distant stations no noise—beautiful tone—no suppressors necessary—and imagine!—this amazing set sells for only \$39.95, at least \$20.00 below sets of comparable quality. They've just arrived; get yours today!

## USE OUR BUDGET PLAN easy weekly terms

### SAFETY IN ANY WEATHER Firestone HIGH SPEED TIRE

38% of all accidents attributable to faulty equipment in 1935 were due to thin, worn tires. Hundreds were killed, thousands injured. Protect your life and the lives of your loved ones. Equip today with new Firestone Tires that stop your car up to 25% quicker on wet or dry pavements.

Size	Price
4.50-21	\$7.75
4.75-19	8.20
5.25-18	9.75
5.50-17	10.75
5.50-19	11.20

## Firestone AUTO SUPPLY AND SERVICE STORES

NINTH AND RIVERSIDE ONE-STOP SERVICE PHONE 520

## Your Search for the Right Truck Ends Here

In the International line there's a truck for your job. The 26 different International models come in a total of 70 wheelbase lengths. Carrying capacities range from Half-Ton to powerful Six-Wheelers. Here, in one line of trucks, the needs of the trucking world are fully met.

Truck operators recognize the extra value that International Harvester Company is able to build into every truck that bears the name. More than thirty years of perfecting all-truck construction means a great deal to every user.

Come in to our showroom today and inspect the trucks designed to do your work. A demonstration will point the way to new profits in your business.

**INTERNATIONAL**

International 1 1/2-ton truck All types of bodies available Dump body, 4 to 5-ton chassis

International 1 1/2-ton truck

One of the Six-Wheel Internationals

1 1/2-ton truck, panel body

1 1/2-ton truck, pick-up body

International Tractor Truck

**WALTER W. ABBEY, Inc.**  
Nash, LaPayette, International SALES AND SERVICE  
153 S. Riverside, Phone 493