

AUTOMOTIVE NEWS

Richfield Wild Flower Booklet Featured



Now comes the loveliest time of year, when wildflowers conspire to weave carpets of magic beauty over our landscapes. But like all luscious moments of glory, wildflower time is a veritable transient, here today and gone tomorrow. They leave, however, such memories that all visits to the wildflower areas are well repaid.

Nature is so capricious, and her season of wild glory so brief, that a guide service is a paramount need for all who would capture a glimpse of the spectacle. For many years this guide service has been furnished by the Richfield Oil corporation, and it is being made available again this spring. Richfield dealers everywhere are now posting weekly bulletins, telling of the varieties in bloom and the areas where they may be found. In addition, the company has published the 1937 edition of its famous wildflower booklet, an illustrated album rivaling in colors the beauty of the flowers themselves. It also includes road maps with directions for reaching the best areas.

All this service is free, and a genuine aid to the public in the enjoyment of a great treasure. No resident of this region should neglect the opportunity to use it.

Pictured above are: Top left—Avalanche lilies in Rainier national park; top right—field of daisies in Antelope valley; circle—display of California Yuccas; center right—field of mixed varieties in Oregon; lower right—poppies in northern California.

City Voids Incorporation
DOS PALOS, Cal. (UP)—When Dos Palos residents discovered that as an incorporated fire district they were subject to two different types of taxation they immediately mobilized a total of 28 voters out of a

possible 300 and voted to locate themselves. There being no voters in favor Dos Palos no longer will appear on the fire map.
The government has printed 2,000,000 liquor stamps since the repeal of prohibition.

Hopkins' Service Pennsylvania Dealers



Burt Wood, representative in this section of Oregon for Peck Brothers of Portland (left) shown congratulating C. L. "Curt" Hopkins, owner of Hopkins Super Service, upon his

Hopkins' Super Service, located at the corner of Jackson and Riverside streets, will handle the full line of Pennsylvania tires and tubes in this section of Oregon, according to an announcement Saturday by Burt Wood, business counselor in this territory for Peck Brothers of Portland, Ore., state distributors. The new set-up is immediately effective and a stock of Pennsylvania tires and tubes has already been received by the new Medford dealers. The Gibson line of household refrigerators and Arvin automobile and home radios, also distributed by Peck Brothers, will augment the Pennsylvania tire line at Hopkins' Super Service, Wood stated.

In consummating the southern Oregon dealership, I. H. Peck, president of Peck Brothers, was in Medford this week-end conferring with Curt Hopkins, owner and general manager of Hopkins' Super Service. While in this city, Mr. Peck and his territory representative, Burt Wood, assisted Hopkins in perfecting plans for the extension of the Pennsylvania tire safety essay contest in this part of the state. This contest, sponsored locally by Hopkins' Super Service, will provide vacation tours for winners in a contest planned as a means of stimulating public interest in safe driving.

"During my brief visit in Medford, I have been impressed with the apparent prosperity of this section of Oregon and delighted with the splendid reception we have already received on Pennsylvania tires," I. H. Peck said before leaving this city for Portland. "Our merchandising program is a comprehensive one which calls for outstanding dealers in every important city of the state. We are gratified in securing C. L. Hopkins as our dealer in this area, as his experience, excellent location

selection as dealer in this area for Pennsylvania tires and tubes, Arvin car and home radios and Gibson home refrigerators, I. H. Peck, president of Peck Brothers, is shown in the center, smilingly witnessing the

and complete facilities afford a splendid sales and service set-up for our lines here," Mr. Peck said.

Burt Wood, representative for Peck Brothers in this section of Oregon, whose title in the Portland concern as "business counselor" for dealers and distributors, needs no introduction to southern Oregon people as he formerly resided in this city and has many friends throughout southern Oregon.

Low Bideler, manager of the home appliance department of Peck Brothers, will arrive in Medford this week to complete details of Hopkins' dealership for the Gibson refrigerator line and Arvin radios.

More than 2,000 North Carolina farmers are cooperating in a statewide experiment to test the soil-building properties of TVA fertilizer.

handshake that climaxed the dealership negotiations Friday. The picture was taken in front of the tire section of Hopkins Super Service, with a stock of Pennsylvania tires prominently displayed.

OREGON TOURIST TRAVEL GAINING

SALEM, Ore., May 8.—(AP)—The peak of the 1936 tourist season when 1000 cars were registered daily, will be exceeded this year, Earl Snell, secretary of state, declared when studying the tourist figures for the first four months of the year.

Total non-resident motorists registered up to May 1 was 19,029 as compared to the 14,891 a year ago. Snell said the rate of increase would be even greater during the spring and summer months. He expected 40,000

more cars from other states during 1937 than were registered last year.

Although lower Rio Grande valley citrus is grown in a narrow strip approximately 70 miles long, it is packed and shipped under more than 350 brands and trademarks.

Closing time for Too Late to Classify Ads is 1:30 p. m.

Noise Betrays Prisoner
DONIPHAN, Mo. (UP)—A prisoner in the county jail here sang too lustily and danced too vigorously in the opinion of Sheriff Lewis. Lewis investigated and found the yodler was trying to drown out the noise made by another prisoner who was digging at a wall with a stove poker. Result: Silence from both.

Firestone

Complete BRAKE SERVICE

- 1 BRAKE SPECIALISTS
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- 4 BRAKES TESTED

No Charge

Bring your car to Firestone and let us test the brakes on our Electric Dynamic Testing Machine. If they are O. K. we will issue a certificate... if not take advantage of the sensational special shown below... Not an ordinary adjustment but a complete over-haul.

COMPLETE BRAKE RECONDITION AND OVERHAUL \$3.50 VALUE \$1.95

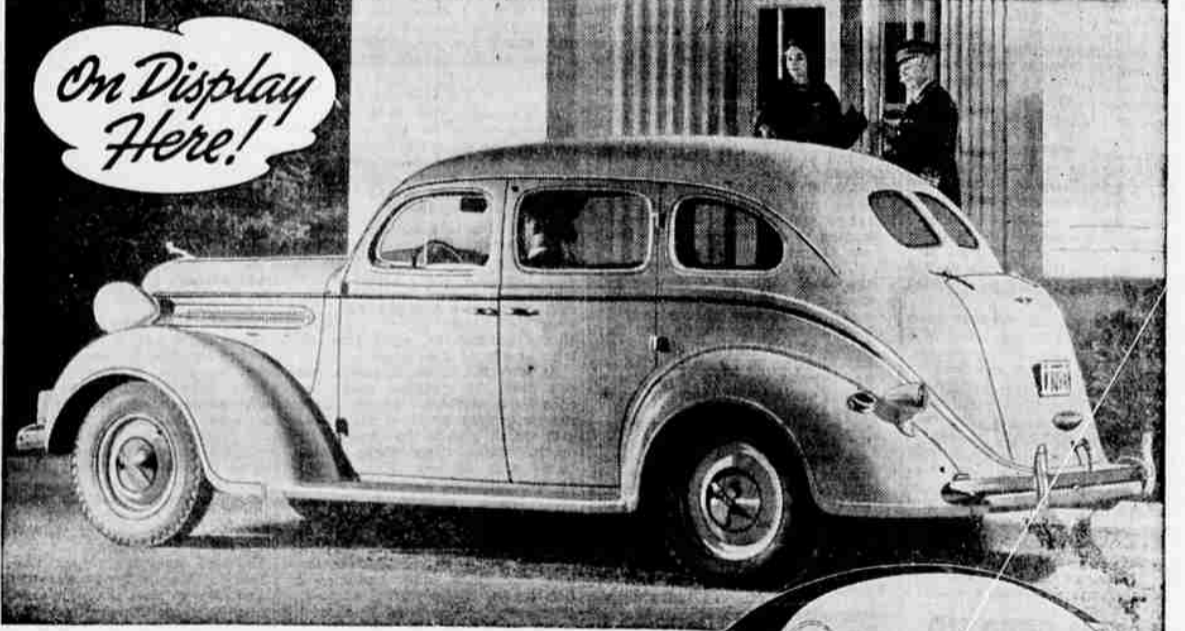
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AS LOW AS **66¢ PER WEEK** Budget Plan NO MONEY PLAN

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DON'T MISS SEEING THE SENSATIONAL NEW DODGE!



Come In... See and Drive the Amazing New 1937 Dodge... Bigger, More Smartly Styled... New Riding and Driving Features, New Safety Provisions... The Car that Motorists Everywhere Say "Millions Will Want to Switch to for 1937!"

SPARKLING in its advance "windstream" styling... exciting new comfort and safety features... offering amazing economy in gasoline consumption, oil consumption and general upkeep... the amazing new 1937 Dodge is winning new thousands everywhere!

Bigger than ever before, more luxurious, more lavishly appointed, all new Dodge sedans are spacious enough to accommodate six passengers. A new, improved safety all-steel body—with all-steel top—anchored to the frame by rubber-insulated "hush-point" mountings—giving you the quietest ride you have ever known!

New improved Chair-Height seats... new improved weight distribution... new airplane-type hydraulic shock absorbers—all these contribute to your greater comfort.

And for your greater security in driving, Dodge gives you the priceless protection of genuine equal-pressure hydraulic brakes... new "high-safety" interiors... new shock-proof steering... "safe-vision" headlights!

This amazing new Dodge, which owners report gives them 18 to 24 miles to the gallon of gas—saves up to 20% on oil, is now on display on our showroom floors. Come in! See it! Ride in it! Drive it! You'll be amazed that such a big, beautiful, luxurious car actually costs just a few dollars more than the lowest priced car! And you, too, will agree that you can "Switch to Dodge and Save Money!"

Easy terms gladly arranged to fit your budget, at low cost, through Commercial Credit Company.

640 and up Like prices at factory, Detroit

"SILENCED RIDE"—Road noise which causes "body-rumble" and "drumming" in many cars are silenced in the 1937 Dodge! Safety all-steel body is anchored to the frame by rubber-insulated "hush-point" mountings that kill road noise—give you the quietest ride you have ever known.

"HIGH-SAFETY" INTERIORS

Interiors of the new 1937 Dodge give you an entirely new kind of safety instrument panel; controls are set flush with the surface—all objectionable protruding knobs are avoided. Door handles are smooth and rounded. Thus you get more beautiful and safer Dodge interiors!

Switch TO THE BIG NEW 1937 DODGE and Save Money!

PIERCE-ALLEN MOTOR CO.

112 S. RIVERSIDE L. C. TAYLOR, Managing Owner PHONE 150

PECK BROTHERS

Announce The Appointment of

HOPKINS' SUPER SERVICE

As Southern Oregon Distributors for

PENNSYLVANIA TIRES and TUBES

"THE WORLD'S MOST BEAUTIFUL TIRE"

FREE Vacation Trip

Ask About This Novel Safety Essay Contest

THE enviable reputation enjoyed by PENNSYLVANIA passenger car and truck tires is justly earned by the amazing PERFORMANCE, the wonderful DURABILITY and the beautiful APPEARANCE of these super-SAFE tires! A complete range of sizes and types to EXACTLY meet YOUR tire requirements and your pocketbook. HOPKINS' SUPER SERVICE, with a record of long and satisfactory service to southern Oregon motorists, is well qualified to handle this fine line in this section of Oregon. The integrity of this concern and complete service facilities stand back of every PENNSYLVANIA tire and tube you buy PLUS the experience and reputation of PECK BROTHERS and the makers!

HOPKINS' SUPER SERVICE Riverside at Jackson

PENNSYLVANIA TIRES — "Fine Craftsmanship In Rubber"