

AUTOMOTIVE NEWS

SO. ORE. MOTORS APPOINTED NEW DE SOTO DEALER

Appointment of Charles E. Lange, well known business man here, as dealer for the De Soto and Plymouth automobiles, was announced yesterday.

Southern Oregon Motors is now holding "open house" in its show-rooms, 32 South Bartlett, with the various models of the new De Soto and Plymouth cars on display.

Mr. Lange has been associated with several local automobile dealers for the past three years. He formerly lived here in 1910, later moving to Texas where he was a De Soto and Plymouth dealer.

Mr. Lange says: "I selected De Soto and Plymouth because of my past experience with the company and the marvelous values offered by these cars. I have always found the company more than willing to give every possible service."

Southern Oregon Motors will carry a good representative line of De Soto and Plymouth parts as well as offer a dependable shop service, according to Mr. Lange.

The new De Soto this year is a completely new car from tires to its one-piece seamless-steel top. It is offered in nine body models, the four-door touring sedan with trunk, the four-door sedan with trunk, the two-door touring brougham with trunk, the two-door touring brougham with luggage compartment, the business coupe, the coupe with rumble seat, the convertible coupe, the convertible sedan and the seven-passenger sedan.

Prices on De Soto are lower. The new De Soto presents a large and powerful appearance and features major mechanical and engineering improvements that include a "safety interior," increased roominess, complete soundproofing, perfected riding qualities, and an entirely new economy engine.

De Soto's styling may be quickly identified on the road by the distinctive horizontal chromium bars of its radiator grille, which sweep back along the hood to form the louvers of the car. Down its nose, the name "De Soto" stands out in gold block letters on a ribbon of body coloring, which divides the radiator grille in the center.

The new De Soto has a seamless steel top, one piece from cowl to trunk, which is welded to the car's safety steel body. Like every De Soto ever built, the new car has double-acting hydraulic brakes.

Beauty in a Buick Trunk



GLORIOUSLY ROOMY—Helen Edwards, Juanita Beatty and Connie Lent, principals in the cast of "Having Wonderful Time," current Broadway hit, illustrate the roominess of the luggage compartment of this Buick coupe, which, despite the inclusion of opera seats giving extra passenger space in the interior, still affords the traveler or business man ample room to carry baggage.

De Soto engineers designed an entirely new higher compression engine for the car this year that gives greater power with added fuel economy. The 1937 Plymouth is considerably larger than previous models. Long, low contours are emphasized by deeper fenders, a longer hood, a new seamless steel roof built as part of the body, and the airflow styled back.

Overall length has been increased to 194 inches. There is a marked increase in body width of all Plymouth models. Sedans have ample space for six passengers. Front seats are widened by a full three inches, with two and one-half more inches in the back.

Safety-styling is a motif of the 1937 Plymouth design, with innovations in "hushed" ride brought about by adapting television principles to the study of soundproofing the car.

The 1937 Plymouth line includes three "business" and eight "de luxe" models, all on a 112-inch wheelbase. All Seven Benito ROME, June 5.—(AP)—Al Smith saw Benito Mussolini today. The former governor of New York and the Premier of Italy talked cordially for 15 minutes at the Palazzo Venezia.

Use Mail Tribune want ads.

You Bet Your Life!



(Transfers Safety Service)

So you never gamble! Do you ever cross the street in the middle of the block to save a minute or two? If so, you gamble the millions of minutes remaining in your normal life span against that inconsequential minute or two.

Do you ever take an occasional chance while driving your car? Ever pass another car on a curve or a hill? Ever exceed the speed limit? Ever pass a standing street car?

Ever fail to signal before turning? If you do take such chances, you are eleven times as likely to be killed or injured in a traffic accident this year as the holder of a sweepstakes ticket is to win even a small prize.

When you gamble in lotteries your stake is a few dollars at most, but when you gamble in traffic you bet your life.

Ship Flames Quelled MANILA, P. I., June 5.—(AP)—A battle against fire which began in the China sea last Thursday ended today when the crew quelled the last of the flames in the hold of the German freighter Oliva.

Use Mail Tribune want ads.

SWING, MANAGER MAIN ST. STATION

Merritt Swing, well-known service expert of this city, has assumed management of the East Side General Petroleum service station at 600 East Main street, according to an announcement this week by officials of the General Petroleum corporation. Mr. Swing has immediately taken charge of the station and is adding extensive equipment to the present facilities for the improvement of service to the public.

Complete one-stop service for motorists will be featured at Swing's new station, including motor tune-up work, lubrication, car washing

and polishing and brake service. The added equipment for the station will include facilities for comprehensive motor tune-up with provision for complete electrical work. United States tires and a full line of batteries and accessories will be featured by this east side station.

Merritt Swing, east head of the General Petroleum's east side station, needs no introduction to motorists of southern Oregon. For 18 years he has been engaged in automotive repair work in this city, the last eight as service manager for Sanderson Motor company. His experience in automotive service work covers a period of 20 years, during which time he has completed extensive courses in repairing and servicing late model cars.

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

Packard Auto Show Coming To Medford

Perry L. Ashcraft, local Packard dealer, is making arrangements for a Packard show, June 18, 19, 20, at the showrooms located at 128 South Riverside.

Twenty-five different models and colors will be on display during the three-day show, according to Mr. Ashcraft. He expects to have two or three Packard super eights and probably two Packard twelves here for a first showing.

ELECTRIC MOTORS Rewound and Repaired 24 hr. Service. Reasonable Rates Gage Motor Service 20 N. Grape Phone 908

GENERAL PETROLEUM CORP.

Announces the Appointment of

MERRITT SWING

as Manager of the

East Side General Petroleum Station 600 EAST MAIN

—Just East of the Bear Creek Bridge

COMPLETE AUTOMOTIVE SERVICE



Mobilgas and Mobiloil

And General Petroleum Products Motor Tune-up - Brake - Washing and Lubrication Service

U. S. Tires - Accessories - Batteries

Why Wait Until Monday To Buy Tires?

DRIVE IN TODAY

We Are Offering The HIGHEST ALLOWANCE for Your Old Casings On NEW TIRES for a Limited Time Only—During Our Big

TIRE SALE

Come in and Investigate

YOU WILL BE SURPRISED BY OUR UNUSUAL OFFER

See the New 1938

Motorola

HOME RADIOS and CAR RADIOS and Buy on Easy Payments

YOUR CREDIT IS GOOD AT

Lewis Super Service Station

We Never Close

8th and Front

Phone 1300

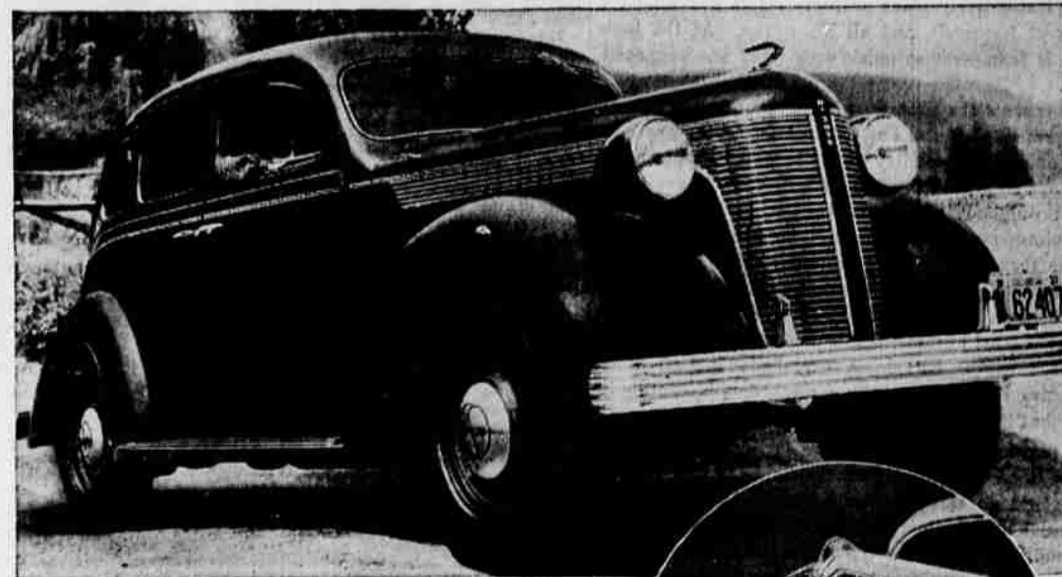
USE OUR easy-to-pay BUDGET PLAN

YOU DON'T NEED CASH

NO DOWN PAYMENT!

We Sell Everyone Regardless of Experience Elsewhere

TODAY WE BECOME DEALERS FOR DE SOTO & PLYMOUTH

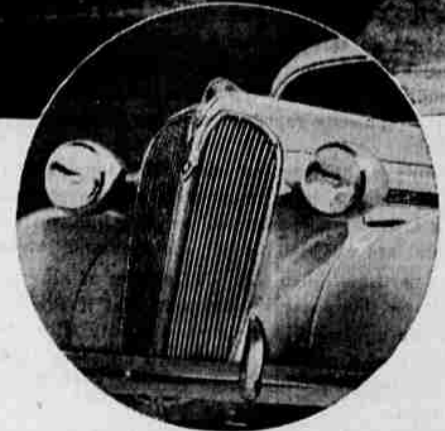


A BRILLIANT NEW DE SOTO

Completely new... from its beautiful chromium radiator grille to the graceful streamline contours of its rear body panels... De Soto is priced just above the lowest.

A GREAT NEW PLYMOUTH

Again the Pacemaker of "All Three" in the lowest-priced field! It's the biggest, roomiest, safest Plymouth ever built. You'll like Plymouth's improved ride, too!



An Invitation to See and Drive These Two Great New Cars

THIS ANNOUNCEMENT of our appointment as dealers for De Soto and Plymouth climaxes a careful study of motor car values.

We believe that you, too, will share our enthusiasm for these two great products of the Chrysler Corporation... once you drive the New De Soto and New Plymouth.

The new De Soto is a completely new car from its one-piece seamless steel top to its safety-rib tires. Its new 93 h.p. "Economy Engine," airplane-type shock absorbers, safety interior, genuine hydraulic brakes, bigger safety-steel body and dozens of other features combine to give you greater economy, safety, beauty, comfort and performance than has ever before been offered at prices just a few dollars above the lowest priced cars.

And the New Plymouth—priced with the lowest—is the biggest value of "All Three" contenders in the lowest-price field. It's bigger, roomier and more economical than its famous predecessors.

We want you to come in to see and drive these great new De Sotos and Plymouths, without obligation to buy. You'll like the way we do business.

SOUTHERN OREGON MOTORS

32 SOUTH BARTLETT