

AUTOMOTIVE NEWS

SAVINGS FOR CAR BUYERS FEATURED WITH GMAC PLAN

Time buyers of Chevrolet, Pontiac, Oldsmobile, Buick, LaSalle and Cadillac passenger cars in Oregon are being advised through the medium of an extensive newspaper campaign of a saving of 25 percent on insurance. This saving on insurance, as compared with rates generally included in finance plans, is available only on the General Motors installment plan.

Mort S. Allen, Oregon branch manager of GMAC, pointed out that under this plan the purchaser receives a comprehensive policy in the General Exchange Insurance corporation, also a member of the General Motors family. This policy protects the owner against fire, theft and accidental damage including earthquake, flood, hail, explosion, wind-storm, collision, and many other similar hazards.

It was further learned that the insurance saving of 25 percent is but one of many features of the complete low cost General Motors car financing service. Other features were described as: Simplicity of the monthly payments to suit the budget needs of the buyer; no service charges; no bonds, no extra fees of any kind. The advertising now appearing sums up the plan as a complete General Motors service.

See the new lawn furniture at Burk's, 314 E. Main.

Electric Motor Repairs are better at **Gage Motor Service** 20 N. Grape Phone 908

Sandy Says It's a Fact!
CALENDAR ALL DAYS ARE NOT EXTRA FEE!
MONDAY TUESDAY 24 HOUR LONG!
WEDNESDAY THURSDAY FRIDAY

And We Can Prove It!

Why not spend an interesting hour or so today at our used car lot? Take your time inspecting our big line-up of correctly reconditioned cars—and learn all the advantages of the PLEDGE-BACKED Guarantee. A demonstration is yours for the asking.

- 1936 Studebaker Sedan.....\$750
- 1936 Ford De Luxe Sedan.....\$630
- 1934 Ford V8 Tudor, radio
- 1932 Ford Truck, van body.....\$395
- 1931 Willys Knight Sedan.....\$225
- Three 1929 Ford Coupes, each \$125
- 1929 Nash, "400" series.....\$145

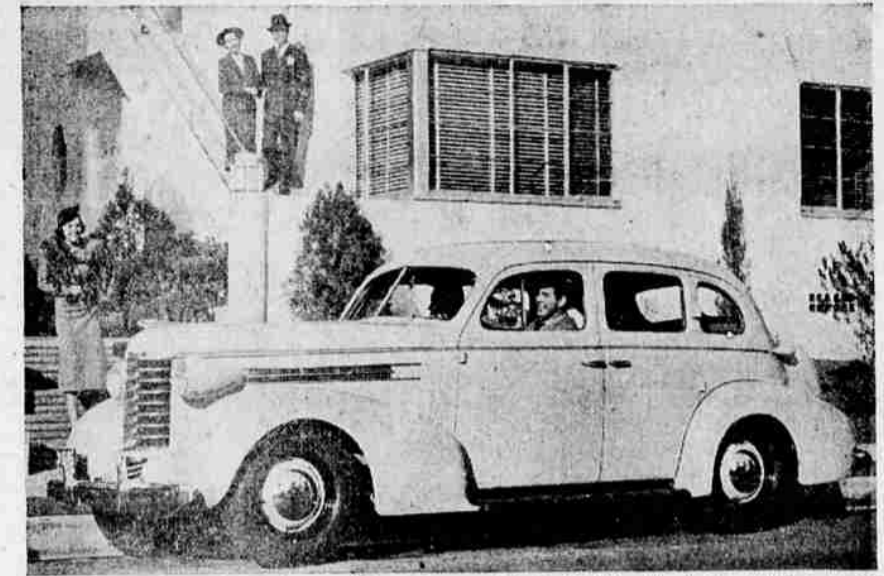
PROOF THAT THE U. S. DOES NOT OWN THE PANAMA CANAL ZONE

By a treaty signed on November 18, 1903, Panama granted to the United States "all the rights, power and authority within the zone" for the sum of \$10,000,000 in gold coin and an annual payment during the life of the treaty of \$250,000 in gold coin. 1—"Nuggets of Knowledge."

SANDERSON MOTOR CO.
SALES SERVICE
107 SO. RIVERSIDE—PHONE 1385

\$998
IS THE PRICE OF AN
OLDSMOBILE
SEDAN
FULLY EQUIPPED *Delivered Here*

NEW OLDSMOBILES WIN ACCLAIM



Individual styling with lines of unusual grace and beauty have earned for the 1937 Oldsmobile the title of "style leadership" according to Grady Gumble, Northwest zone manager for Oldsmobile. This reputation, coupled with prices that make ownership possible with one thousand dollars, is largely responsible for the sensational sales increase being recorded in this territory by Oldsmobile. Gumble added. Photo shows the Oldsmobile Six four-door touring sedan with trunk, one of the sales leaders.

Cavemen Queens With Packard



Shown above are winners of the annual Cavemen Queen contest recently conducted at Grants Pass, Ore. Queen Helen Carlson (left), and First Princess Marie Miller (right). They were awarded an extended trip through California to Mexico and return. The girls are pictured with a Gilmore-Packard motor car powered with Red Lion gasoline, which invaded their domain at the conclusion of the contest.

IDEAL HIGHWAYS DIVIDE TRAFFIC

Divided highways, with center construction entirely separating opposite streams of traffic, is the keynote of a road safety campaign which has been launched by several of the big automobile clubs of the west. In a joint statement recently issued by the northern and southern California automobile associations, it was urged that roads be made safe not only by separating the traffic flow but by building separated groves at major intersections, by the elimination of curves, flattening of crests, railway crossing elimination, increased use of reflector markings for traffic lanes and the removal of advertising structures from view-observing locations.

"Good roads are now here and the time has arrived when we should turn to marking those roads," says Walter W. Abbey, Nash Lafayette dealer here. "Every possible safety factor must be provided."

"Head-on collisions can be eliminated if center safety strip construction is adopted. Greater cost of such highways may hold down the amount of road building but the demands of safety must come first."

"We are greatly pleased that the Nash factory is taking an active interest in safe highways. Our engineers have done everything in their power to make Nash Lafayette cars safe to drive, but they realize that a majority of the accidents which occur are not the fault of the car. The human element hasn't been eliminated from car operating, and probably never will be. Therefore, it is up to everyone concerned to make driving as fool-proof as possible, and improvement of existing highways is one way of accomplishing this end."

For greater satisfaction Buy NOLDE & HORST HOSIERY at Ethelwyn B. Hoffmann's

MEDFORD'S only complete food store open all day Sunday, Riverside Market.

Headquarters for picnic supplies. Open all day Sunday, Riverside Market.

WINDOW GLASS—We sell window glass and will replace your broken windows reasonably. Trowbridge Cabinet Works.

MEDFORD LADY IN FLIGHT CAPTURED BY SALEM POLICE

SALEM, April 24.—(AP)—Zelma Arthur, one of three Medford women held here as material witnesses in a burglary case, led a Salem police officer a hard chase today before he caught her at the Southern Pacific depot.

While the women were being escorted from justice court to jail Mrs. Arthur broke away from police men, Myra Shank and Sam. Headquarters radioed a call to all cars and half an hour later the woman was caught. The officer said she stoutly resisted return to jail.

Mrs. Arthur and LaVern and Lorene Bean, sisters, all of whom said they were from Medford, were being held as witnesses in a case involving a burglary charge against Edison Womack and Albert Johnson, of Sacramento.

Chief of Police McCredie said that Zelma Arthur is married, and the mother of three children. She formerly lived on Prune street, and Saturday a relative made inquiries at the police station regarding her whereabouts. Mrs. Arthur is about 25 years of age.

State police said that the Womack mentioned in the above dispatch, was known to them.

INITIAL BLOSSOM WEEK A SUCCESS

The Rogue River valley's first annual pear blossom week comes to an end today with the sponsoring Crater club satisfied that its initial modest effort was a gratifying success.

The week was featured by a band concert by the 30th infantry regimental band in the city park Tuesday evening and by the senior high school band Thursday evening, by the awarding of prizes for the best decorated store windows and by trips along "Pear Blossom Way" by hundreds of valley residents and visitors.

Photographs for the amateur photographers' contest must be filed at the Jackson County Chamber of Commerce not later than noon tomorrow. Awarding of prizes for this contest will complete the work incident to pear blossom week.

Pear Blossom Time IS PACKARD TIME

RIDE IN THE NEW PACKARD and know the flashing performance and style which suit the most discriminating

You can buy a Packard for **\$1133.00** at Medford

You also may enjoy the pleasure and distinction of Packard ownership.

SEE THE PACKARD CHASSIS

the simplicity and strength which is the basis of Packard's enduring reputation.

Perry L. Ashcraft
128 South Riverside Phone 191

MEDFORD MEN HEAR FORD SALES CHIEF AT PORTLAND MEET

A delegation of six Medford men representing Medford at the Ford meeting in Portland Tuesday when W. C. Cowling, director of sales for the Ford Motor company, addressed over 300 dealers and salesmen in the Arabian room of the Hotel Multnomah. The local delegation comprised C. E. "Pop" Gates and George Gates, heads of the C. E. Gates Auto company; Hobart Price and Claude Miles, sales representatives of that firm; Jerry Day, Lincoln-Zephyr representatives and Herb Grey, advertising manager of the Medford Mail Tribune. The meeting and banquet with Cowling's brilliant address climaxed a busy Portland conference attended by dealers and salesmen from all sections of the state and southern Washington.

Cowling painted a glowing picture of business recovery to his audience. In proof he cited the fact that the Ford Motor company is just closing the largest sales month in the thirty-three years it has been in business.

From his world-wide perspective, Cowling discussed the business outlook frankly and intimately with the Ford dealers in a meeting Tuesday noon. He pointed out the economic significance of the fact that Ford car and truck sales are appreciably ahead of last year because general business is so widely influenced by the automobile industry. The Detroit authority demonstrated how business as a whole has been beneficially affected by the large volume of automobile sales.

Cowling announced that Ford sales and production for the year to date are 38 percent ahead of the first quarter of last year. Ford production up to April 20 was approximately 600,000 units of the new 1937 models. Production and sales for April are estimated as being 140,000 units. Ford factories are now producing about 7000 units a day.

Cowling furthermore revealed the interesting fact that the new model Ford "60" is clicking with the public. He stated that factory officials had estimated that the Ford "60" would total about 15 percent of the 1937 production. Demand, however, for the new model up until April 1 was running 25 percent. During this month, the "60" will run around 30.7 percent of total production.

A much brighter outlook for the used car market was voiced at the meeting. The guarantee of first class mechanical condition, more attractive used car displays and a larger potential market, were the principal factors credited for this optimism. Ford dealers all over the country have shown large increases in used car sales because of the R. & G. (renewed and guaranteed) basis of

Ford Chief Optimistic



W. C. Cowling, director of sales for the Ford Motor company, at Portland this week for a sales conference with Ford dealers and salesmen. Because of soaring V-8 sales, he announced operations of the Portland Ford plant would be doubled and personnel increased 100 percent immediately.

sales which gives the prospective buyer the same sense of value as that found in a new car, Cowling told the men.

"Because of greatly increased V-8 sales, Mr. Cowling announced that the operations of the Ford plant in Portland which serves this territory would be doubled and the personnel increased 100 percent." asserted George Gates. "This will enable our firm as a Ford dealership to give even better service than has been possible before. All parts and accessories will be distributed from Portland to speed up and give typical Ford service to our customers."

Assisting Cowling at the Portland meeting were A. S. Hatch, also of Des Moines and in charge of sales for the Lincoln Motor company; D. J. Hutchins, assistant to Cowling in charge of truck and commercial car sales and H. C. Butkiewicz, manager of business development for the Universal Credit company.

To achieve the Perfect Silhouette Wear ARTIST MODEL FOUNDATIONS Ethelwyn B. Hoffmann.

We Consider attention to minor details as much a part of our duties as major ones; no particular, however small overlooked.
LADY ATTENDANT
PERL
Funeral Home
John A. & Frank Perl
Ambulance Service
Phone 47

Use Mail Tribune want ads.

The New 1937 Firestone STEWART-WARNER AUTO RADIO

3 Outstanding Features
* METAL TUBES...
* SOUND DIFFUSION
* 4" DYNAMIC SPEAKER

BUDGET PLAN \$1.87 PER WEEK
No Money Down

Firestone
AUTO SUPPLY & SERVICE STORES
9th and Riverside. Phone 320

Save 25% ON INSURANCE

TIME BUYERS OF NEW PONTIACS IN OREGON

BY BUYING ON GENERAL MOTORS INSTALMENT PLAN

"I'M GLAD WE GOT OUT OF THE 'ALL THREE' CLASS"

"NOW WE'VE GOT A GREAT BIG NASH—AND IT COST ME ONLY A FEW DOLLARS MORE* THAN ONE OF THOSE SMALLER CARS!"



Actual photograph of Nash LaFayette "400" 4-Door Sedan with trunk

"I had an idea of a Nash was about \$200 out of my reach," said Mr. Schlaner. "When I checked on delivered prices... found the 117-inch wheelbase Nash sedan delivered for only a few dollars more than the same model of one of the 'All Three' small cars, I could hardly believe my eyes."

Yes, people are astonished when they check up on DELIVERED prices. The Nash LaFayette "400"—much bigger than any of the "all three" small cars—DELIVERS for just a FEW dollars more. You get a more powerful six cylinder motor, much larger hydraulic brakes, stronger steel body, wider seats, more headroom and legroom. A really big car. A car anybody can be PROUD of. And the difference in price? Just a few dollars—that's all.

*FOR AS LITTLE AS \$1 OR \$2 A MONTH EXTRA YOU CAN GET OUT OF THE "ALL THREE" CLASS. A check-up recently made by ten representative cities shows that the Nash LaFayette "400" 4-Door Sedan with trunk DELIVERS for just a FEW dollars more than the similarly equipped 4-door sedans of the "All Three" small cars. In many places, the SLIGHT difference in price amounts to just \$1 or \$2 a month extra on your time payments.

\$25 A MONTH! Ask about the convenient terms and low rates available through the Nash C. I. T. Budget plan. In most places, you can pay as little as \$25 a month on your time payments. Automatic Crusing Gear now available on all Nash Models at slight extra cost.

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