

# AUTOMOTIVE NEWS

## CROWDS VIEW NEW LINCOLN - ZEPHYRS SATURDAY SHOW

A new series of Lincoln-Zephyr motor cars, longer and more dashing sleek than their predecessors and displaying an entirely new impression of modern motor car styling, went on display yesterday at the showrooms of the C. E. Gates Auto company, Medford Ford-Lincoln-Zephyr and Lincoln dealers. A large crowd of southern Oregon people were on hand to view the smartly-styled Lincoln-Zephyrs for 1938.

Two new convertibles, a sedan and a coupe, make their debut among the six smart body types which comprise the 1938 Lincoln-Zephyr group. In addition to the new convertibles, the line includes a sedan with four doors, a coupe-sedan with two doors, a three-passenger coupe and a town-limousine. A wide range of choice in colors in a new baked enamel finish is available.

From front to rear bumper, the styling of the new cars is modern and well-groomed, displaying a fresh approach in the development of the streamlined design created only two years ago when the Lincoln-Zephyr first was presented to the public as the Lincoln Motor company entry in the medium-price field. The new styling permits substantially amplified body roominess.

The "tear-drop" front end, which suggests the highly streamlined front of a racing plane, blends harmoniously with the balance of the design. The conventional radiator grille has been subordinated. The front is closed except for two openings near the bottom, through which air is admitted to the engine compartment.

The "air-stream" treatment is carried out smartly in the long sweep of the hood, the rakish tilt of the windshield, the graceful body contours and the new fenders and lamps. The fenders are massive, gracefully formed and give an air of strength to the design. The headlamps are streamlined into the front fenders, the combination tail and stop lamps into the rear fenders. The license plate bracket is in the center of the rear deck door.

Luxurious new fittings, wide, deeply-cushioned seats and a general air of roominess characterize the new car interiors. The driver compartments have been enlarged.

A new instrument panel, which also includes a closed grille extending down to the top of the transmission housing to conceal radio and car heater installations, is flanked on either side by a glove compartment.

Controls, including throttle, choke and light switch, and a cigar lighter are grouped around the speedometer located above the grille in the middle of the panel. Engine recording instruments are arranged around the circumference of the speedometer dial. Below the speedometer is a large electric clock. The panel and grille are finished in beige. Garnish moldings are in "silver glow" walnut finish.

The new seats are deeply-cushioned, unusually comfortable upholstered in broadcloth or cord. There is a soft edge cushioned with sponge rubber on the back of the seat above the robe cord, replacing the chrome rail of the 1937 models. Deeper, more restful arm rests are provided in rear compartments.

The Lincoln clear vision ventilating system is continued. Its design provides adequate fresh air at all times without draft. Rear quarter windows of the sedan are of the casement type, opening outward.

Exceptionally large luggage compartments are provided in all new body types. The compartment, reached through the rear deck hatchway, also encloses the spare tire and its supporting frame. When the deck is lifted the tire and frame are revealed. These can be swung down out of the way to give access to the luggage space. The compartment is lighted automatically. Additional luggage space is found back of the seat in the coupe and convertible.

A number of significant engineering advancements have been made to improve the already brilliant performance of the car. They are the result of research by Ford and Lincoln engineers, plus the experience of the first 45,000 Lincoln-Zephyr owners.

Among the important improvements in the chassis is the increased wheelbase, now 128 inches, three inches longer. This lengthens the spring-base to 134 inches.

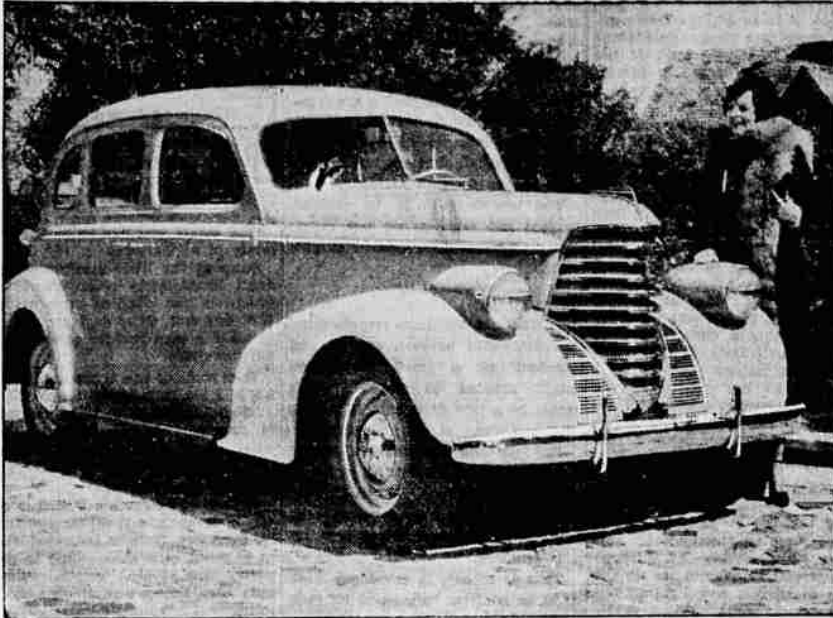
Owners during the last two years have commented repeatedly on the unusual riding qualities of the Lincoln-Zephyr and particularly on its ability to give a single passenger a "full-load" ride. The lengthened wheelbase tends to improve the "ride."

The 110-horsepower V-type 12-cylinder engine and the transmission have been moved forward in chassis. The additional space thus provided increases the depth of the driver compartment. The transmission is now located under the cow. The housing has been lowered and the gear-shifting mechanism moved out of the way of driver and front seat passengers, thus leaving the compartment unobstructed.

The new Lincoln-Zephyr bodies are part of their roominess to their unusual width, the result of the elimination of the conventional running board. Passengers may step directly onto the floor of the car.

Communism Blamed. ROCHESTER, Nov. 6.—(AP)—Representatives of Japan, Germany and Italy signed an anti-communism pact here today. Communism, the protocol said, "continues to place the civilized world in constant danger of war."

## Medford Distributing Corp. Show New Oldsmobiles



With the presentation of its new models for 1938, Oldsmobile announces that the automatic safety transmission—offered for the first time a few months ago as optional equipment on the Oldsmobile Eight only—is now optional at extra cost on both the Six and Eight.

This announcement means that both Oldsmobile Six and Eight purchasers will be able to acquire the first really successful automatic gear change—the greatest single driving aid ever offered the motoring public, according to Rook Emerson, manager of the Medford Distributing Corp.

The clutch is employed only when starting or stopping the car. In starting, the driver depresses the clutch and moves the control lever to first forward position. Engaging the clutch starts the car forward in first gear. At about ten m.p.h. the transmission shifts automatically to second. Moving the control lever on to the second forward position automatically engages third or "pick-up" gear. At about 23 m.p.h. the transmission automatically shifts to fourth gear.

However, the driver may retain the car in third up to 45 m.p.h. merely by holding the accelerator pedal fully depressed. Or if the transmission is in fourth and he desires to accelerate quickly at any speed between 23 and 35 m.p.h., he may press the pedal down and automatically shift back into third.

The control lever may be moved between the two forward speed ranges without disengaging the clutch or releasing the foot from the accelerator. Shifts between the various gears controlled by either one of the forward speed ranges are made entirely automatically, through oil pressure and engine speed.

6:00—Dinner for both series and auxiliaries in K. P. hall. 8:00—Dance in K. P. hall. The great wall of China was built in 258 B. C.

## SPECIAL SERMON ON PEACE TODAY

A sermon on "Let Us Have Peace" will be preached at the special Armistice day service to be held at 11 o'clock this morning in the First Presbyterian church under sponsorship of Jackson county chapter of the Disabled American Veterans of the World War.

Dr. Sherman L. Divine, pastor of the church, will preach the sermon. A special program of music will be presented.

All members of the D. A. V. and auxiliary, wearing their service caps, are asked by officers to assemble at the church at 10:45. Other veterans organizations and the public in general are invited by D. A. V. officers to attend the service.

This year's annual convention of the D. A. V. voted to hold a church service each year on the Sunday preceding Armistice day as a means of observing with solemn rites the end of the World War. The genesis of the war's termination is revived each year on Armistice day itself.

The D. A. V. last night completed its annual forget-me-not sale for raising funds to be used in the rehabilitation of needy ex-service men and their families. The sale, held Friday and yesterday, was described as a success despite inclement weather.

On behalf of the chapter, Frank Holbrook, state senior vice commander, thanked members of the auxiliary for their help, the public for its generosity and the Mail Tribune for publicizing the forget-me-not sale.

## Adrienne Observes Anniversary Event Beginning Monday

Adrienne's 12th anniversary will be observed with a presentation of new fall and winter merchandise in a store-wide sale beginning tomorrow morning. All departments will feature an exceptionally complete stock of the season's smartest apparel and accessories for southern Oregon and northern California patrons, said Adrienne Steward, owner.

From a very modest little shop, opened 12 years ago, a block north of the present location, Adrienne's has shown a steady growth until now it is one of the best known women's specialty stores in this part of the state. Three years ago a second floor was added to afford space for a larger stock of ready-to-wear and house Adrienne's modern beauty salon. An elevator was installed for the convenience of the patrons. The shoe department was opened at that time by Dr. Lantis.

At the time of the expansion of the store three years ago, a smart new shop was opened in the Medical Center building in Klamath Falls.

When Adrienne's was first opened 12 years ago, a high standard of merchandise was set and has been faithfully adhered to ever since, according to Adrienne Steward.

Driver Careless. SEATTLE, Nov. 6.—(AP)—A coroner's jury blamed negligence in "not slowing his automobile at an intersection" for the fatal injury of Fred H. Ackers, 54, of Roseburg, Ore., in an accident here October 27.

Avoid Starting Trouble. Install a Severin Heavy Duty Battery, 3 yr. 13 plates \$4.75 with old bat. at SIGNAL STATION, 1303 N. Riverside.

## DISTRICT EAGLES MEET HERE TODAY

About 400 men and women are expected to attend the district conference of the Fraternal Order of Eagles to be held here today with Dr. H. B. Mehrmann of Oakland, Calif., former national president, in attendance.

Dr. Mehrmann will give an address on the lodge's work in advocating and supporting legislation for the aid of the aged and the underprivileged and for economic security for all.

The day's program: Noon—Parade from city park east on Main street and west on Sixth street. 1:00—Crater lake aerial meeting, with initiation, at Knights of Pythias hall, Fifth and Grape streets. 2:00—Address by Dr. Mehrmann, Knights of Pythias hall. 3:00—District lodge conference in K. P. hall, with delegates from Medford, Ashland, Grants Pass, Klamath Falls, Roseburg, Marshfield and Lakeview. 3:00—District auxiliary conference in the Armory.

6:00—Dinner for both series and auxiliaries in K. P. hall. 8:00—Dance in K. P. hall. The great wall of China was built in 258 B. C.

**Sandy Says It's a Fact!**

**And We Can Prove It!**

**BLACK IS NOT A COLOR**

It's a fact that we are selling used cars at a lower price than ever. We must move them for the cars that are coming in are the new 1938 Studebakers.

- 1937 Studebaker President with overdrive, radio, heater, side mounts, new rubber. This car in perfect shape.
  - 1937 Studebaker Dictator sedan with overdrive.
  - 1936 Plymouth sedan.
  - 1935 Studebaker sedan with radio.
  - 1933 Ford sedan.
  - 1931 Dodge sedan.
- Come in today if you need a car—at any price—we have it.

PROF. THAT SPAGHETTI DID NOT ORIGINATE IN ITALY. Macaroni is believed to have been introduced into Italy by early Greek colonists. The Chinese were acquainted with the dish in pre-Italian times. 1.—Handy Book of Curious Information.

**SANDERSON MOTOR CO.**

SALES SERVICE

207 SO. RIVERSIDE - PHONE 1303

Georgia Train Derailed. LOVEJOY, Ga., Nov. 6.—Three persons were killed in a derailment of the Central of Georgia limited passenger train, the Southland, after it struck a truck at a crossing today.

California Publisher Dead. MARYSVILLE, Cal., Nov. 6.—(AP)—S. J. Pickens, retired co-publisher of the Marysville Appeal Democrat, died at midnight after a long period of failing health.

## Goodrich TIRES ON TIME

### Check the TERMS ON YOUR SIZE!

**OUR LIBERAL BUDGET PAY PLAN WILL FIT YOUR NEEDS!**

It's foolish to risk trouble and delays driving on worn-out or inferior quality tires. You can get first-quality Goodrich Tires—fully guaranteed by America's Oldest Tire Manufacturer—and you can pay as you ride. Your credit is good here and we fit our friendly credit plan to your pocketbook.

**QUICK CREDIT TO EVERYONE**

Just select one tire or a full set and show us your license identification. There is no red tape, no delays and no questioning. We install or deliver the tires at once.

**PROOF OF OUR EASY CREDIT**

98 out of every 100 customers complete their purchases and our easy credit requirements in about 9 minutes. You too, will get this same quick service.

CHEVROLET				
1928	1929	1930-31	1932-33	1934-36
4.50-21	4.50-20	4.75-19	5.25-18	5.25-17
60c	60c	65c	75c	75c

FORD				
1928-29	1930-31	1932	1933-34	1935-36
4.50-21	4.75-19	5.25-18	5.50-17	6.00-16
60c	65c	75c	85c	95c

PLYMOUTH				
1929	1930-31	1932	1933-34	1935-36
4.75-20	4.75-19	5.25-18	5.25-17	6.00-16
65c	65c	75c	75c	95c

BUICK		PONTIAC	
5.25-21-85c	5.50-19-85c	5.00-19-70c	5.50-17-85c
5.50-18-85c	6.00-17-95c	5.25-18-75c	6.00-17-95c

OLDSMOBILE		NASH	
5.25-18-75c	5.50-18-85c	5.00-19-70c	5.50-18-85c
5.50-17-85c	6.00-17-95c	5.50-17-85c	5.50-19-85c

DODGE		TERRAPLANE	
5.00-19-70c	5.50-19-85c	5.25-17-75c	6.00-16-95c
5.50-18-85c	6.00-16-95c	5.50-17-85c	6.00-17-95c

## LEWIS SUPER SERVICE STATION

8TH AND FRONT WE NEVER CLOSE PHONE 1300

# OLDSMOBILE STEPS OUT AHEAD!

## ANNOUNCING A NEW DEALER AND TWO GREAT NEW CARS

**MEDFORD DISTRIBUTING CORP.**

**32 SOUTH BARTLETT**

**NOW OFFERING OLDSMOBILE'S DASHING NEW SIX AND DYNAMIC NEW EIGHT FOR 1938**

**NOWHERE ELSE CAN MONEY BUY SO MUCH!**

**BODY FEATURES**

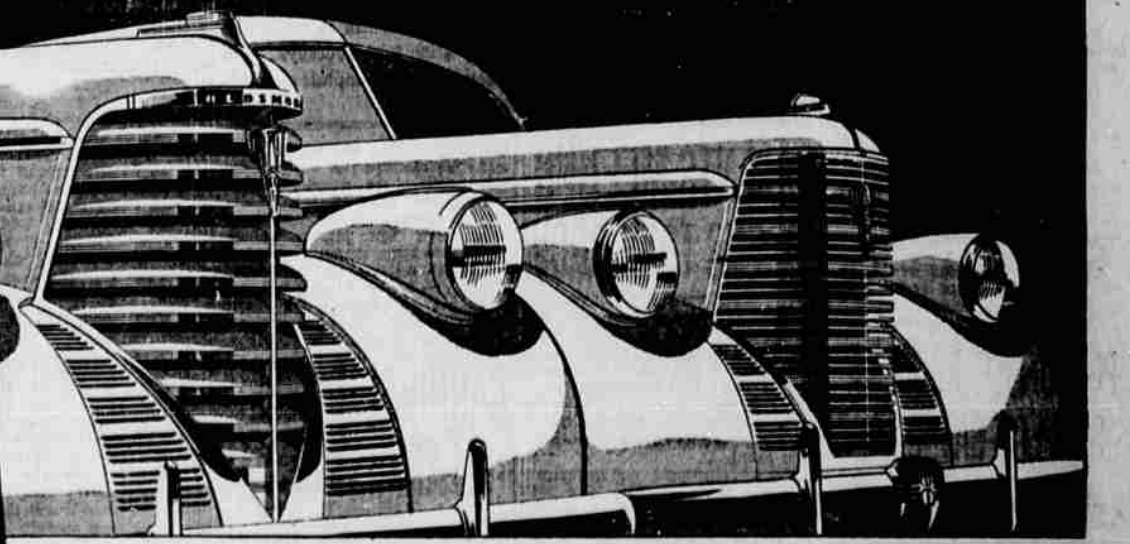
- Safety Dash with Safety Instrument Unit • Safety Interiors
- Unitized Body Construction
- Turret Top • Steel Body Frame
- Scientific Sound Proofing

**CHASSIS FEATURES**

- Knee-Action Wheels • Super-Hydraulic Brakes • Dual Ride Stabilizers • Big, Low-Pressure Tires • Stabilized Front End
- Stabilized Propeller Shaft

**ENGINE FEATURES**

- 95-Horsepower Six • 110-Horsepower Eight • Under-Hood Battery • Tri-Cushion Engine Suspension • 100% Full Pressure Lubrication • Automatic Choke



AGAIN for 1938, Oldsmobile steps out ahead with two brilliant new Style Leaders... two new pace-setting performers... both offering, as optional equipment at extra cost, Oldsmobile's sensational new Automatic Safety Transmission. You are cordially invited to come in and see these great new cars... to get acquainted with your new Oldsmobile dealer and inspect his facilities for serving Oldsmobile owners and other motorists. You will find both personnel and equipment of the highest order. A staff of factory-trained mechanics, the latest in factory-approved tools and a stock of genuine Oldsmobile parts assure efficient service at reasonable prices. Step ahead and be money ahead... drive an Oldsmobile!