

AUTOMOTIVE NEWS

NEW RICHFIELD FLOWER BOOKLET AVAILABLE HERE

Following the precedent of many years, Richfield is again making available wildflower booklets for motorists everywhere in the west.

It is published in two editions: the first being descriptive of trips and wildflowers found throughout the Pacific southwest and the other—available after April 1st—a smaller booklet for the wildflowers and trips most to be enjoyed in the Pacific northwest.

An outstanding feature of this year's books is the comprehensive use of natural color photography throughout, reproduced by means of four-color process plates. This makes not only the landscapes, but also the individual wildflower pictures and the colorful decorations all strikingly beautiful and entirely true to life. This is an innovation of great importance since for the first time in these booklets, the true beauty of this great natural phenomenon of spring is adequately presented to the traveling public. In years past, the landscapes are printed in black and white, could only faintly describe the striking and amazing beauty which these vast fields of wildflowers present.

In order to give these booklets a faint perfume reminiscent of a field of wildflowers, each sheet was sprayed with a delicate perfume four times as it left the press. A little of this perfume was also included in each package as the books were bound and folded. Thus, the combination of striking color and delicate fragrance creates a perfect illusion of the charm and beauty so marvelously displayed by nature at this season of the year.

Many printing experts and world-famous naturalists have already praised this book as being a perfect combination of commercial effectiveness and scientific interest.

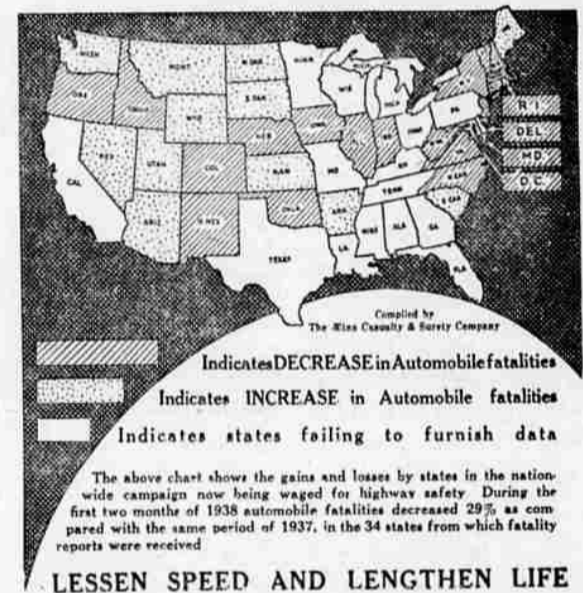
As a specific and supplementary guide to this special service by Richfield is the weekly edition of the Richfield Reporter program on Friday night, in which the outstanding wildflower displays, which may be seen on the forthcoming week-end, are given. It is suggested that motorists everywhere, contemplating a trip to see these beautiful sights, listen carefully to the Richfield Reporter program each Friday night.

OCEAN LIFEGUARD EXPLAINS HIGHWAY LIFEGUARD



A "life preserver" that floats inside the tube and tire, ever ready to rescue the fair damsel from the distress of a swerving car should a blowout occur, is being shown. The burst tire is held up by air that remains within the two-ply inner LifeGuard. It is a Goodyear invention to take the terror out of blowouts and enable passenger cars, trucks, buses or motorcycles to stop without swerving out of the lane in which they are traveling.

National Automobile Fatality Chart



LESSEN SPEED AND LENGTHEN LIFE

The first insurance company in the United States was organized in Philadelphia in 1759 for the aid of clergymen and their widows.

The Japanese army says that more than 150 American volunteers are serving with the Chinese army, mostly as aviators.

TODAY'S TRAFFIC TIP

There's a SAFE speed for any set of driving conditions... Let's remember: SENSIBLE driving will check the mounting toll of traffic accidents!

MEDFORD TRAFFIC SAFETY COUNCIL

SENIOR GIRL ON COURTESY FLIGHT

Muriel Stocks, Medford high school senior, will leave at 6:01 p. m. tomorrow by Mainliner on a United Air Lines courtesy flight to Portland. It will be her first flight on a passenger transport plane.

Miss Stocks was awarded the flight for acting as "Miss Jackson County" in welcoming "Miss Alaska" when she arrived here recently by Mainliner.

The Medford girl will be feted in Portland tomorrow night. She will return by Mainliner, arriving here at 10:30 a. m. Tuesday. Shortly after her return a special aviation program will be presented at the high school. It was announced by A. H. Banwell, manager of the Jackson County Chamber of Commerce.

Greenwoods Injured In Head-On Crash

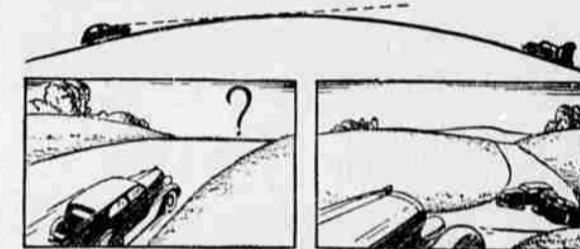
Mr. and Mrs. L. E. Greenwood of 1016 Queen Anne avenue received minor injuries at 6:30 p. m. Saturday when their machine collided

PUSH A BUTTON...



... and there's your station. That's how simple it is to tune the latest de luxe Motorola, according to the manager of the local Western Auto Store, retailers of the famous car radio, Petite Ruth Inslee shows how her set matches the dash of her car.

Sportsmanlike Driving—Watch Hill Crests



There is a popular song entitled "One Never Knows." It is apropos of driving at hill crests. One never knows what lies just over the crest. The road may be clear or cars may be piled up in a bad accident. The Sportsmanlike Driver always slows down when approaching a "blind" hill crest.

A.A.A. SAFETY FEATURES

head-on with one driven by Rosalie Jones Porter of 819 Minnesota street at Crown avenue and Barneburg road, according to city police.

Mr. Greenwood received an injured knee and Mr. Greenwood sustained a hurt arm. Mrs. Porter was uninjured, police said.

Both cars were badly damaged, especially the Greenwood machine.

All railways and business in North China are controlled by Japan.

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

GEORGE RAFT RESUMES TRIP THAT CUPID DELAYED



Miss Jane Nelson of the Greyhound Lines is here presenting George Raft, famous film star, with a pass from New York to Hollywood, so that he can complete the trip by Greyhound Super-Coach which lovely Sylvia Sidney postponed for him in the coming Paramount picture, "You and me".

Driving Booklets Now Available at Goodrich Dealer

Motorists in Rogue River valley are invited to get a copy of a new book on safe driving published by the B. F. Goodrich company, Akron, Ohio. It is announced by Jack Ansten, budget manager, Lewis Super Service Station.

"This book, called 'Stop Your Skidding' explains in detail how to avoid driving difficulties and accidents with automobiles and will be of interest and value to every driver," Ansten said.

"Goodrich was a pioneer in advocating greater safety on the highways and sponsored a national movement, the Silvertown Safety League which now has more than 2,000,000 members pledged to drive safely and

sanely.

"Five years ago the company introduced an automobile tire constructed with a special ply to resist high-speed blowouts and now announces the safety tread with remarkable non-skid properties in addition to retaining the special ply for blowout protection.

"The driving books are free for the asking at Lewis Super Service," Ansten said.

Independence Hall in Philadelphia was originally the statehouse for the colony of Pennsylvania.

The only Authorized Simons Station in Oregon, outside of Portland.

Daily's Auto Painting
32 South Bartlett

SINCE THE \$100 PRICE CUT ON THE PACKARD SIX EVERYBODY'S SAYING—



A big difference in value! A small difference in price!

SINCE the \$100 Packard Six price cut, with no change in the car itself, revealing figures at the right should bring the good news to many a motor car buyer that now he, too, can afford a Packard! Come in and let us show you how amazingly little, if any, extra you need pay per month on a beautiful new Packard Six!

NOW you can buy a Packard Six 4-door Touring Sedan, delivered with standard equipment in this city for only **\$1260**

If your present car is of average value, it will probably cover the low down payment of **\$420**

Monthly payments on the balance may be arranged on attractive terms.

4-DOOR TOURING SEDAN (usually most popular model)	WHEELBASE (good gauge of a car's size)	BALL AND ROLLER BEARINGS (good gauge of a car's quality)	PRICE COMPARED TO PACKARD SIX (based on factory delivered price)
PACKARD SIX	122"	48	\$ - - -
Car A	122"	24	\$23 less
Car B	119"	28	\$60 less
Car C	119"	28	\$100 less
Car D	122"	30	\$65 less
Car E	122"	30	\$10 more
Car F	121"	28	\$20 less
Car G	117"	38	\$75 less
Car H	124"	38	\$37 more
Car I	117"	34	\$128 less
Car J	122"	34	\$64 less
Car K	116 1/2"	31	\$30 less
Car L	115"	30	\$160 less

PERRY L. ASHCRAFT

128 So. Riverside

Phone 191

WHEN PROF. QUIZ IS 'STUMPED' IT'S NEWS!

Radio's famous "Never-wrong" Man compares 1938 car values... frankly admits "How you can price a Nash so low is a mystery to me!"

WIN A NASH FREE! Five lucky winners of 1938 to 1937 automobiles win in easy contest. See your Nash dealer!



PICKING a new car is like competing in our weekly Battle of Wits," explains Prof. Quiz. You have to know the FACTS to win!

"Make this comparison. Almost no difference in delivered prices, but LOOK at the difference in value!

NASH VS. "ALL 3" CARS

WHEELBASE 127"	ENGINE 35 H.P.	WHEELBASE 127"	ENGINE 35 H.P.
WHEELBASE 127"	ENGINE 35 H.P.	WHEELBASE 127"	ENGINE 35 H.P.

"Or, put it this way: to match this Nash value in 5 other cars means paying an average of \$125 more!

"And that's just the 'starter'. Nash alone offers the 12% gasoline savings of the new simplified 'super-thrift' engine.

"No car anywhere near Nash's low price offers you the famous Nash Controlled Air System... the Automatic Cruising Gear... Vacuum Gear Shifting... 'Dancing Sand' sound-proofing... or the 'bed-in-a-car' feature.

"Such finer features as complete full-pressure

lubrication, and 7- and 9-bearing crankshafts, are exclusive with Nash and America's most expensive cars.

"I tell you, I don't see how Nash can put such low prices on such outstandingly superior cars!"

OUR ANSWER: Nash knows the only way to win against long-established rivals is to build SO MUCH MORE VALUE into its cars that the public can immediately SEE IT! See the Nash X-Ray System which gives you the inside story on 1938 cars. Ask your dealer!



You Can't Beat A NASH
THE GREAT INDEPENDENT

(Optional—light centre oval)

WALTER W. ABBEY, INC.
5th and Bartlett, Phone 303, Medford

WALTER W. ABBEY, INC.
Oregon Garage, Phone 501, Grants Pass

SPRINGS HERE

FIX UP YOUR CAR FOR SUMMER

NO MONEY DOWN

Goodrich Safety Silvertowns

Goodrich Batteries • Auto Radios

Why not decide right now to get full driving pleasure and safety out of your car this summer? On our liberal Credit Plan you get what you need now and pay as you ride.

MAKE YOUR OWN EASY TERMS

All you need do is select what you need—Goodrich Tires—a Goodrich Battery—a Motorola Auto Radio—tell us how you can pay—and your purchase is installed at once. Your credit is good here!

NO RED TAPE

NO DELAYS

On the New Goodrich Safety Silvertowns

Goodrich Batteries • Auto Radios

Why not decide right now to get full driving pleasure and safety out of your car this summer? On our liberal Credit Plan you get what you need now and pay as you ride.

MAKE YOUR OWN EASY TERMS

All you need do is select what you need—Goodrich Tires—a Goodrich Battery—a Motorola Auto Radio—tell us how you can pay—and your purchase is installed at once. Your credit is good here!

NO RED TAPE

NO DELAYS

Lewis Super Service Station

FORDSON SALES AND SERVICE

8th and Front. We Never Close Phone 1300