

# AUTOMOTIVE NEWS

## CHEVROLET SALES FOR AUGUST SHOW NEW HIGH RECORD

Chevrolet dealers and salesmen in this section assembled Friday morning at the Hotel Medford for a "victory breakfast" in recognition of the outstanding sales record made in Medford and surrounding territory during the month of August. Bob Hadley, assistant zone manager for the Chevrolet Motor company was in this city for this event and expressed to the dealers and salesmen the appreciation of his company for their splendid selling effort.

In commenting upon the sales showing of the Rogue River Chevrolet, Inc., Medford dealers, C. M. Hurd stated that this firm had established an all-time record for Chevrolet in this area for the month of August. A gratifying increase of 228 per cent over the three-year August average was announced by Mr. Hurd. The continuance of the successful August "over appraisal" program of Rogue River Chevrolet, Inc., until September 18th was also announced by Mr. Hurd. In commenting upon this "over appraisal" drive, Mr. Hurd made the following statement:

"Last month we gave away \$1500 on "over appraisals" to get this big volume and sensational business increase. Our customers profited on trade-in values and we profited by volume. The fact that increased production costs are sure to bring later price advances offers a double chance for purchasers to make additional savings."

## BENNETT CRUSADE SHOWS \$15 PROFIT

PORTLAND, Sept. 4.—(P)—The Bennett crusade against gambling put \$25 into the city coffers today but \$10 had to be paid out to an informant, so the net gain was \$15.

The money was half forfeited by Kenneth Larson, arrested for the alleged possession of a slot machine by City Commissioner J. E. Bennett, who recently accused police of graft. Bennett and other forms of gambling, continued his crusade today by asking for warrants against persons owning property where gambling was alleged to have occurred, but the city attorney's office told him no such city laws exist, although a state statute might be invoked.

## SUB SEA PIRACY NEARS SHOWDOWN

LONDON, Sept. 4.—(P)—European diplomats, facing the League of Nations assembly and a conference of Mediterranean powers next week, today were engaged in the most intense activity since German troops marched back into the Rhineland 18 months ago.

The foremost question before them, an outgrowth of the Spanish war, was protection of merchant shipping and warships in the Mediterranean against the recent series of "plastic" attacks by unidentified submarines and airplanes.

While Germany was the disturbed in the Rhineland crisis, which brought the major powers together in London in March, 1936, the finger of suspicion in the Mediterranean crisis pointed at Italy.

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

## Mail Tribune Ads Get Fast Results At Small Outlay

Immediate results from two classified advertisements in the Mail Tribune have convinced Mr. and Mrs. W. B. Lamb of the value of newspaper advertising.

Their first ad sought buyers for a fully which was quickly snapped up by C. W. Whitlock. Encouraged, Mr. and Mrs. Lamb inserted a second advertisement for the sale of Kane creek property. Mr. and Mrs. Roland Allen of Antelope responded almost immediately and purchased the tract.

The ads drew large numbers of other prospective buyers in person as well as many inquiries by mail. Cost of the ads was small.

**HOTEL Manx** *Harvey M. Toy*  
**MANX**  
\$2.00 TO \$3.00  
SAN FRANCISCO

"MEET ME AT THE MANX" ON FAMOUS POWELL ST

## MAKE PLAY OF DRIVING



With so many accessories for greater comfort and convenience, motoring has become real enjoyment for Milady. Above dainty Astrid Erickson's car is equipped with a vanity mirror which reminds her of the service record of her car every time she powders her nose. Other accessories in her Western Auto equipped car are a ring to facilitate tooling the horn in traffic without removing one's hand from the steering wheel, an attractively styled knob to make steering easier, a new Motorola car radio for entertainment and a handy automatic lighter which clicks when ready for use.

## BACKWOODS LADY WHO KILLED MATE BACK WITH FLOCK

PRAIRIE DU CHIEN, Wis., Sept. 4.—(P)—Mrs. Edward Helz, 38, stoically took up the burden of running a backwoods farm and caring for her 12 children today pending disposition of a charge that she slew her husband.

"Yes, I shot my man; I only wished I had done it years ago," she said. Sheriff White, who had her admission after her husband, also 38, was found slain in bed.

Sheriff White said Helz kept 12 dogs which always were fed, although his six-month-old baby had no clothes to wear and the family subsisted on bread, potatoes and eggs. Helz was waiting trial on a charge of whipping his wife.

Helz threatened to kill his wife and children and then took a shotgun to bed, Sheriff White said. Mrs. Helz, the sheriff added, "waited until his eyes were closed and then slipped up to the bed and pressed the trigger."

## BRITISH CHILLY TO HITLER PLEA

LONDON, Sept. 4.—(P)—A letter from Adolf Hitler urging an Anglo-German combination, possibly strengthened by "schieffon" of the United States, to insure peace and preserve "the interest of the white people" drew scant official comment here today—let alone the prospect of official action.

That the document was not expected to lead to any concrete moves was indicated primarily by the statement of the Daily Mail which published the letter:

"Although this letter was widely circulated among leading politicians not one of them took any steps."

## 16,000 KILLED IN SHANGHAI BATTLE

SHANGHAI, Sunday, Sept. 5.—(UP)—Foreign military attaches estimated today that at least 16,000 persons have been killed and 31,000 wounded in the fighting in this city since August 12.

## PEOPLE URGED BY HOME LOAN AIDE TO HELP SELVES

WASHINGTON, Sept. 4.—(AP)—Thrift, one of its advocates contended, has not lost its virtue. Alarmed over "popular misrepresentations of social security and similar protective legislation," Dr. Henry E. Hoagland, a member of the federal home loan bank board, issued a call for individuals to save their own money.

"The continued growth of our social and economic institutions requires that we maintain thrift as one of our outstanding virtues and use every reasonable means to protect the fruits of thrifty habits," he said in a statement to savings and loan executives.

"At best, workmen's compensation laws, sickness and unemployment insurance, and old age pensions are intended to provide only minimum subsistence and protection to the beneficiaries. "Even should all these programs be made completely effective, the combined benefits would be insufficient to meet the needs of self-reliant Americans who are able by their own thrifty habits to make more ample provisions for themselves."

## FARM INCOME OF STATE INCREASES

PORTLAND, Sept. 4.—(P)—Oregon's agricultural income, which dropped to \$50,000,000 during the depression, has again passed the \$100,000,000 mark for the year, members of the Oregon Bankers' association were told by F. L. Ballard of the Oregon State college extension department.

**Green Stamps**  
Daily's Auto Painting  
29 South Bartlett

• A Pleasant stop-over on the Trip to San Francisco — Cross the Bridges During Daylight!  
**HOTEL WOODLAND**  
WOODLAND, CALIF.  
New, fireproof building on U. S. Highway 99-W  
—80 ROOMS  
—80 BATHS  
RATES FROM \$2.00  
COFFEE SHOP—ROOM SERVICE — FAVEN  
OFFICIAL AAA HOTEL  
COOL IN SUMMER WARM IN WINTER  
Dave H. Chambers, Proprietor

## HONG KONG ADDS TYPHOON DAMAGE

HONGKONG, Sept. 4.—(P)—This storm-swept city struggled to right itself today and strove to count its hundreds of dead.

The typhoon, which beached great liners in the harbor, crushed house-boats and fishing fleets, and rolled tidal waves over maritime villages, disrupted communications for miles. While weather observers predicted the swirling winds again would strike the China coast between Amoy and Foochow, no reports have reached this isolated area.

Practically all of the grounded boats have been refloated. Extensive repairs will be necessary for some. Two large liners, the Japanese Asama Maru and the Italian Conte Verde, were among those swept to shore.

EUGENE, Sept. 4.—(P)—Dr. James Bradley, Eugene physician, reported to city police the theft of his medical kit from his car last night. Police said no other such reports had been received here today.

## SENATE QUIZ OF G-MEN HEAD, AIM

INDIANAPOLIS, Sept. 4.—(P)—The Indiana state police board discharged

Matt Leach today as captain of the state police force, charging him with "failure to cooperate" with the federal bureau of investigation.

Leach, who had been head of the state police for four and a half years and had an active part in the hunt for John Dillinger, notorious desperado, immediately countered with a demand for a senatorial investigation of the "methods and motives" of J. Edgar Hoover, head of the FBI.



# THANKS A MILLION MEDFORD!

## FOR A RECORD AUGUST BUSINESS

Our Increase Over A 3 Year August Average Was

# 228 PER CENT

**T**HIS is a great job in anybody's city! When we say "Thank You, Medford", we include our surrounding territory . . . We advertised last month—remember, that we would GIVE AWAY \$1500 ON "OVER APPRAISALS" and we DID JUST THAT to get this big volume and sensational business increase! You profited on trade-in values—and we profited by volume! Then we passed it along to you, which benefits both of us. And besides—you have the ONLY COMPLETE CAR PRICED SO LOW!

## WE'LL CONTINUE THE PARTY Another 13 Days --UNTIL SATURDAY, SEPT. 18

Due to the fact that the used cars taken in are moving so rapidly, we have decided to CONTINUE OUR AUGUST PROGRAM UNTIL SEPTEMBER 18th! Here 'is a DOUBLE CHANCE for purchasers to make additional savings as increased production costs are sure to bring later price advances! So, a word to the wise is sufficient! REMEMBER THAT PROCRASTINATION has cost US ALL A LOT OF MONEY! Don't forget that we get volume and pass the saving on to YOU! That's all there is to it! We have nothing up our sleeve to deceive you . . . It's simply good business for both of us—your good judgment will tell you that and prompt you to BUY NOW while this big party is on!

CHEVROLET  
**TRUCKS AND PICK-UPS**  
Included In This Great Drive

# ROGUE RIVER CHEVROLET

OFFICE AND SALESROOM SPARTA BLDG. SERVICE DEPT. 32 NORTH RIVERSIDE USED CAR LOT 234 N. RIVERSIDE, FOOT OF 4TH ST.