

AUTOMOTIVE NEWS

FORD DEALERS TO STRESS SALES OF USED AUTOMOBILE

Intended to make way for the large volume of "trade-ins," the result of very heavy sales of new Ford V-8s, Ford dealers throughout Oregon and southern Washington are now engaged in an intensive used car sales activity, according to C. E. Gates and George Gates, local Ford dealers, whose firm is participating.

The used car sales drive is one of the major divisions in the huge "summer sales contest" sponsored by the Portland branch of the Ford Motor company for Ford dealers in this territory. Twelve gold cups and \$2,000 in cash are being awarded to winners at the conclusion of the drive July 30.

"Emphasis throughout the next several weeks of the used car drive is being placed upon Ford V-8 cars," states George Gates. "Because of the number of excellent late model Fords we have recently taken in trade in connection with the sale of the 1937 types, we are featuring these used Ford V-8 cars backed with an R. & G. money-back guarantee."

"Slogan of this phase of the campaign is 'Buy a used car in an R. & G. used Ford V-8.' Our firm is operating under the exclusive Ford R. & G. procedure. Used cars sold with the R. & G. label are reconditioned to Ford specifications and sold with a written, money-back guarantee."

"Because of the protection afforded the used car buyer by this plan, the Ford R. & G. procedure has been especially successful since its introduction. More and more shoppers who visit Ford dealer used car lots are asking for R. & G. cars. After all, they recognize it is far wiser in the long run to buy a used car which has been properly reconditioned and bears the dealer's guarantee, than to buy in the dark. Such cars cost no more, but they are worth far more in the long run."

"In addition to the used Ford V-8s in used car stocks, Ford dealers also carry a wide assortment of models of various other makes which have been taken in trade on new Ford V-8s. These cars also carry the R. & G. money-back guarantee."

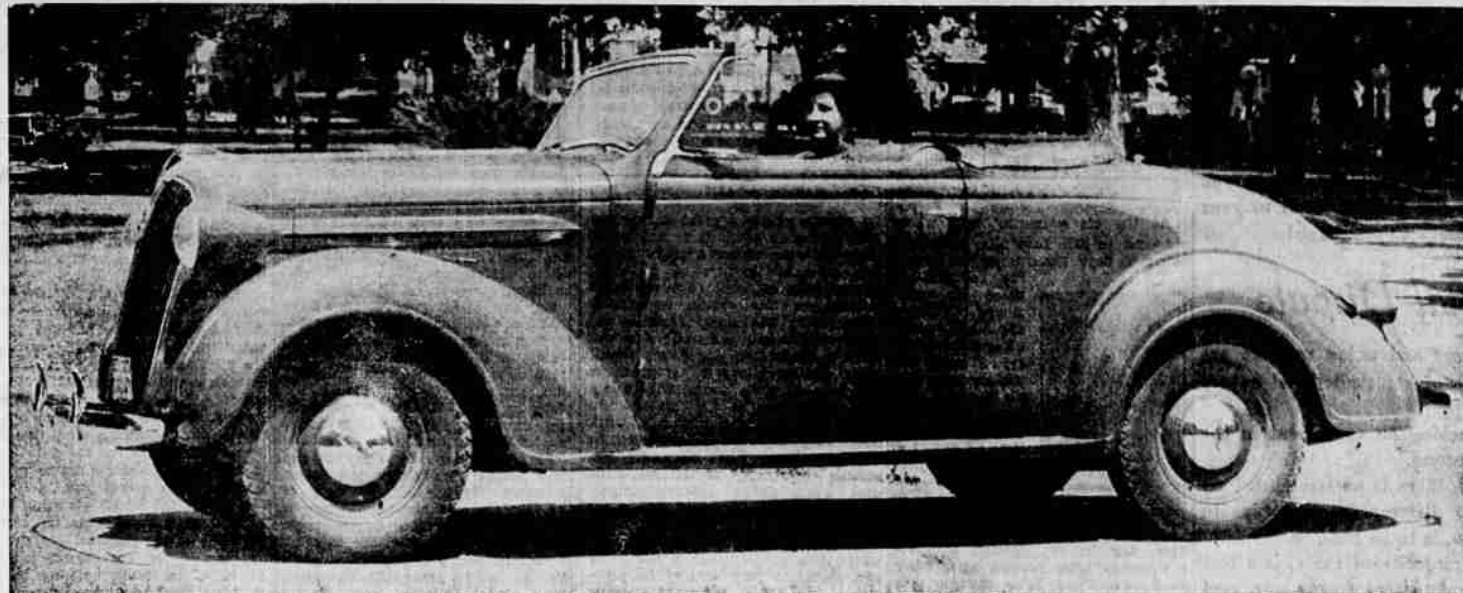
MAE'S LONG LOST HUSBY PLANS TO SUE HER MANAGER

LOS ANGELES, July 10.—(AP)—The threat of a suit charging him with stealing the love of Mae West, screen siren, from her forgotten husband confronted James Timony, the actress' manager, today.

Avert M. Blount, Los Angeles attorney for Frank Wallace, the "long lost" husband, said he was waiting word from Wallace's New York counsel before pressing such action.

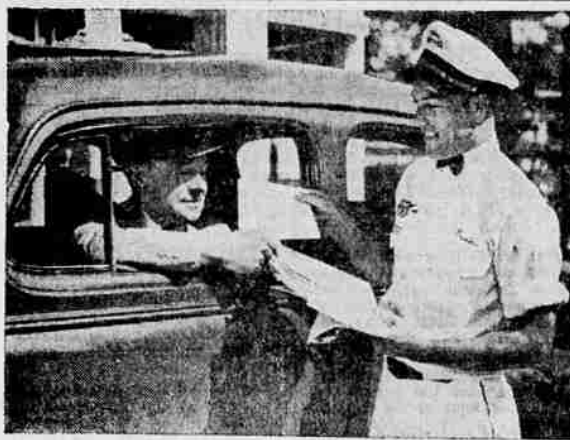
"We have received no direction

Medford Miss Chooses Color of Plymouth Sport Roadster to Match Frock



Right up-to-the-minute in style, little Vernie Rose Manuel, popular Medford nurse, ordered her smart, new Plymouth sport roadster finished in a shade to match her frock and hat. Miss Manuel purchased her Plymouth roadster, the third Plymouth she has owned, from Pierce-Allen Motor company of this city, local Plymouth and Dodge dealers.

Union Features Constitution Facts



So much discussion has centered about the Constitution in recent months that Union Oil company has published a handsome printed, illustrated booklet containing the Constitution, its amendments and historical data regarding its adoption for

distribution to the public in commemoration of the 150th anniversary of the Constitution's drafting. Photo shows motorist getting his copy of the booklet which may be secured free at any Union service station or "76" dealer.

to proceed with the alienation of affections suit against Timony yet," said Blount. "But in case the marriage question is not settled, we plan such action. We are expecting word from Mr. Wallace's attorney in New York."

Miss West finally admitted last Wednesday that she married Wallace, song-and-dance man, in Milwaukee, Wis., in 1911. She denied Wallace's claim that they lived together four years.

Miss West was scheduled to appear in court yesterday to answer questions about her marriage. She did not show up and the court ruled it was all right in view of her admission of the marriage.

140,836 PEOPLE HAVE SWITCHED FROM OTHER CARS TO DODGE IN PAST YEAR!

Read What Some of Them Say—Learn How Dodge Saves Them Money!

In the past year, 140,836 people have switched from other cars to Dodge—these in addition to the thousands upon thousands of enthusiastic Dodge owners who say they will drive no other car but Dodge!

New Dodge owners, who previously thought they could not afford so big and fine a car as Dodge, say that Dodge saves on gas, oil, tires and upkeep more than offset the difference in price and that Dodge will actually cost them less than the small, com-

petitive-make cars they traded in! Many another new Dodge owner, long accustomed to high-priced cars reports more satisfaction from Dodge than from more expensive cars. Think of it...owner after owner reporting 18 to 24 miles per gallon of gas, saving up to 20% on oil, with additional savings on tires, lubrication and upkeep!

See and drive this 1937 Dodge. Take the free economy test—see right before your eyes how Dodge saves on gas! Learn how you, too, can switch to Dodge and save money!

Believe it or not, you can get a new Dodge for just a few dollars more than the lowest-priced cars!

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

Switch TO THE BIG LUXURIOUS DODGE and Save Money!

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Car-Cleaning Time Here Says Service Official For Olds

During late spring and early summer, after the average American housewife has completed her annual housecleaning, the modern motorist should give some thought to "car-cleaning," according to J. J. Dobbs, general service manager of Oldsmobile.

"Modern automobiles do not need the thorough attention given cars of a few years ago, but in order to get from motor vehicles the maximum amount of efficiency, service and safety built into them by car manufacturers, the motorist should not overlook seasonal check-ups," Mr. Dobbs says.

The mere change in weather from winter to summer is enough to warrant a general car inspection, particularly in view of the servicing necessitated at this time by changes in lubricants, detachment of heaters and defrosters, and the attachment of summer accessories.

Probably foremost in the minds of motorists at this time is the change in lubricants. Mr. Dobbs points out. Engine lubricants should of course be changed to the proper grade especially prepared for summer operation. Likewise, the transmission and differential housings should be drained, flushed, and refilled with warm weather lubricants.

A general motor "tune-up" is one of the important phases of summer "car-cleaning." This should include the cleaning, adjustment, and synchronization of distributor points; the cleaning and adjustment of spark plugs; the adjustment of he carbure-

wiper, and the cleaning of all glass on the car. The steering gear and all allied parts should be tightened, and the car wheels should be properly aligned, and all tires—including the spare—should be examined for fabric breaks or other weaknesses. Service and emergency brakes should be properly adjusted.

"If the motorist will give these attentions to his car annually he will be amply repaid in better car efficiency and savings in possible future repairs," Mr. Dobbs points out. "The old maxim of the stitch in time still holds true. Even the best cars today must be properly treated if they are to operate safely as they were intended by the manufacturer."

With an eye to safety, the careful motorist also will look to his tires, steering apparatus, horn, windshield

and cleaning of the fuel pump screen; setting the ignition timing; adjustment of valve tappet clearance; and tightening of the cylinder head and manifold bolts.

In extreme cases, engine valves may need grinding and the carbon removed. This operation so common a number of years ago still is necessary occasionally to insure proper car performance, Mr. Dobbs explains.

While the summer check-up is in progress, the battery will be checked of course, and the terminals and ground strap properly examined and serviced. Any defective lamp bulbs should be replaced.

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SENSATIONAL SALE OF R-1 GOODYEAR IS FURNAS' REPORT

AKRON, Ohio, July 11.—A sensational increase in Goodyear sales in the market invaded by its new R-1 tire was reported today by the Goodyear Tire & Rubber Co. Large space newspaper advertising is given top credit for quickly spreading the news of the reduced rate on first-class travel offered by the R-1, introduced a month ago to "smack" rising prices.

Public response felt by Goodyear dealers is said to rank high in the record of new tire introductory campaigns by the world's largest rubber company.

"In the face of rising living costs," a Goodyear sales official declared, "it is apparent that many of the millions of persons to whom automobiles and trucks are indispensable necessities look to the leaders of industry to exert anew their resourcefulness and advantages of large-scale production to uphold quality at prices which motorists are accustomed to to pay."

Months ago Goodyear foresaw the present situation of higher costs, accepted it as a challenge to leadership, and so was able to have ready the right tire at the right price at the right time.

"A month ago a large-space barrage of advertising appeared in newspapers throughout the country and the deluge of orders since then has necessitated our rushing additional molds into use to keep pace with the rapidly-increasing business."

"It is one of the most remarkable experiences we have had in the introduction of new tires," the official continued, "and we believe it demonstrates once more the outstanding power of the newspaper press in shortening the distance between factory and consumer when a manufacturer creates a product that embodies real news of timely interest to great masses of people."

"While it is taxing our facilities—the largest in the world—to supply fully the demand aroused so instantaneously for reduced rates on first-class tire travel, we are getting ample R-1 stocks built up everywhere and in view of this are continuing our advertising unabated in the leading newspapers of approximately 1000 cities."

POPE PIUS TAKES WALKS IN GARDEN

CASTEL GANDOLFO, July 10.—(AP)—Pope Pius has submitted to examination by an "eminent" physician, Vatican sources disclosed today.

The examination required three hours and occurred on June 26, since which it has been noted that the pontiff has taken to frequent walks through the gardens of his summer palace.

The pope was critically ill last winter and has walked little since.

Pagant Whisker Blamed. EUGENE, July 10.—(P)—Charles Voorce blamed the custom of growing whiskers for Eugene's Oregon Trail pagant for the temporary loss of one mule. The animal, brought up in a clean-shaven environment, took one look at a bearded stranger, broke his traces, plunged through a fence and ran away, Voorce said.

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YOU'LL GET A BANG OUT OF THIS ONE!

DO you get a kick out of a golf ball's click when you really lean into one on the tee? Does your heart beat faster when the big fish strikes, and your singing reel almost smokes? Can a brisk breeze and a taut sail make you feel like a kid again, forgetting care in the sheer joy of action? Mister, if you're like that, what a bang you'll get out of this big Buick!

You'll go for the way it gets for you. You'll like the quick, eager spurt of its get-away, the buoyant, swayless steadiness of its travel. You'll thrill to the businesslike manner in which it settles to the pull, its quiet, dogged competence in long, tough going.

You'll welcome the way it cradles you over the bumps, the neat, compact, handy mobile feel of it. You'll be proudly aware of its beauty, of the picture you make riding in its this-minute style. But don't forget this major thing—it's the buy of the season, price-wise as well as on performance! It's still selling at the lowest price in all Buick history—you can still get a big Buick eight for less than some sixes would cost you. So don't hold back. Good things, you know, can't last forever. Don't pass up a buy such as Buick is at its low prices now.

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 GENERAL MOTORS TERMS TO SUIT YOUR LIKING

"It's Buick again!" YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES:

- VALVE-IN-HEAD STRAIGHT-8 ENGINE • AND 132 PILLIONS • SECURITY CRASHBUMP • LEAD-CHASSIS • TORQUE FUEL DRIVE • UNITS • BODY BY FISHER • TORQUE HYDRAULIC BRAKES • WIRE ACTION COMFORT AND SAFETY • HIGH OUTPUT GENERATOR • JUMBO LUGGAGE COMPARTMENTS • DOUBLE STABILIZATION • SAFETY GLASS

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