

BOSCOW DIRECTOR ADVERTISING FOR NASH - KELVINATOR

OAKLAND, Cal.—A. R. Boscow, widely known throughout the automotive industry as an advertising and sales executive, has been appointed to fill the newly created post of director of advertising and merchandising of the Nash Motors division of Nash-Kelvinator corporation, according to word received here by Milton N. Larsen, Pacific coast sales manager.

Creation of the new position and appointment of Mr. Boscow to fill it are in line with Nash Motor's program of expansion, which is being carried on not only in the company's plants at Kenosha, Racine and Milwaukee, Wis., but also in the distributor-dealer organization in the field, said Mr. Larsen. Mr. Boscow, he pointed out, will work closely with distributors and dealers in building advertising and merchandising programs to fit their own particular needs.

Mr. Boscow is eminently suited to his new work with Nash because of his diversified experience in the automotive field, said Mr. Larsen. From 1923 until 1928, he engaged successfully in dealer contact work for the Ford Motor company in the northwest, in supervising production of the Ford assembly branch at Portland, Ore., and in the work of northwestern sales manager for Lincoln. In 1928 he joined the Fisher Body corporation in Oakland, Cal., and a year and a half later went to Detroit where he joined the company's advertising department. After the dissolution of the Buick-Olds-Pontiac group, he engaged in merchandising activities for the Oldsmobile organization.

Coincident with the announcement of Mr. Boscow's appointment, Mr. Larsen also made known that newspaper advertising on the new 1938 line of Nash cars will be "upped" approximately 100 percent over that of the current year. This step has been justified by Nash's unprecedented 1937 sales increases, which have made the company one of the fastest-growing units in the automobile industry.

LAVA BEDS CAMP ADVANCES 3 MEN

LAVA BEDS, Cal.—(Spl.)—Value of project training as provided enrollees by CCC camps is shown by the recent advancement of three members of the Lava Beds camp. The young men had received their entire training in camp, being fitted for skilled labor positions.

Robert L. Turner, Mexia, Tex., was advanced to national park service blacksmith; Leland H. Johnson, Alton, Mo., to mechanic; Carl Henry Lohff, Keene, Cal., to junior assistant technician.

The men are now on regular appointment and will remain stationed at Lava Beds camp. When they first enrolled in the CCC they were unskilled.

PARK RADIO NETWORK FOR FIRE COMPLETED

LAVA BEDS, Cal.—(Spl.)—The recent installation of a 15-watt short wave radio transmitter here completes a rapid communication system with Crater lake national park headquarters, 100 miles north. The radios are primarily for use in forest fire detection and emergencies.

Station KNLI is at the Mt. Scott CCC camp. KNLI is at the Mt. Scott lookout station and KNLF is at the summit of the Watchman in Crater lake park. Station KNLG is at park headquarters, where it is utilized by Breynon R. Finch, chief fire dispatcher, in keeping in touch at regular hours with the Lava Beds and park stations. In case of forest fires, crews are equipped with portable radios to keep in direct contact with the fire dispatcher at park headquarters.

Chicken fat may be substituted for butter in cakes and cookies or for creaming or browning foods. Beef drippings may be used for seasoning soups, meat or fowl stuffings or in meat loaves.

We take occasion to extend to

Walter W. Abbey, Inc.

congratulations on their achievements. We wish them every success in their new home.

LITTRELL PARTS COMPANY

317 E. Main Phone 327

Nash visits scientific puzzle



This "discovery" well produces gasoline pure enough to run an automobile from a depth of only 50 feet. It is located in the back yard of a Mexican family in Wilmington, California. The Nash Ambassador is shown as it paid a visit to the place recently to get facts about the peculiar enterprise which has puzzled the best technical minds in the oil business.

Isaacson Karry-Quad Attracts Interest at Abbey's Opening



One of a fleet of White trucks and Isaacson Karry-Quad trailers taking out 7800 feet of logs on a private road operation.

In the illustration above is pictured one of the most popular types of log-haul units—a White truck with Isaacson Karry-Quad trailer, both represented by Walter W. Abbey, Inc., local dealer. This combination, on highway haul or private road, is demonstrating its ability to move logs quickly and cheaply—the ambition of every good logger.

Users have found in the Isaacson Karry-Quad trailer, which has four wheels but no axles, a highly satisfactory unit with the strength and stamina of Paul Bunyan's famed Blue Ox. Having been recently introduced into Oregon, the unique construction of the Karry-Quad has created a genuine interest wherever it is seen. The absence of axles has caused it to be likened to the "kneecap" of modern automobiles, and while its independent wheel action is perhaps comparable, the construction is entirely different and must be seen to be appreciated. Each wheel is mounted on an individual wheel carrier, providing an independent action having no effect on the other three wheels. Its makers claim it to be an easier pulling trailer, giving considerably more tire mileage and having a much greater load stability, since no tilting action is transferred to the frame and bunk as in axle-type trailers. Further, it has definitely proved to be easier on the roads. As each wheel rises and falls in a vertical plane, no gouging of the road results in the rough spots.

Another favorite with many loggers is the Isaacson Twin Tube Tandem, a conventional axle type trailer. Its claim to distinction lies primarily in its twin tube frame (also used in the Karry-Quad), constructed from special tubing with high torsion resistance. In addition to the greater strength and flexibility, the frame tubes provide tankage both for the vacuum reserve (or compressed air) and water for brake-cooling. Over-and-under dual springs, with universal-type shackles at each end, provide proper capacity and cushioning for maximum loads, yet relieve the operator from all spring troubles. Commenting on the Karry-Quad trailer, Walter Abbey said: "This Isaacson trailer, while new in our ter-

ed workmanship I have found in all other Isaacson equipment for both trucks and tractors, and I am frank to say I rank Isaacson products side by side with my White trucks and Allis Chalmers tractors."

WAR WITHOUT QUARTER URGED UPON CHINESE

SHANGHAI, Sept. 1.—(AP)—"Take no prisoners, confiscate Japanese property, spare no Japanese airports"—the Shanghai Chinese chamber of commerce demanded today.

The campaign of war without quarter was urged as reprisal for Japanese bombings of civilians.

The chamber demanded that the Nanking national military affairs commission proclaim such a program to the world.

Expedition Vessel Bringing Treasure

BAR HARBOR, Me., Sept. 1.—(AP)—A modern treasure ship, loaded with scientific treasure unearthed during a two-months expedition to the Arctic circle, sailed out of this port today bound for Gloucester, Mass.

The expedition toiled to the peak of the southern section of the ice cap on Baffin Land, a height of 2,800 feet. Lieut.-Commander Donald B. MacMillan, leader of the trek, reported that the ice cap was of two sections and is very evidently dying and in years to come will eventually disappear.

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

SURVEY TO SHOW POSSIBILITIES IN OREGON TUNGSTEN

PORTLAND, Sept. 1.—(AP)—Director Earl K. Nixon of the state department of geology and mineral industries said today a program for the development of mineral resources in the state will include a survey, scheduled for September, of economic possibilities of tungsten deposits in eastern Oregon. Dr. W. O. Vandenberg, head of the bureau of mines station at Reno, will be in charge.

Nixon said he would collaborate with Raymond Miller in a report on the feasibility of an electric furnace steel industry in the Portland area.

Dr. Hewitt Wilson, ceramics expert of the University of Washington, will investigate deposits of refractory clays of eastern Oregon, to determine possibilities of raw materials needed in connection with metallurgical industries to be encouraged by Bonneville dam.

The mining and geology board reported the assay office at Grants Pass had been in operation for two weeks and a second office will open at Baker on September 3. J. E. Morrison is handling the work at Grants Pass and Donald Mackey starts this week at Baker.

Ray C. Treacher, formerly with the war department mineral survey, has started work on an Oregon geological map.

TRIO SAVED FROM RIVER AT G. PASS

GRANTS PASS, Sept. 1.—(AP)—Mr. and Mrs. Earl George of Los Angeles and Donald Hart of Grants Pass saved themselves from drowning Tuesday afternoon at White Rocks rapids, at the city limits, scene of several tragedies.

Hart, at the oars, lost control of the boat and it swung under trees lining a high bank. Mrs. George was snatched by a low-hanging limb and when the men tried to disentangle her, the boat was swept out from under them. Mr. George held on to his wife with a leg scissor and the trio worked their way along the bank where they were rescued by boat 30 minutes later.

Gerdes Throws Hat In Bonneville Ring

PORTLAND, Sept. 1.—(AP)—H. G. Gerdes of Portland, member of the federal power commission staff and identified with early plans for power development along the Columbia

river, appeared in the lists today as candidate for administrator of Bonneville dam. Gerdes, who is employed at Washington but maintains a legal residence in Portland, wrote to friends of the Interior today that he will present his qualifications this week in an interview with Secretary of the Interior Ickes.

COMPLIMENTING

WALTER W. ABBEY, Inc.

An Enterprising Merchandiser
A Judge of Good Values
A Reliable Dealer

with Sincere Congratulations on the opening of your

NEW HOME

as further evidence of your increased Ability to Serve an exacting clientele, and your Value to the Community.

Isaacson Iron Works

Seattle PORTLAND Spokane

Manufacturers

TRUCK and TRACTOR EQUIPMENT

THE NEW MODERN HOME OF

Walter W. Abbey, Inc.

IS HEATED WITH

GAS

The DEPENDABLE FUEL

It is gratifying to us that GAS was selected by Walter W. Abbey, Inc., to complete the very modern equipment of this splendid building. . . It is another example of progressive firms turning to GAS for dependable heating!

IN THIS FINE MODERN BUILDING IS INSTALLED

ONE TRIPLE BRYANT OVERHEAD

Gas Heating Unit

OFFICES ARE INDEPENDENTLY HEATED BY THE LATEST GAS HEATERS RECESSED IN THE WALLS.

When you visit Walter W. Abbey, Inc. this week, we invite you to especially note the latest-type equipment for heating with gas—quickly, thoroughly-economically!

SOUTHERN OREGON GAS CORPORATION



VISIT MEDFORD'S NEW TRUCK HEADQUARTERS

INCREASED White and Indiana sales have necessitated our moving into larger quarters. In our new building, containing a large, completely equipped, modern service department, sales offices and show room, we are perfectly equipped to serve present and future White and Indiana owners in the Medford territory. . . We cordially invite you to visit Medford's new Truck Headquarters—the home of White and Indiana Trucks and Busses, located at Ninth and Bartlett Streets. Come in and see the great new line of streamlined White Trucks, the most complete truck line in the industry. There is a White model designed to solve your particular hauling problem and increase your profits. Various wheelbases and axle ratios are available in all White models.

See the sensational White Model 700, priced lower than any White in history, but with high-priced quality features found in no other low-priced truck. See the Whites especially adapted to service in the logging industry, Whites that have proved to be the outstanding performers in this industry in Southern Oregon.

Our service department is manned by skilled mechanics who assure operators prompt and efficient service at the lowest possible cost. A complete stock of genuine White and Indiana parts eliminates delays and reduces time required for servicing to a minimum.

We will be happy to see you, but if it is not convenient for you to come in at this time, phone for a salesman, he has information for you that will mean increased profits in your business.

WALTER W. ABBEY, Inc.

NINTH AND BARTLETT STREETS

WHITE AND INDIANA TRUCKS AND BUSES

PHONE 303