

AUTOMOTIVE NEWS

MOTOR INDUSTRY CONDITIONS ARE SUBJECT OF TALK

Conditions surrounding the merchandising of automobiles were discussed by J. L. Miller, official representative of the National Automobile Dealers' association, at a meeting of automobile dealers of Medford and vicinity Thursday night at the Hotel Medford. The meeting was sponsored by the Oregon Automobile Dealers' association.

Miller, in his address, pointed out that while the automobile business was the leader in recovery, and the sales of motor vehicles had shown remarkable increases, nevertheless the large volume of business was not generally adding to the prosperity of automobile dealers.

"The cause for this situation," he stated to the assembled dealers, "lies in the fact that for every new car sold, the dealer on the average has to handle two used cars. Too generous allowances on the used cars taken in trade in lieu of cash as part payment of new cars, has resulted in the dealer giving away so much of new car gross profit that the combined new and used car departments of most dealers showed substantial and increasing losses each year. This is inevitable," he stated, "because it is impossible for a dealer to sell new cars in today's market without handling used cars in the ratio prevailing."

"Automobile dealers in the United States averaged only one and two-tenths cents profit for every dollar of business they handled during 1935," Mr. Miller stated. A fair return for effort in the automobile business is considered at 5 per cent. As a result of the poor earnings, the turnover among automobile dealers has been excessive. Improvement will come when dealers adopt a policy of allowing for used cars only what they are actually worth. He urged dealers to restrain their generosity in this respect and to act more cautiously when quoting allowances.

Reliable information concerning market values is now available to the trade through the monthly report of used car values published by the National Automobile Dealers' association. The N. A. D. A. Used Car Guide is built from actual sales of used cars and reflects the prices which the public in any given community is paying for used cars. Stabilization of used car values, such in the same manner as securities and farm products, is necessary to curb "wild trading" by uninformed dealers, and provide full protection to the public. "It must never be overlooked," Mr. Miller concluded, "that the used car buyers outnumber new car buyers by more than two to one, and represent the largest potential market for automotive products."

WHEAT PRICE DUE TO SPAIN STRIFE

CHICAGO, Aug. 22.—(AP)—Emerging from an eclipse caused by spectacular soaring of corn values, wheat is again the grain trade's chief guide, thanks largely to Europe's war scare.

FARMER INDICTED AS BANK BANDIT

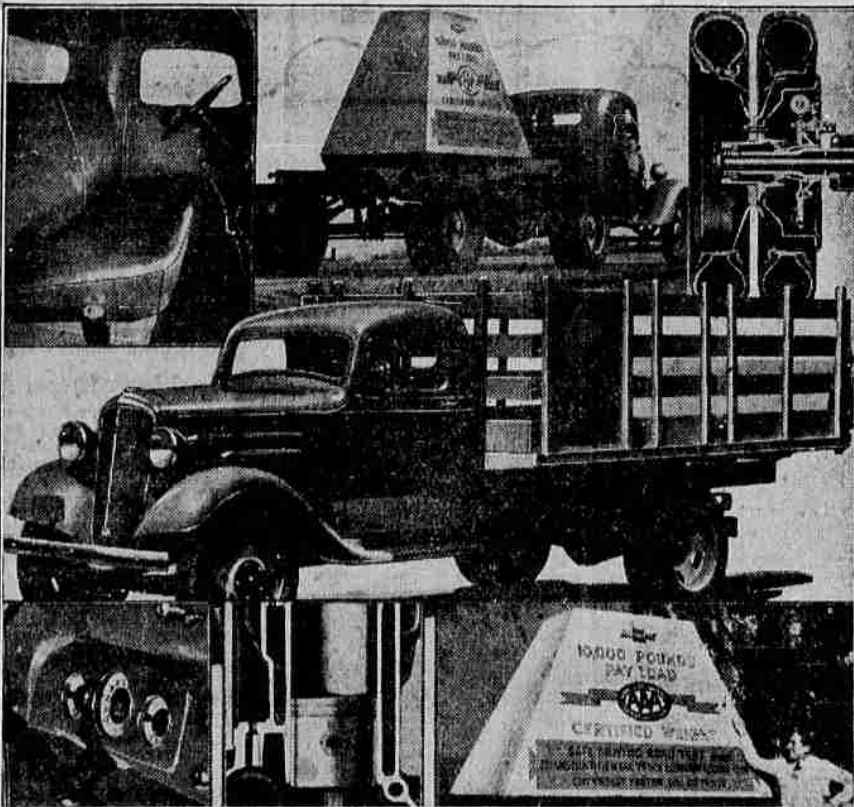
SPOKANE, Aug. 22.—(AP)—Two men, one a farmer and the other marked by federal agents as an escaped convict and member of a notorious North Carolina bandit gang, faced indictments today for the robbery of the Rosalia bank a year ago and the killing of Marshall Bert Lemley.

A federal grand jury returned the indictments here yesterday against Frank Baird, Spangle farmer, who was released under \$15,000 bond only 10 days ago after several weeks in jail, and Reese Bailey, escaped North Carolina convict.

Bailey has not been apprehended.

Toledo Coffee Center
TOLEDO.—(UP)—Coffee going into the morning cup of 4,000,000 Americans is processed by the \$10,000,000-a-year roasting and packing industry in Toledo, figures indicate.

New Chevrolet Truck on Economy-Safety Run



Carrying a 10,000-lb. cement block from Los Angeles to New York, a 1½-ton Chevrolet truck—one of the new 1936 models just introduced—demonstrated that safe driving means economy. Speed limits were observed in every community, with 35 m.p.h. the maximum on the open road. The 3511.4 miles were completed on two quarts of oil and 308.6 gallons of gasoline, at a cost of 0.16 cents per mile, or one-third of a cent per ton mile. The entire run was completed without any mechanical failure, repairs, or even a scratched fender. The illustrations show the test truck and features of the new 1936 models. Coupe type cabs with solid steel roof, full-floating rear axle, and full-length water jackets, are some of the improvements. In the lower right, Harry Harz, who drove the cross-continent test, is seen beside the 10,000-lb. block. The test was officially observed by the American Automobile Association.

Firestone Opens Mid-Summer Sale Auto Accessories

Ed Efteland of Firestone Auto Supply and Service store, located at Ninth and Riverside, says, "Firestone's Mid-Summer Clearance sale enables us to offer the public a large assortment of auto accessories and camping equipment at tremendously low prices. There are more than four hundred items to pick from and I sincerely recommend that every motorist drop in and look them over. There are such items as seat covers, auto radios, trunk racks, stabilizers, trouble lights, fog lights, driving cushions, Thermo bottles, driving glasses and many other items that every motorist needs."

Vacation days are not over yet. Labor day is coming and why not make your plans for that week-end trip now? Many pleasant trips can be routed for you, eliminating that last minute scramble and rush, to get matters organized, just what route to start out on, etc. Mr. Efteland states that the Firestone Auto Supply and Service stores will gladly help you plan your trip the most pleasant and easiest route.

Pioneers Meeting Scheduled Sept. 24

The sixtieth annual meeting of the Southern Oregon Pioneer association will be held in Jacksonville on September 24. It was announced today. Several committees are at work planning the day's program, which is expected to be one of the best. B. F. VanDyke, president of the association, has been working diligently on the plans.

WASHINGTON, Aug. 22.—(AP)—The Pacific Trust Express, Inc., of Portland, Oregon, asked the Interstate commerce commission today for permission to acquire rights and equipment of the Zero Express company for \$15,000. The Zero company operates in California, Washington and Oregon.

Comedian Charley Grapewin, whose hobby is woodworking, makes portraits of his friends in inlaid wood.

Goodrich Rounds Up Unsafe Tires



The above picture shows the employees of Lewis Super Service Station dressed as cowboys for the third annual Goodrich national roundup of worn tires. Special terms are being offered during this unusual campaign to induce motorists to get rid of unsafe tires, according to W. L. Lewis.

PORTLAND DEATH RATE INCREASED

WASHINGTON, Aug. 22.—(AP)—The census bureau said today a health index showed the death rate of Portland, Ore., for the first 33

weeks of 1936 was higher than the average of 12.6 for 88 principal cities.

Portland's rate was listed as 13.5. The rate for the corresponding period last year was 13.1, compared with an 86-city average of 11.7. The figures do not include stillbirths.

The death rates represent annual rates per 1,000 population, as estimated for 1933 by the arithmetical method, the bureau said. A weekly index showed deaths in Portland for the week ending Au-

gust 15 totaled 72, a rate of 11.9, compared with 50 and a rate of 8.3 for the corresponding week in 1935.

HI-Run Steamer
SEATTLE, Aug. 22.—(AP)—The trolling boat Royal wireless the coast guard here today that a "hit-and-run" steamer wrecked the Tacoma troller Blanco at 30 a. m., today off Umattilla lightship, killing one man. The Royal took the only known survivor, Ed Pedersen to the light ship.

SLAYER OF PAIR TAKES OWN LIFE

WATSONVILLE, Calif., Aug. 22.—(AP)—Shot through the head, the body of Jack Bennett, sought for the slaying of a man and woman here, was found today in Madonna park, 10 miles east of here.

Chief of Police Matt Graves said Bennett, 55-year-old electrician, shot Mrs. Grace Mae Ayres, 28, and Austin W. Martin, 28, as they sat in a parked automobile one block from Watsonville's main business street yesterday.

One of the copper-jacketed bullets passed through Mrs. Ayres from the back and seriously wounded her 3-year-old daughter, Hazel, whom she was holding on her lap.

Bennett was married and has two grown sons.

Martin, a garage mechanic, was also married and leaves, besides his widow, a 19-months-old son.

Cemetery Discovered
NEWBURGH, N. Y.—(UP)—A cemetery dating back to Revolutionary days is believed to have been unearthed here. Workmen who discovered bones called Coroner Andrew Calyer.

BRIDGES ISSUES AGITATION CALL

SAN FRANCISCO, Aug. 22.—(AP)—Harry Bridges, Pacific coast president of the International Longshoremen's association, called on waterfront employers today to agree to "immediate" negotiations on proposed modifications of the 1934 strike award agreement.

Bridges wrote Thomas G. Plant, that the waterfront employers "have submitted no proposals, except to demand that we submit to a blanket agreement to arbitration before we know what issues the waterfront employers' association wish to arbitrate."

SANTA FE, N. M., Aug. 22.—(AP)—Playing the role of an unofficial mediator, a senate sub-committee investigating the merits of the Navajo reservation boundary bill, convened here today to hear complaints of Taos Pueblo Indians against the administration of Commissioner John Collier.

Two portable bars on trucks were sent from Madrid to loyalist troops in the Oudarrama mountains during fighting there in the Spanish revolution.

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

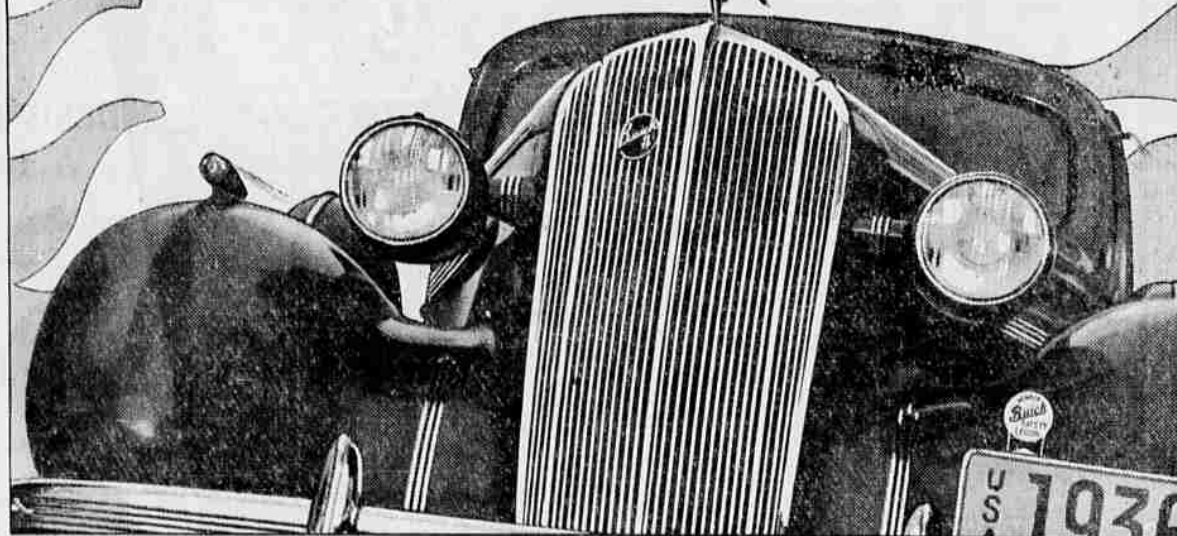
International 1 1/2-ton truck All types of bodies available Dump body, 4 to 5-ton chassis

Streamline panel stake body
One of the Six-Wheel Internationals
1 1/2-ton truck, panel body
3-ton truck, pickup body
6-ton truck, dump body

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123 S. Riverside, Tel. 303

IT STARTED A HEAT WAVE

THIS BIG AND BEAUTIFUL BUICK AT \$1029*



THE automobile business says that a motor car is "hot" when it enjoys outstanding public demand. On that basis, the 1936 line of Buicks has started a heat wave all its own.

Month by month sales have climbed. Buick not only tops all cars at or near its price in sales gain—the whole price class in which Buick sells is farther ahead of last year than any other, including the very lowest priced group!

There's something in that. When people start putting their dollars into Buicks instead of the lower priced cars—it's good proof that they're getting more for their money.

Better look into Buick. Especially this big, roomy Buick SPECIAL, Series 40—beginning in price at \$, delivered here. Let us know, and we'll be around with a demonstrator.

"Buick's the Buy"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

SKINNER'S GARAGE

143 South Riverside — Phone 102

*\$1029 to \$2495 are the prices of the new Buick, delivered here, subject to change without notice. Standard and special accessories on all models at extra cost. All Buick prices include safety plan throughout as standard equipment, with which the General Motors insures.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM