

AUTOMOTIVE NEWS

BRIGGS-HUMPHREY OPEN DE SOTO AND PLYMOUTH AGENCY

Smartly styled, 1938 model DeSoto and Plymouth cars are now on display at the display rooms of Medford's newest automobile concern, the Briggs-Humphrey Motor company, at 132 South Riverside in this city. This new firm, recently appointed DeSoto and Plymouth dealers for Medford and surrounding area, has on display a complete line of both popular lines, including a smart, new DeSoto custom sedan which is attracting widespread interest on the part of motorists here.

Frank A. Briggs, formerly of Eugene and Frank W. Humphrey of Klamath Falls are the owners and managers of the new Medford concern. Both men with their families have established residence in this city.

The feature of the introductory display of DeSoto and Plymouth cars is the beautiful new DeSoto custom sedan. A limited number will be built for those fine car enthusiasts who want an extra "something" in an automobile, but object to paying a high premium for the extra style and luxury, according to Frank Humphrey.

For these cars, a maker of fine woods, has put through a special run of broadcloth in three solid colors, a soft toned green, a blue and a tan. These fabrics are each used in combination with a separate group of exterior car colors so that there are eight different custom combinations. So wide a range gives those who select one of these cars all the distinction of a tailored to order vehicle. The detailing of these cars is closely keyed to the color of the upholstery.

A massive new frame that gives greater strength and improved cushioned riding qualities heads a list of important improvements in safety, luxury and performance in the new DeSoto.

The car looks bigger—is on a three inch longer wheelbase. From wheel center to wheel center, the new DeSoto will measure a full 119 inches as compared with 116, and the overall height is 199 inches.

De Soto is available in seven body types including four-door touring sedan with trunk, four-door sedan with luggage compartment, a two-door touring brougham with trunk, a coupe with rear luggage deck, a convertible coupe with rumble seat, a convertible sedan and a seven passenger sedan.

It is available in any one of eight colors—Black, Winchester gunmetal, Chinese gold, Chinchilla gray, Gem green, Surf blue, Everglades red or Cinnabar.

The front end follows the distinctive De Soto "horizontal" pattern of former years, but new styling gives it a more clean-cut, brilliant appearance.

Wide, high-crowned fenders, with a suggestion of a "crease" in the center, help give the car an appearance of grace and motion. Headlights are cleverly nested in the fenders, setting away from the "hug-on" appearance and, set farther apart than before, also provide better road lighting.

All the "Safety Interior" features, introduced by De Soto a year ago, have been retained. The instrument panel is smooth with no knobs or controls projecting to catch or tear; the panel is above knee-height; door handles, inside and out, curve in-

Smokes Peace Pipe to Close Car Deal



Before Ralph W. Dixey, full-blooded Shoshone Indian, above, would complete the deal on his 1938 De Soto coupe, he insisted on smoking a pipe of peace with Clarence Cox, the De Soto dealer who sold him the car. The costume Dixey is wearing in the picture is valued at more than \$2,000. It is made of young deer hide and contains some two million beads, each hand-sewn into decorative designs. The head dress contains feathers from ten eagles and is almost six feet in length.

1938 Plymouth Convertible Coupe



Open roadster or snug coupe—you take your choice with this new Plymouth convertible model for 1938. Special "double-frame" construction gives it exceptional strength and resistance to twisting force. The leather upholstery is available in colors to harmonize with the body finish, and the top comes in tan or black. With the top and windows up, it's water-proof, draft-proof and tightly sealed against cold, heat or noise.

ward and are flattened; a large padded roll on the back of the front seat protects back seat passengers and the robe rail is of a silken cord. Hydraulic brakes, used on every De Soto ever built, are 10 per cent larger this year, and are not only extremely effective from a braking standpoint, but allow drivers to get full effects with a "soft" pedal.

A new Plymouth of bolder design—with easier steering, safer vision and a score of new luxury features for the lowest price field—is presented as the 1938 model marking Plymouth's tenth anniversary "Jubilee."

Hailed as the outstanding model in the company's ten-year career, the new Plymouth challenges comparison with cars costing three times as much, in exceptional riding performance and in style appointments for greater comfort and luxury.

Even further advances in sound-proofing, over last year's model, noted for its "hushed" ride, set new levels of quietness and smoothness to mark Plymouth's first decade of building great cars.

1-MINUTE SAFETY TALKS

By Don Herold



Take—and Like—Your Medicine

I burn when I see somebody driving a car down our street faster than he should.

Yet, I'd burn if I were doing the same thing and a cop caught me and gave me a ticket.

But I oughtn't to. I ought to remember that my little Hildegarde crosses that street several times a day and plays on the other side, and that traffic regulation and enforcement are for her protection.

I fought for her sake, to be so loyal to traffic regulations that I would feel good about getting a ticket.

There is always injustice in any ticket. We get for a traffic violation. Let's just have sense enough or sense of humor enough to remember that I fought for her sake, to be so loyal to traffic regulations that I would feel good about getting a ticket.

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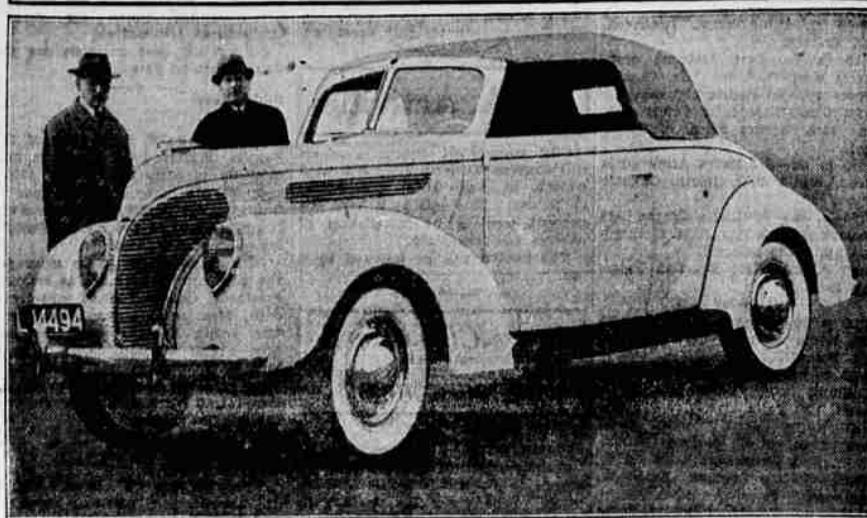
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PRINCE BUYS CONVERTIBLE COUPE



HIS ROYAL HIGHNESS, Prince Bernhard, of the Netherlands, is one of the most consistent Ford V-8 drivers among European royalty. In the photo above is shown a convertible coupe, which he recently bought, Jonkheer W. G. Roell, adjutant to the prince (left), went to Amsterdam to take delivery of the car, accompanied by W. J. van Dam, Ford dealer at Amersfoort. When the prince first went to the Hague to visit Princess Juliana, his bride-to-be, and Queen Wilhelmina, he traveled in a Ford V-8 convertible coupe. Following the royal wedding in January, last year, Princess Juliana and her consort traveled in a 1937 Ford V-8 convertible coupe during their honeymoon. Now the prince has a 1938 Ford of the same type.

ANDERSONS LEAVING FOR EXTENDED VISIT IN EAST AND SWEDEN

CENTRAL POINT, April 30.—(Sp.) Mr. and Mrs. John Anderson are leaving this Sunday, morning for Sweden. They will journey to New York by rail, stopping en route to visit friends in South Dakota, Minnesota, Chicago and other points. They will sail May 28 and have booked return passage on the same ship for July 12.

They will make the return journey by way of Washington, D. C., New Orleans, Texas and Los Angeles.

Mr. and Mrs. Anderson have not seen their native country since leaving there in 1892. Upon arrival in the United States they first lived in South Dakota, coming to the Rogue River valley in 1906.

Mr. Anderson was employed in the Westerlund orchard for 10 years, serving as manager for eight years. He has had a prominent part in various activities in the valley, including four years as a director of

the Jackson County Chamber of Commerce and three years as master of Central Point, Grange.

Mr. and Mrs. Anderson have disposed of their household goods, farming equipment and stock and rented their farm, thus making their vacation trip entirely carefree. They have left all plans for future activity here until their return.

REVOLUTION SONS ORGANIZE JUNE 17

An enthusiastic group representing the more than 120 Sons of the American Revolution, direct descendants of patriotic men who fought in the Revolutionary war of 1776, met in the parlor of the Presbyterian church Friday evening and voted to organize a southern Oregon chapter of the state society on the anniversary of the battle of Bunker Hill, Friday, June 17.

The chapter will include sons from Klamath Falls, Grants Pass, Ashland, Rogue River and Medford. Dr. Sherman Landon Divine was appointed organizing president; Asa C. Hough of Grants Pass, vice president; Fred Dupray, secretary and Edward Mars-

ton Husong, registrar-treasurer. Interested descendants of revolutionary ancestry are invited to correspond with any of these officers.

Don't miss the MEDFORD JUNIOR SYMPHONY CONCERT High School Auditorium Tuesday, May 3rd

Synthetic Enamel • Duo • Stomizing • Plating
Daily's Auto Painting
32 South Bartlett

For Dependable Motor Rewinding, Call—
Gage Motor Service
20 N. Grape. Phone 908

Rewiring — Repairing Electrical Contracting
OLSON ELECTRIC
Phone 115. 3 N. Bartlett

Sportsmanlike Driving—Don't Be a "Road Hog"



The groundhog may or may not affect the weather. But the "road hog"—the driver who doesn't stay in his lane—certainly contributes to unsafe conditions on the highways. He blocks traffic and confuses other motorists. The "road hog" is a real traffic evil. Be a Sportsmanlike Driver instead.

A.A.A. SAFETY FEATURES
Latin America has more miles of regular airlines in operation than the United States or Europe.

Fishing Supplies and Licenses at Huson's Confectionery. Open evenings and Sundays.

Through the cooperation of its citizens, Butte Falls will have a special exhibit for the cancellation of airmail during National Airmail Week, May 15 to 21. It was announced yesterday.

The exhibit will show Mt. McLoughlin towering above the Cascade timberland. It will carry the legend, "Butte Falls, Heart of the Cascade Timberland."

The Butte Falls high school and seventh and eighth grades have been cooperating with Mrs. Leola Stoddard, postmistress, in making National Airmail Week a success for the community. It is expected that many airmail letters will originate in Butte Falls during the week in order to bring attention to the city and its timberland.

LET US PUT YOUR CAR IN SHAPE



This summer you can get full driving pleasure and safety out of your car. No need to struggle along with unsafe tires... because now you can buy

Goodrich Safety Silvertowns with the "stop-on-a-dime" Life-Saver Tread—and make your own easy terms. Just tell us what you need—how you can pay—and we'll install your purchase at once.

No Money Down
No Red Tape—No Delay

TUNE UP SPECIAL
Clean and adjust spark plugs.
Test compression.
Test and water battery.
Clean and inspect battery cables.
Clean and adjust points.
Check timing with synchroscope.
Adjust Carburetor.
Check Vacuum with Comometer.
Inspect and tighten radiator hose.
Clean air filter.
Flush radiator.
Inspect and adjust fan belt.

ALL FOR ONLY \$1.25

LUBRICATION SPECIAL
Pack and Balance Front Wheels

Lubricate Car
Change Oil—5 quarts 100% Pennsylvania Oil
Check Oil Filter
Flush Transmission and Differential and put in correct summer lubricant
Clean Spark Plugs

ALL FOR \$3.65

LEWIS SUPER SERVICE STATION
FORDSON Sales and Service
8th and Front. We Never Close. Phone 1300

THESE GREAT CARS ARE NOW ON DISPLAY...SEE AND DRIVE THEM TODAY!



THE NEW DESOTO (above)... gives you FINE-CAR features at SMALL-CAR cost. It is now priced just above the lowest... and this BIG car actually costs no more to run than most SMALL cars!

THE NEW PLYMOUTH celebrates 10 years of building great cars. And it's the greatest Plymouth ever built... with new comfort and luxury... brilliant new styling! See it. Discover why millions are turning to Plymouth... why it's known the nation over as "the car that stands up best!"

We Looked over the Field... Chose Them for Better Value!

OUR SELECTION of DeSoto and Plymouth is the result of a most careful examination of values. We believe that DeSoto and Plymouth... products of Chrysler Corporation... give you more for your car dollar!

See these great cars in our showroom... drive them and discover new standards of beauty... performance... comfort... safety!

Drive in today for an appraisal of your present car. We'll arrange easy payments on your new DeSoto or Plymouth.

SEE YOUR DESOTO DEALER FOR A GREAT CAR FINE SERVICE AND A SQUARE DEAL

BRIGGS-HUMPHREY MOTOR CO.

132 SO. RIVERSIDE PHONE 1109