

AUTOMOTIVE NEWS

PIERCE ALLEN TO ENCOURAGE SAFETY BY SERVICE PLAN

Pierce Allen Motor company, local Dodge and Plymouth dealer, will take an active part in the "safety through service" program planned by the service executives of Dodge and Plymouth engineers according to L. C. Taylor, president and owner of the dealership.

"The 'safety through service' plan has been designed to cooperate with the Automobile Safety Foundation sponsored by the Automobile Manufacturers association. This foundation has as its sole objective, increased safety on American highways through the elimination of unnecessary driving hazards.

"One of the most important contributions to safe driving is a car in good condition at all times. The easiest way for car owners to protect themselves is regular safety inspection and service by trained men with equipment designed for the job.

Among the many important checkups which the approved service department offers as part of regular safety service are included brake and headlight tests, with adjustment if necessary, motor analysis and tune-up to give that valuable margin of extra power in tight places, and approved lubrication to assure relaxed safe driving.

An important factor is a series of sound-slide films, which have been specially prepared by factory engineers to give our mechanics a thorough acquaintance with all new features and service angles of all models.

Free safety checkups will be offered in our service department. Motorists are urged to take advantage of this important contribution to relaxed safe driving."

Pennington to Handle 1938 Willys Line



ADDITIONS MADE TO 1938 WILLYS LINE.—Three additional models round out the 1938 Willys passenger car line, comprising three Coupe and three Sedan models, one of each of which are shown above. The unusual roominess of the new Willys is illustrated at the lower right, showing the 36-inch wide front seat, a feature of all 1938 Willys models. This seat has a capacity equal to that of three theatre seats. The distinctive, patented styling of the Willys is shown at the lower left. All Willys models are of all-steel body construction, with safety glass throughout.



So that motorists everywhere may enjoy better motoring Tide Water Associated Oil company is sending through southern Oregon a portable "motor check station," designed to tune-up all makes of automobiles and adapt them to the use of Associated aviation ethyl gasoline. The motor check car will be at Medford for motorists' service from Monday to Saturday. It will be located at Associated dealers' stations here.

Already, as a result of the establishment of motor check stations in the larger cities, thousands of motorists are finding new thrills and economy in driving with Associated aviation ethyl and properly tuned up motors.

The tune-up at the motor check involves checking coils, condenser, wiring, the cleaning and adjusting of spark plugs and the proper adjustment of timing and carburetor, affording maximum efficiency from the use of Associated aviation ethyl gasoline.

The portable station, one of the four being operated by Associated on the Pacific coast, is complete in every detail, equipped with the latest scientific motor checking instruments, including a synchroscope for the synchronization of distributors. It renders the same mechanical motor-check service afforded by motor check stations.

It is pointed out that with the increased compression pressures, greater horsepower and higher operation speed of the present-day motors, it

is necessary to use ethyl gasoline. If motorists expect to secure the maximum results both from economy and operation that the manufacturer designed the motor to develop. But ethyl itself will not give best results without this added motor-check tune-up service.

CONSCIENCE GIFT
SALT LAKE CITY—(UP) This city may add a conscience fund to its accounts, Commissioner P. H. Goggin said after an Ohio woman mailed 25 cents in postage stamps to pay for flowers removed from a city garden.

PRICE CONTROL
BERLIN—(UP)—Prices of imported goods are drastically restricted by a decree. Imported goods must be sold at a price not exceeding the purchase price plus "a profit justified from the point of view of national economy."

The great mass of Chinese paintings are on silk.

RECORD CROWDS AT SHOWING OF SMART CHEVROLET MODELS

Tremendous local interest is being shown in new Chevrolet models for 1938 recently on display for the first

time in the showroom of Rogue River Chevrolet company at Main and Riverside. A total of 1908 models at the initial showing last week, according to C. M. Hurd, manager of that firm. "As near as we can determine," stated Mr. Hurd, president of Rogue River Chevrolet, the crowds that visited our showroom were the largest we have ever experienced for the introduction of a new model. However, this was only one of the indications of widespread car buying this fall, as actual sales and prospects for new cars are greater now than we have

ever noted before at this season of the year." "Public reaction to the new Chevrolet is the finest ever. It is a bigger-looking, better-looking low priced car and in my opinion, the most outstanding automobile value we have yet been privileged to offer," concluded Mr. Hurd. The new Chevrolets have many developments and refinements designed to provide new comfort, luxury, economy of operation, performance and safety. It is an extremely attractive car offering advantages that should appeal to all classes of car buyers.



SAVE in first cost and save tremendously in upkeep and operation costs. In the Willys National Economy Test, reports show the average of all drivers was at the rate of 36.5 miles per gallon!

The top and body of the new Willys have been welded together into a solid, sturdy unit of steel—providing maximum safety. Big, rugged brakes and safety glass further add to safety. Airplane-type shock absorbers and extra-long springs give a smooth glide—reducing fatigue to the vanishing point.

Extra-large luggage space—two large parcel compartments in instrument panel. Plenty of seat, head and leg room for larger-than-average people. You simply must see this new 1938 Willys. Come in for a drive.

SAVE A LOT IN PRICE—THEN...

Save half YOUR GAS*

OWNERS REPORT UP TO 35 MILES PER GALLON

*Information indicates national average 22 to 25 miles per gallon.

PENNINGTON'S GARAGE

121 North Bartlett. Phone 908
Associate Dealer, MADDEN'S TIRE SHOP, 70 N. Main, Ashland

PEAR EXPORTS OF NATION DECLINE

WASHINGTON, Oct. 30.—(AP)—United States fruit exports for the first nine months of 1937 totaled \$48,938,000, compared with \$56,080,000 for the corresponding period in 1936, the commerce department said today.

Declines in exports of citrus fruits, apples and pears, totaling \$15,298,000 against \$24,958,000 last year, were mainly responsible.

A comparatively small apple crop in 1936 was blamed for a \$2,347,000 decline in sales from a previous figure of \$8,121,000.

Fresh pear exports dropped from 74,086,000 boxes valued at \$2,924,000 to 58,112,000 boxes bringing \$2,493,000.

Partridge Invades Home
STAFFORD SPRINGS, Conn.—(UP) Mrs. Addie Helm's dinner came to her unexpectedly when a frightened partridge crashed through her sitting room window and landed in her lap as she was reading.

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

SAVE CASH

ON DEPENDABLE "WINTERIZED" USED CARS

Every One A BLUE SEAL CAR

TRUCKS and CARS

"BLUE SEAL"

Guaranteed Reconditioned!

Used Cars

GUARANTEED BY OUR FAMOUS DODGE DEALERS' DEPENDABILITY SEAL!

MANY MODELS TO CHOOSE FROM—ROCK BOTTOM PRICES ON LATE MODELS

YOU PROFIT THREE WAYS

- Every car is winterized for greater winter comfort and service!
- Every car is guaranteed to be dependable!
- Every car is specially priced to move fast!

CONVENIENT TERMS

PIERCE ALLEN MOTOR CO.
112 So. Riverside. L. C. Taylor, Managing Owner—Jackson County Distributors for Dodge and Plymouth Cars Phone 150

1936 DODGE SEDAN, which is usually priced at \$745.00. This car is in fine shape, driven but 15,000 miles. Winterized and ready to drive away! **\$678**

1934 PLYMOUTH DE LUXE SEDAN—These models are usually priced from \$485 to \$525. Complete with trunk, fully Winterized and priced at **\$437**

FORD V-8 SEDAN—New motor, looks and runs like new. This car should sell at \$255. Winterized and specially priced at **\$249**

1935 PLYMOUTH DE LUXE SEDAN—Special air wheel equipment. Looks and drives just like new! Winterized and a bargain at this price **\$348**

These Special Prices Good Until Nov. 6