

New Mercury 8 Announced by Ford



THIS Mercury 8 town-sedan is one of the four body types of the newest car in motordom. The Mercury 8 fills a place in the Ford-Lincoln line between the deluxe Ford V-8 and the Lincoln-Zephyr. It is a big car, with 116-inch wheelbase and measuring more than 16 feet from bumper to bumper. Its V-8 engine develops 95 horsepower. Hydraulic brakes enable the driver to slow down or stop quickly and smoothly with light pedal pressure. In its distinctive streamlined styling the Mercury 8 bears a family resemblance to the Lincoln-Zephyr. The other body types are a sedan with two doors, a sedan-coupe and a sport convertible. Bodies are exceptionally wide, allowing three to ride comfortably in both front and rear seats. Belt and cowl lines are low giving wide visibility. Interior styling is distinctive. Typical of the originality of design are a tilted instrument panel, a two-spoke steering wheel and a steering column support. Appointments are luxurious. There is an unusually large luggage compartment. Inset shows the Mercury 8 front end, with its low radiator grille and graceful hood design.



GATES WILL SHOW NEW MERCURY '8' IN CITY FRIDAY

The newest car in motordom—the Mercury 8—was announced today by the Ford Motor company as its representative in the lower medium-price field. It fills a place in the Ford-Lincoln line between the deluxe Ford V-8 and the Lincoln-Zephyr. The Mercury will be on display in Medford Friday at the showrooms of C. E. Gates Auto company.

The Mercury 8 is a big car. It measures more than 16 feet from bumper to bumper. Its wheelbase is 116 inches. It is a powerful car, able to crawl smoothly or accelerate quickly in traffic, and with high road speed when desired. Its V-type eight-cylinder engine develops 95 horsepower. It is also an easy car to handle. Hydraulic brakes enable the driver to slow down or stop quickly with light pedal pressure.

In its modern streamlined styling the Mercury 8 bears a family resemblance to the Lincoln-Zephyr, acknowledged style leader of the motor world. Despite this resemblance the new car has a distinct styling of its own, both in flowing body contours and in interior appointments.

Four body types are available on the Mercury 8 chassis and there are eight color options. The body types are a town-sedan, a sedan, a sedan-coupe and a sport convertible. The bodies are exceptionally roomy, com-

paring favorably with the Lincoln-Zephyr.

All bodies are extra wide, seating three persons comfortably in both front and rear seats. The belt and cowl lines are low, giving driver and passengers wide visibility. Running boards are narrow and the bodies are widest at seat level. The unusual roominess of the bodies and the large luggage space at the rear are both achieved without excessive overhang, as a result of able designing.

A notable characteristic of the Mercury 8 is the quietness of the interiors. With the windows closed passengers may converse without raising their voices even when the car is traveling 70 miles an hour or more. This effective sound insulation was achieved as a result of many months' tests on the road and in the laboratory.

Interior styling and choice of appointments are as distinctive as the exterior beauty of the car. Typical of this originality of design are the instrument panel, the two-spoke steering wheel and the steering column support. The instrument panel is tilted to permit the instruments to be read easily. The dial of the 100-mile speedometer is formed in a long arc corresponding to the curve of the steering wheel. The speedometer and gauges are in a group in front of the driver. One of the gauges is a new battery condition indicator.

New ideas in interior tailoring are also carried out. A paneled and piped-in treatment is used. In the three closed cars upholstery is taupe-colored broadcloth or bedford cord. In the sport convertible, the seat cushions and backs are genuine hand-buffed red leather. Cushions are exceptionally deep and comfortable. The front seat in all body types is adjustable.

Much of the new car's equipment is in pairs. There are dual windshield wipers, twin electric air horns, two sun visors and dual combination

Pear Markets Yesterday

CHICAGO, Nov. 1—(AP-USA)—PEARS: One Washington arrived, 1 on track, no Oregon quotations.

NEW YORK, Nov. 1—(AP-USA)—PEARS: Eight cars arrived, 2 California, 4 Oregon, 3 Washington un-



loaded, 21 on track, Oregon Boer 4320 No. 1, \$1.70 @ 2.55; average, \$2.22; refuse, City Sanitary Service. Phone 542. We'll haul away your



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Our Thursday Blue Ribbon Special! . . . Fine quality double stitched quilted mattress pads in two handy sizes at almost Wholesale Cost. Buy these snow white pads tomorrow and protect your mattress for years to come.

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TRAVEL RETARDED AS SNOW PILES UP AT HIGHER LEVELS

Winter settled down to what looked like a long seige today and the familiar warning to "carry chains" was issued to motorists who planned on venturing out of the Rogue River valley.

Snow piled up on all highways in the mountain passes but motor traffic was reported moving normally, if more slowly, on chains.

At 8 this morning 16 inches of snow covered the ground at headquarters in Crater Lake national park, the Medford office was informed by short wave radio. Five inches were measured at Union Creek.

The road in the park from the west to the south entrance was open to travel but tire chains were an absolute necessity, headquarters here stated. Two plows were busy removing the snow and it was expected that the west-south road would be entirely cleared by noon. The road to the lake rim also was being plowed.

Still Snowing

It was still snowing in the park this morning. The highway from the park to Diamond lake was closed.

The park will be kept open this year for the fourth successive winter. The state highway commission has not yet stated whether the approach highways would be kept open though information on this subject was sought weeks ago by the Jackson County Chamber of Commerce, chamber headquarters said. It was expected however, that the highway commission would cooperate with the national park service as in the past three winters.

The national park service today had its local short-wave radio system functioning for the winter. The system includes stations at Medford, park headquarters, Lost Creek on the east side of the park, Union Creek, Oregon Cave and the Lava Beds national monument. It is expected that a station will be established also in Klamath Falls where Chief Ranger J. Carlisle Crouch will be on duty throughout the winter. The radio station at Union Creek is operated in cooperation with the U. S. forest service.

Meals Available

The radio system is to be used in broadcasting weather and road conditions and for emergencies, headquarters explained.

Regular meals and short orders may be obtained by the public at park headquarters throughout the winter. There will be no overnight accommodations available, however, headquarters stated.

Park Rangers Brynton R. Finch and W. T. Frost will be on duty all winter in the park, the former at headquarters, the latter at Annie Spring. A. D. Roach will be storekeeper and Martin Palmer chief mechanic. Other workers will round out the winter staff.

NOTED MISSIONARY SPEAKS FRIDAY AT CHRISTIAN CHURCH

Dr. Royal J. Dye, noted missionary to Africa, will speak at the First Christian church, Ninth and Oakdale, at 2 p. m. Friday and at the Christian church in Grants Pass, at 7:15 on the same day.

Dr. Dye is described by local church officials as one of the great missionaries of the generation. He went to the Bolenge mission in 1899 as a pioneer medical missionary when that section of the dark continent was filled with frightful tropical diseases, dangers and hardships. Most of the people there at that time were cannibals.

Today, through the early efforts of Dr. Dye and others who have since assisted him, there is a Christian church in Bolenge with more than 5,000 members, and growing each year.

Dr. Dye, who is known as an interesting and dramatic speaker, has retained his full enthusiasm for the gospel at home and abroad.

All, regardless of church affiliation, are welcome to hear his story. Some, unable to attend the 2 p. m. meeting here plan to motor to Grants Pass for the 7:15 p. m. address.



Weather

Northern California: Fair tonight and Thursday; light local frosts in early morning; moderate northerly wind off coast.

Oregon: Unsettled tonight; probably showers northwest portion and snow flurries in mountains; Thursday unsettled with showers west and local showers or snow flurries east portion; not much change in temperature; moderate north backing to west wind off coast.

IGNORING STOP SIGN BRINGS \$2.50 FINE

William P. Grimes of Central Point was fined \$2.50 and costs in justice court Tuesday for failure to stop at a highway intersection. Grimes narrowly missed having a collision with an auto driven by Deputy Sheriff William Grenbemer, who pursued him nearly three miles before Grimes halted. The defendant also ignored the deputy's siren, the court was advised.

Willis D. Greer, charged with hunting pheasants out of season, was acquitted by a justice court jury Tuesday afternoon, after about five minute deliberation. Greer was charged with hunting the day before the opening of the pheasant season.

JUNIOR HIGH CARNIVAL CHANGED TO NOV. 9TH

So as not to conflict with the Medford-Muene high school football game Friday night, date of the annual junior high school carnival has been changed from November 4 to November 9, Principal James Mullins announced today. The carnival, one of the high spots in junior high's yearly activity, will start at 7:30 p. m. with all attractions located in the gymnasium.

Principal Mullins explained that all tickets sold in the advance sale and bearing the date of November 4, would be honored on November 9.

MEN NEEDED
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35,000 new trained men needed in 1939 for aircraft jobs says Aeronautical Chamber of Commerce. Are you headed for a future like this, or will you be just another "drifter"?

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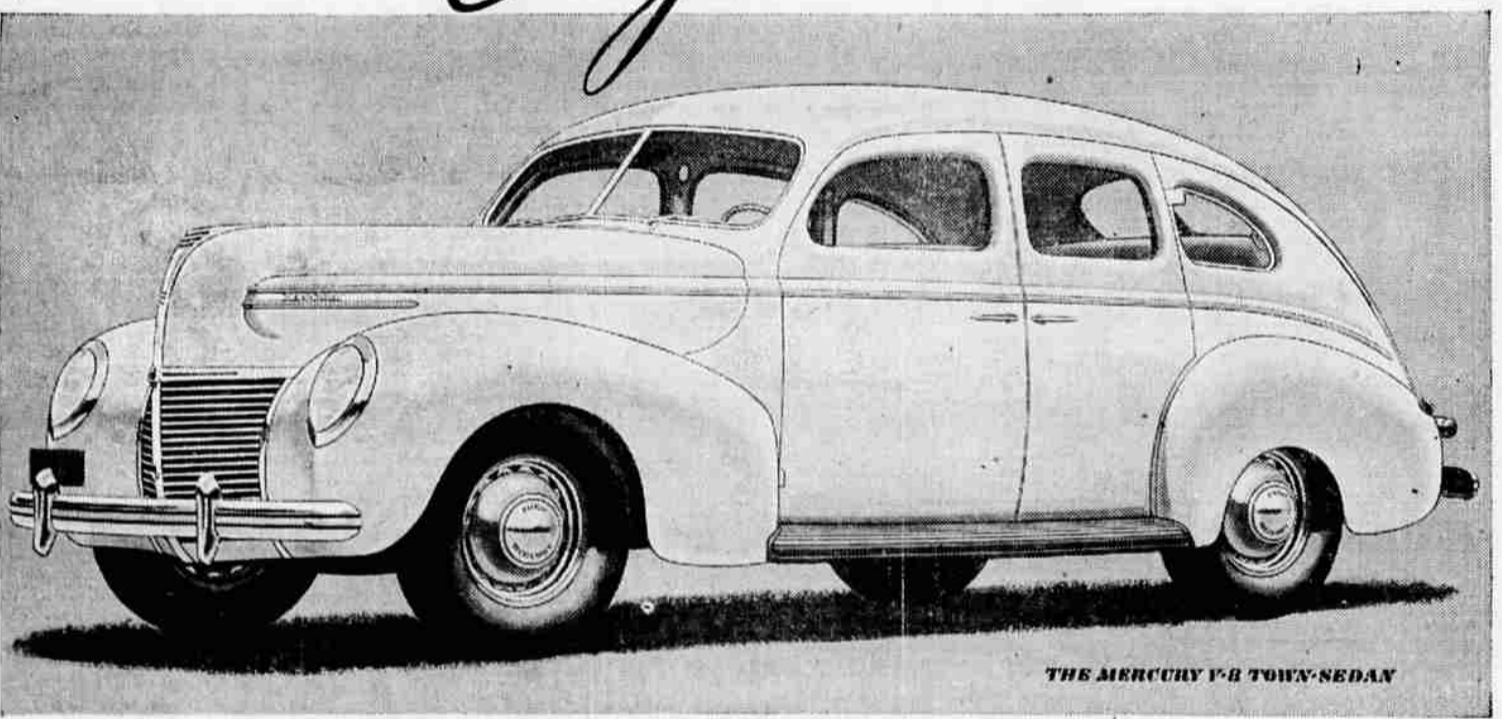
JACK KLASS, MANAGER

A NEW CAR JOINS THE FORD QUALITY GROUP

THE MERCURY

V-TYPE Eight

A PRODUCT OF THE FORD MOTOR COMPANY



THE MERCURY V-8 TOWN-SEDAN

For 1939 the Ford Motor Company presents an entirely new car—The Mercury Eight—designed to bring a new standard of value to its price field. Outstanding features are streamlined beauty—rich upholstery and appointments—95-hp. V-type engine—hydraulic brakes—remarkable quiet and comfort—116-inch wheelbase—wide bodies—exceptional room for passengers and luggage.

THOUSANDS of motorists, noting the extra value provided by the Ford in the low-price field and by the Lincoln-Zephyr in the higher medium-price field, have desired an equally outstanding value in the lower medium-price field.

The new Mercury 8 is the answer to that desire. It provides the added size and luxury that extra dollars buy, plus something this price class has never known before . . . Ford quality and dependability, with the performance and economy of a new V-type 8-cylinder engine.

It is made possible by the modern, progressive policies of the

Ford Motor Company and its constant effort to give greater value to a widening circle of motorists.

The clean, flowing lines of the new Mercury reflect the distinction of the Lincoln-Zephyr—and, as every one knows, the Lincoln-Zephyr is now the accepted style leader and an example of Ford pioneering in original design.

The Mercury is a big car—long and unusually wide—with exceptional space for passengers and luggage. Three people can ride comfortably in both front and back seats. Head room and leg room are equal to that of many cars sell-

ing at considerably higher prices.

Because the Mercury is a big car, it is powered by a big 95-horsepower V-type 8-cylinder engine. Motorists who now own cars in this price field will be amazed at the brilliant, economical performance of the Mercury.

It is a remarkably quiet car. New sound-deadening materials have been developed in special Ford laboratories and thorough, scientific soundproofing by Ford engineers has reduced noise and vibration to a minimum.

Bodies are all-steel, welded into a single unit. It is equipped with hydraulic brakes built to strict Ford standards of safety and dependability.

We invite you to see the new Mercury 8.

FORD MOTOR COMPANY
MAKERS OF FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

Imposing front view of the brand-new Mercury 8. Fleet, streamlined beauty is here combined with impressive size and strength.

Rear view shows unusual width. Passenger and luggage space are equal to that of many cars selling at considerably higher prices.

PRICES OF THE MERCURY 8
(For cars delivered in Detroit—taxes extra)

Sedan	\$804
Town-Sedan	931
Sedan-Coupe	931
Sport Convertible	991

Choice of eight attractive colors—Black, Jefferson Blue, Gull Gray, Coach Maroon Bright, Dartmouth Green, Tropical Green, Folkstone Gray, Mercury Blue Metallic.

FORD-BUILT MEANS TOP VALUE

ON DISPLAY FRIDAY AT SHOWROOMS OF
C. E. GATES AUTO CO. • 6th and Riverside • Medford
FULL INFORMATION AT ALL FORD DEALERS