

Humphrey Motors Open New Home With First Showing DeSoto Here

1940 DE SOTOS NOW ON DISPLAY

Bigger, roomier, more powerful and with longer wheelbase the 1940 De Soto is making its initial public bow now at the new home of Humphrey Motors.

"Carrying the slogan, 'the great American family car,' the new De Soto emphasizes 100 horsepower engine, 122 1/2-inch wheelbase, side-width seats with more elbow and legroom, increased headroom despite lower overall height, larger windows affording better vision and ventilation, and greatly improved riding qualities due to redistribution of weight and the placement of rear seats a full 11 inches ahead of the rear axle.

Entirely new in line and contour, the 1940 De Soto bodies give the impression of both ruggedness and speed. From head-on there is a distinctive massive grille, a wide, horizontal radiator and heavy fenders with their flush-set sealed beam headlights, while from the side or rear quarter the speed-streaming gives its full effect of alert eagerness.

Contributing to the ensemble of smoothness and beauty are concealed hinges on front doors, latches flush with the hood sides, an undivided rear window of curved glass, "duplicating curves" fenders which complement each other in appearance, and a new rear panel contour which harmonizes with the flow of line in rear fenders.

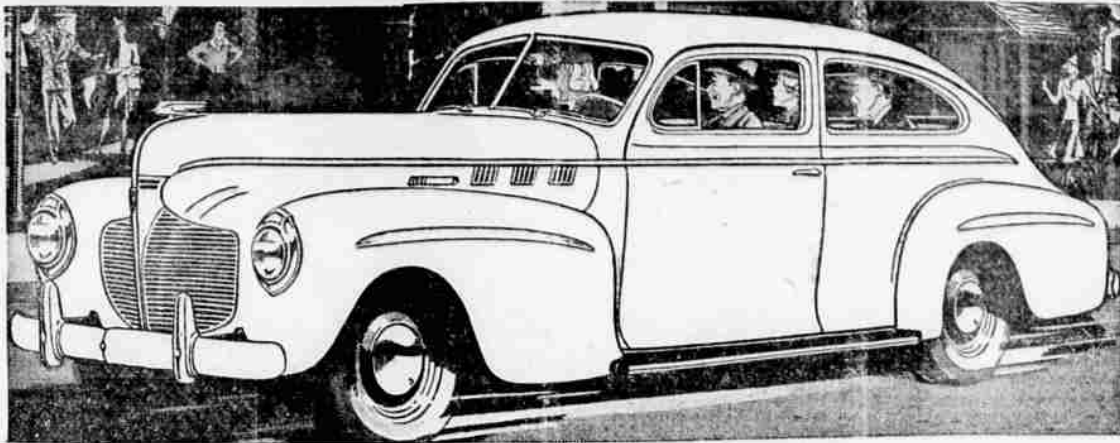
There is a very definite feeling of generous size and roominess about this new De Soto which is more fully appreciated when three husky adults seat themselves in either front or rear seat. For one thing, getting in or out of the back seat has been made considerably easier by cutting the doors straight down instead of having a quarter-circle "dog leg" around the wheel housing.

Appointments, upholstery and hardware all show evidence of thought and attention to minute detail.

Among the new safety devices incorporated in the instrument panel are the night lights which flash a red warning when gas supply, oil pressure, water temperature or generator output require attention.

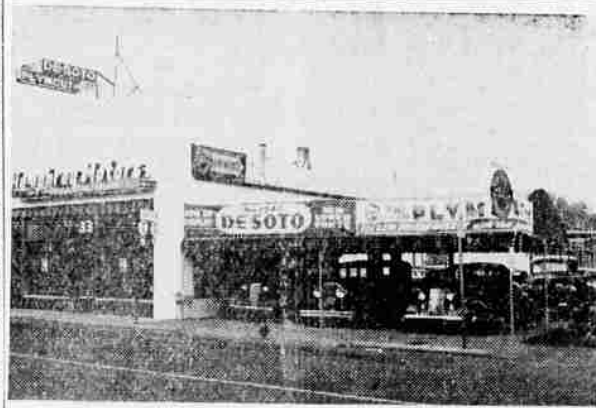
Under the heading of performance, the 1940 floating ride looms as one of the car's outstanding advantages. In the opinion of those who have had demonstrations.

DeSoto Offers Feature Packed Car for 1940



Generous size and new speedstream beauty of the 1940 De Soto is apparent in this 2-door deluxe sedan. Floating ride is one of the features offered in the new De Soto models which are now on display at the new home of Humphrey Motors. The Humphrey showroom, located at 33 South Riverside, will be open all day Sunday.

New Home Humphrey Motors



The interior of the Fluhrer building located at 33 South Riverside was completely remodeled by Humphrey Motors. The new car showroom is finished in knotty pine. There is a room for anyone who wants to wait for service work, meet a friend, or just rest. The showroom will be kept comfortable at all times by the latest type gas heating equipment.

Two private offices, bookkeeping department and parts department occupy the space between the sales room and the spotless service department.

Humphrey Used Car Department Moves

The Humphrey Motors used car department has been moved from Eighth and Bartlett to the new location at 33 South Riverside.

The new lot is located under the canopy along the side and in the rear of the building, giving a total display capacity of from 25 to 30 cars.

Bill Stirling, used car manager, says he plans to give the same friendly cooperation to used car buyers that he has always given in the past. In the new location he will have even finer used cars than was possible before.

The complete lot is well illuminated with flood-lights to aid those who have to do their shopping after dark.

Mr. Stirling says: "I definitely pledge my department to at all times live up to the Humphrey Motors slogan, 'Our customers stay satisfied.'"

Wright Is Manager New Service Dept.

Richard "Dick" Wright, Humphrey Motors service manager has had 12 years experience with Chrysler corporation products.

Mr. Wright has supervised the installation of equipment which makes it possible for Humphrey Motors to

offer complete service, from a cotter pin to a complete motor overhaul.

Mr. Wright, whose slogan is "Let Wright do it right the first time," says he intends to keep his shop the cleanest in town.

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

LOCAL AUTHORESS SELLS NEW STORY

Helen Hedrick, well known Medford writer, is the author of a short story titled "The Leopard's Mountains" which appears in the October 21 issue of Collier's.

Collier's describes the story in a brief index as being "brother against brother makes drama". Colored pictures by Geoffrey Biggs illustrates the local woman's latest publication.

Mrs. Hedrick is the wife of E. H. Hedrick, Medford school superintendent and is the author of many recent stories.

Use Mail Tribune want ads.

Grain For Siberia

PORTLAND, Oct. 14.—(AP)—The Greek freighter Pegasus will load northwest wheat for Vladivostok next week, either here, at Vancouver, Wash., or Seattle. Floyd Roberts, Portland manager for Cargill, Inc., grain dealer, said.

Pedestrian Killed

VANCOUVER, Wash., Oct. 14.—(AP)—Esther Cummings, about 55, of Vancouver, died a few minutes after she was struck by an automobile driven by L. W. Short, Beaverton, Ore., last night, Officer Barney Blain reported.

Krueger Boys Lucky

NORTH BEND, Oct. 14.—(AP)—The Krueger twins, Robert and Richard, can strut off Friday the 13th. They were born on that day in 1926 and yesterday observed their 13th birthday anniversaries. Just to make it good, they each made \$18 payments on their bicycles.

Congratulations

HUMPHREY MOTORS

We Are Proud of Our Part in Helping Equip Your Fine New Service Dept.

LITRELL PARTS CO.

317 East Main

Millwork and Plate Glass

By Padgham Planing Mill

Phone 521

NEW, BIGGER, 100 HORSEPOWER DESOTO

AT LOWER PRICES!

DeLuxe Sedan \$1099

F. O. B. MEDFORD



A PRODUCT OF THE CHRYSLER CORPORATION

Before You Buy Any Car - Be Sure to Find Out About DeSoto's New Room, Ride, Handling Ease

IT'S HERE... the 100 horsepower, 122 1/2" wheelbase De Soto... at new lower prices! Try De Soto's brilliant new performance; the inviting comfort of its wider seats; its luxurious new Floating Ride! The rear axle is moved back 7 1/2 inches... the back seat ride is as smooth as the front!

It's 1940's most feature-packed new car—the bigger, lower-priced style car the modern American family wants! See De Soto today!

Look—Ride—then Decide! Drive De Soto before you buy! DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan. MAJOR BOWES, C.B.S. NETWORK, THURS., 9 TO 10 P.M., E.S.T.



New, Perfected Handy-Shift—It's easier, faster... reduces gear-shifting to a flick of the wrist.

Look—Ride—then Decide!

- 1 100 HORSEPOWER ENGINE—Try this brilliant new performance.
- 2 122 1/2" WHEELBASE—Seats, floors, wider. Leg and shoulder room are increased.
- 3 ADVANCED STYLING—Back's as beautiful as the front!
- 4 NEW FLOATING RIDE—Rear axle moved back 7 1/2". Back seat ride now as smooth as front.

New Location **HUMPHREY MOTORS** 33 So. Riverside

UNDERDOG 'ANGEL' TO LAST REWARD

PORTLAND, Oct. 14.—(AP)—"Grandma" Ida Maus, 68, Samaritan to the down-and-out, died yesterday.

Twenty years ago Mrs. Maus launched her private fight for the underdog by opening "Grandma's Kitchen," a haven where indigent men could get a bite to eat and a place to sleep. She said she was prompted by a fear her own wandering son might be "down on his luck."

Countless wayfarers ate at her table, slept in her limited but scrupulously clean establishment. In recent months she fed about 500 men daily and provided beds for 150. Her "hotel" was financed without solicitation.

She is survived by her widow, two daughters and two sons.

CAPPER APPROVES BOOM FOR McNARY

PORTLAND, Oct. 14.—(AP)—Reports here today indicated the McNary-for-President move started by Governor Sprague had reached the senate.

Senator Arthur Capper (R-Kan.) said the senate the suggestion that Senator Charles L. McNary be considered for the presidency was "very timely."

Party leaders here, fired by the governor's speech at The Dalles recommending McNary be drafted, proposed that Sprague accept the presidency of a McNary-for-President club, which awaits McNary's approval before starting work actively.

Closing time for Too Late to Classify Ads is 1:30 p. m. Use Mail Tribune want ads.

Owner



Frank Humphrey, local De Soto and Plymouth dealer gives the public all the credit for making it possible for his company to expand.

Eighteen months ago Mr. Humphrey came to Medford from Klamath Falls to organize the Briggs-Humphrey Motor Co. It wasn't long before he found that the old location was inadequate to take care of a growing business. Mr. Humphrey recently took over complete ownership by buying out his partner, Frank Briggs.

Mr. Humphrey says: "We looked at every available location in Medford and chose the Fluhrer building where we could

have more room, give our customers finer and faster service and have better used car facilities.

"We have spent considerable time and money to make our new location one of the finest in the Rogue river valley. I searched the market for the latest time and labor saving equipment and I have tried to surround myself with a personnel that is efficient, courteous, and loyal. I believe we now have all of these things."

"I expected to really go places with De Soto and Plymouth, but the reception the people of the valley gave our firm and automobile really astounded me."

Cowhams Hort

PORTLAND, Oct. 14.—(AP)—The broncos were obstreperous during yesterday's rodeo program at the Pacific International livestock exhibit and two cowhands, Red Bentley and Mel Stonehouse, suffered slight injuries.

Phone 480 BROWNIE Of Course For PLUMBING and HEATING

Wiring and Fixtures in HUMPHREY MOTORS New Garage were Installed by Trowbridge & Flynn

Congratulations to—HUMPHREY MOTORS

on their fine, new store for the sale of De Soto and Plymouth automobiles.

It is another bright spot and a distinctive addition to Medford's "automobile row."

Fluhrer's

Interiors and Tops on HUMPHREY MOTORS Used Cars are Correctly Reconditioned by F. F. BURK 314 E. Main Cushions - Seat Covers

We Congratulate HUMPHREY MOTORS

On the opening of their beautiful new store

Florescent Neon Display

by Eugene Neon Sign Co.

Eugene, Oregon

BEST OF LUCK

To

HUMPHREY MOTORS

In Their New Location

California-Pacific Utilities Co. YOUR GAS COMPANY 229 W. Main Medford