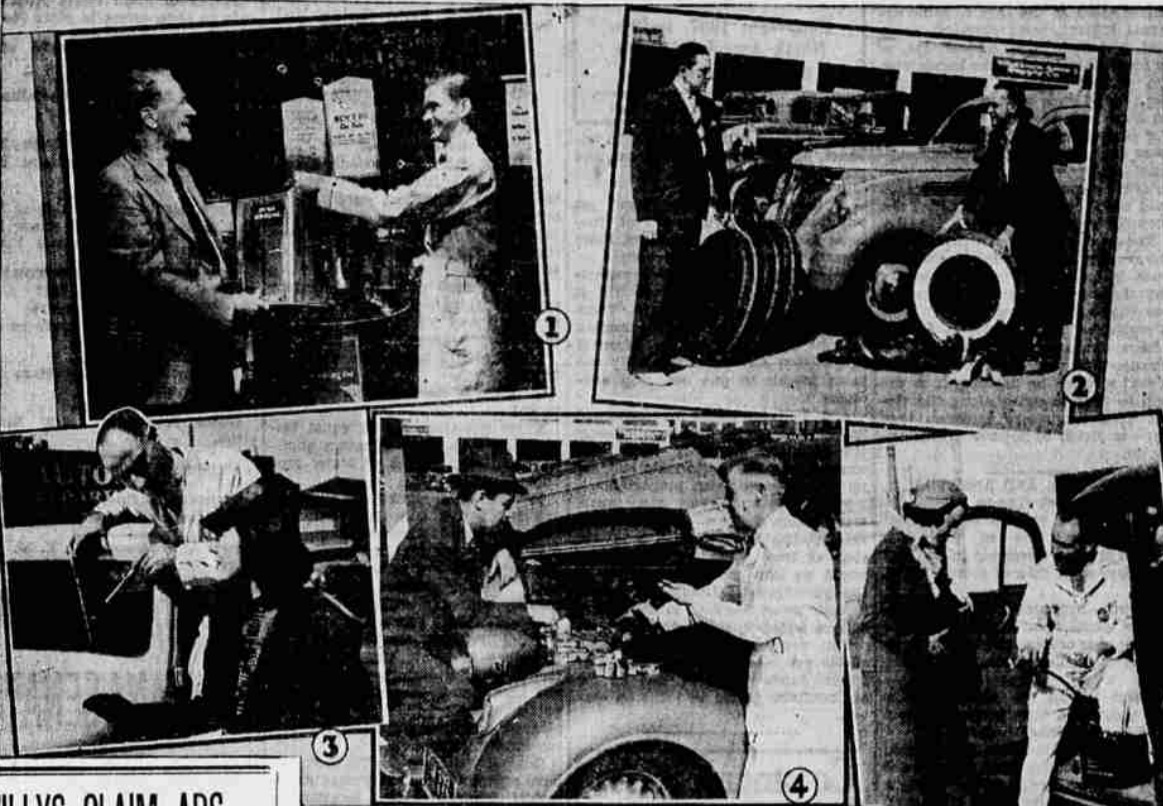


AUTOMOTIVE NEWS

WESTERN AUTO ADVISES PRE-WINTER CHECK OF CAR



Urging motorists to check their cars before winter sets in, the local manager of the Western Auto Supply Company declares necessary replacements can be made at even greater savings than usual by taking advantage of the firm's Fall Festival of Values. Above photos show 1, Extra Oil Savings receive hearty approval of a Western Auto customer; 2, a new car owner equips his car with white sidewall tires at a saving; 3, salesman advises putting windshield wiper in shape; 4, service man suggests new ignition cables and spark plugs while low prices prevail; 5, installation of new battery cables advised when battery is replaced.

WILLYS CLAIM ADS IN NEWSPAPERS TO BE MOST EFFECTIVE

"In an investigation covering the reasons why people buy the new Willys, we find that 72 percent of the owners we were able to reach were directly influenced by our newspaper advertising," said David R. Wilson, at a meeting of newspaper editors during which advertising plans for Willys-Oreland Motors, Inc., were announced.

"During the selling season which officially opens with the automobile shows, our appropriations covering newspaper advertising will be materially increased and schedules will be extended to cover the majority of points where we have dealer representation.

"The flexibility with which the country can be covered during any important sales campaign and the extent to which newspapers penetrate the entire buying field, make the daily press a most effective sales factor.

"Current buying tendencies are built entirely around dealer units and are swayed by the business standing of the dealer in his community.

"With this emphasis on local strength, the newspapers in the separate dealer areas are the logical media for us to use.

"Daily local conditions vary constantly in their relation to the general country, wide seasonal variation in buying demand is always present. To meet these conditions, advertising must be developed and used to take advantage of local situations.

"Obviously the daily newspaper provides the fastest and most effective means for telling the sales story to the greatest number of possible buyers.

"Our dealers indicate an almost immediate response to newspaper advertising."

FOSSIL IS FOUND OF 15-TON LIZZARD

CAVALIER, N. D. (UP)—The fossil of a prehistoric sea lizzard, a marine reptile believed to have lived more than 200,000,000 years ago, has been unearthed in the Pembina mountains west of here.

The discovery was made by G. Austin Schroter, Los Angeles geologist, and a crew in his employ.

The giant lizzard was found buried in a fine silt, 75 feet beneath the surface of what Schroter believes was once a tidal lagoon. Fossilized ferns and rushes found with the skeleton indicate that the climate then was tropical and moist in that section of the United States now classified as sub-Arctic.

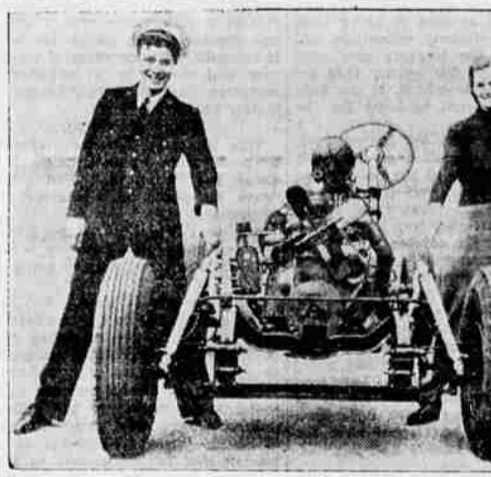
The rock formation in which the skeleton was imbedded is known as the Pierre division of the Cretaceous.

The Pierre sea, in which the lizzard (technically known as *Mosasauro*) lived at one time, covered much of central North America. Schroter said it included large areas of the Dakotas, Nebraska, Iowa, Oklahoma, Texas and the prairie provinces of Canada. Similar specimens have been found in several sections of that area.

The sea lizards such as the one unearthed here, are believed to have weighed 15 tons. Their brain, by contrast, weighed three ounces.

Some 102,000 boxes of Brazilian oranges were shipped to Canada during the 1937 season. The peak of the Brazilian orange season has passed and no further shipment to Canada is contemplated at the present time, according to reports from Rio de Janeiro.

"Sea Legs" for Autos



"SEA LEGS"—Auto engineers took a tip from the navy in developing this new 1938 riding feature. "Sea Legs," big skyliner type shock absorbers mounted at an angle, are said to take out the "pitch" as well as the "roll," or side-sway, as well as jolts and bumps. Greatly increased riding comfort is just one of the advantages. Nash engineers say, as these "Sea Legs" make for easier steering and greater driving safety, maintaining side-sway. This is a part of all 1938 Nash cars.

Minister Second Victim Of Crash

MONTE VISTA, Colo., Nov. 13 (AP)—The Rev. Earl C. Wright of Denver, southern Colorado district superintendent for the Methodist Episcopal church, died in a hospital here last night, second victim of an auto-train crash near here Tuesday.

Miss Sarah Green, 35, Chicago social worker, who was riding home from a church meeting with Mr. Wright when their automobile struck a San Luis Central freight locomotive, died soon after the crash.

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

Use Mail Tribune want ads.

JACKSONVILLE LIBRARY LENT 725 IN OCTOBER

JACKSONVILLE, Nov. 13.—(Sp.)—The Jacksonville library report for October shows a total of 725 books borrowed during the month. Readers obtained books as follows: Adult fiction, 226; adult non-fiction, 326; juvenile fiction, 111; juvenile non-fiction, 62.

Salesman in Smashup

ROSEBURG, Ore., Nov. 13.—(AP)—R. E. Toner, Eugene, a traveling salesman, was knocked unconscious and suffered bruises and cuts when his car plunged 30 feet off an embankment at the south city limits shortly before noon today.

BORROW WITH PRIDE!

Knowing that your credit is good—that you can get needed money at a moment's notice—is something to be proud of indeed.

Why not call on us, then, and see for yourself how easy it is to find freedom from financial worry? Our service is not only prompt—it's confidential as a consultation with your family doctor. No embarrassing investigations, and no outside signposts! Come in and see us, or telephone.

Loans up to \$300

Oregon & Washington Mortgage Company

License No. 8-157 M-180

W. E. THOMAS, Mgr.

45 S. Central

AUTO GLASS ALL TYPES

of windshield and window glass (shatter-proof and plain) are available from stock.

We have a complete line of glass accessories, channels, etc.,

AUTO TOPS—SEAT COVERS SIDE CURTAINS MADE TO ORDER

GENERAL AUTO TOP AND TRIMMING

HOHLWEG'S TOP SHOP

26 YEARS EXPERIENCE

8th and Bartlett. Phone 687

Notables Attend 1938 Auto Shows



Screen stars of two continents were among the first to inspect motordom's latest models for 1938, as the Fall auto shows got under way with the national exhibit in New York. See how Mitzel Green has grown up, as she appeared at the Plymouth display in New York (lower left). Inspector Edwin Luria of the New York State Motor Vehicle Bureau explained the new safety-styled instrument panel of the 1938 Plymouth to the youthful star. Lower right, Anna Neagle, famous British film actress, has to prove for herself Plymouth's claims of easier steering this year. Upper: the landlords of the two tallest buildings in the world—the Chrysler Building and the Empire State Building—are pictured together, as Walter P. Chrysler points out new style features of Plymouth's 1938 design to Alfred E. Smith.

- 10:45—(NBC) Grier's Orch., KGO (CBS) Bob Crosby's Orch., KXN, KSL
- 11:00—(NBC) Organ Recital, KGO, KGA; Reichman's Orch., KPO, KFI, KGW, (CBS) Bob Crosby's Orch., KOIN.
- Davis Or None
- RICHMOND, Va., Nov. 13.—(AP) The United Daughters of the Confederacy voted unanimously today to request authorities to place no names of Confederate heroes in the government amphitheatre at Arlington cemetery unless the name of President Jefferson Davis be included.
- Closing time for Too Late to Classify Ads is 1:30 p. m.
- KGW: Beaux Arts Trio, KGA; Cugat's Music, KGO. (CBS) Calloway's Orch., KXN.
- 8:45—(NBC) Beaux Arts Trio, KGO.
- 9:00—(CBS) King's Orch., KXN, KSL. (NBC) Tales of California, KGO; Weber's Orch., KGA; Night Editor, KPO, KFI, KGW.
- 9:15—(NBC) Childs' Orch., KOA; Treasure Island, NBC, KFI, KGW.
- 9:30—(NBC) One Man's Family, KPO, KFI, KGW; Hines' Orch., KGA; Concert Hall, KGO. (CBS) Norvo's Orch., KXN.
- 9:45—(CBS) Norvo's Orch., KSL. (NBC) University Explorer, KGO; Bob Crosby's Orch., KEX.
- 10:00—(NBC) News, KPO, KFI, KGW; Lewis' Orch., KGO, KGA. (CBS) Young's Orch., KOIN; Sam Hayes, news, KXN.
- 10:15—(NBC) Bridge to Dreamland, KPO, KFI, KGW. (CBS) Hollywood Melody Shop, KXN, KOIN.
- 10:30—(NBC) Horik's Orch., KGO; Bridge to Dreamland, KGW.
- 10:45—(NBC) Bridge to Dreamland, KMO (CBS) Bob Crosby's Orch., KXN, KSL, KOIN.
- 11:00—(NBC) Organ Recital, KGO, KGA; Winston's Orch., KPO. (CBS) Door to the Moon, KXN, KSL, KOIN.
- Monday
- 5:00—(NBC) Concert Petit, KGO, KGA; Swarthout's Orch., KPO, KFI. (CBS) Maurice's Orch., KXN, KOIN; Heidi's Orch., KSL.
- 5:15—(NBC) Royalists, KGO, KGA.
- 5:30—(NBC) Grand Hotel, drama, KGO, KGA, KFI, KGW; Beaux Arts Trio, KPO. (CBS) Hawaiian Moon Casino, KXN.
- 5:45—(NBC) Beaux Arts Trio, KOA.
- 6:00—(NBC) Philadelphia Orch., KGO, KGA; Reporter, KPO. (CBS) Radio Theater, KXN, KSL, KOIN.
- 6:15—(NBC) Martin's Orch., KPO.
- 6:30—(NBC) Richard Crooks, KPO, KFI, KGW; News, KGO. (CBS) Pick & Pat, KXN, KSL, KOIN.
- 8:45—(NBC) Arden's Orch., KGO.
- 9:00—(NBC) McGee & Molly, KPO, KFI, KGW; Stanford University Program, KGO (CBS) Heidi's Orch., KXN, KOIN.
- 9:15—(NBC) Bestor's Orch., KJR; Dance Hour, KGO; Safety First, KPO.
- 9:30—(NBC) Vox Pop, KPO, KFI, KGW; Memory Lane, KGO, KGA, KEX. (CBS) Tucker's Orch., KXN, KSL.
- 9:45—(CBS) Tucker's Orch., KSL. (NBC) Thompson's Orch., KGA, KEX.
- 10:00—(CBS) Sam Hayes, News, KXN. (NBC) News, KPO, KFI, KGW; Hornik's Orch., KGO, KGA.
- 10:15—(CBS) White Firm, KXN, KSL, KOIN. (NBC) Sports Graphic, KPO.
- 10:30—(NBC) Grier's Orch., KFI, KGA, KEX; Slumber Hour, KGO; Castle's Orch., KPO, KGW.

Avoid Starting Trouble

Install a Severin Heavy Duty Battery, 2 yr. 13 plates \$4.75 with old bat., at SIGNAL STATION, 1303 N. Riverside.

It takes good quality to give good service

Daily's Auto Painting

32 South Bartlett

CHEVROLET'S USED CARS Are Reconditioned

1935 Chevrolet Standard Sedan

ALL NEW RUBBER—THE CLEANEST USED CAR IN TOWN

\$465.00

1935 Chevrolet Standard Coach	1935 Chevrolet Master Sedan—A clean, exceptional value.
1936 Chevrolet Standard Town	1936 Chevrolet Standard Coupe—Sport light, white sidewall tires. Complete in every detail.

REMEMBER

THESE CARS ALL CARRY THE FAMOUS CHEVROLET O.K. GUARANTEE THAT COUNTS

ALL CARS PRICED AT OR BELOW PORTLAND MARKET

ROGUE RIVER CHEVROLET

OFFICE AND SALESROOM, SPARTA BLDG.

Service Dept. 32 North Riverside

Used Car Lot 234 N. Riverside Foot of 4th St.

Sandy Says It's a Fact!

And We Can Prove It!

RED FLANNEL

UNDERWEAR DOES NOT KEEP THE WEARER WARMER THAN WHITE FLANNEL

WE ARE MOVING OUR USED CARS AT A REDUCED PRICE! We assure you complete satisfaction with the car you buy here. Why take a chance? Buy where you KNOW you will be satisfied.

DOUBLE TRADE-IN ALLOWANCE on your tires — plus 6 MONTHS TO PAY on New Silvertowns

New WAY TO BUY GUARANTEED Goodrich TIRES.

LEWIS Super Service Station

8th and Front. Phone 1300 WE NEVER CLOSE

This GOLDEN PLY MAY SAVE YOUR LIFE

1933 Chevrolet deluxe Sedan
1935 Studebaker custom Sedan
1933 Ford Sedan
1933 Graham Sedan
1931 Dodge Sedan
1930 Studebaker Coupe
1935 Ford Station Wagon
1935 International Pickup

We have a car at the price you wish to pay, from \$25 and up.

PROOF THAT BLACK IS NOT COLOR

"Black: Having little or no power to reflect light; absorbent of or without light; having no spectral color." Funk & Wagnalls New Standard Dictionary.

SANDERSON MOTOR CO.

SALES SERVICE

207 1/2 RIVERSIDE PHONE 1305