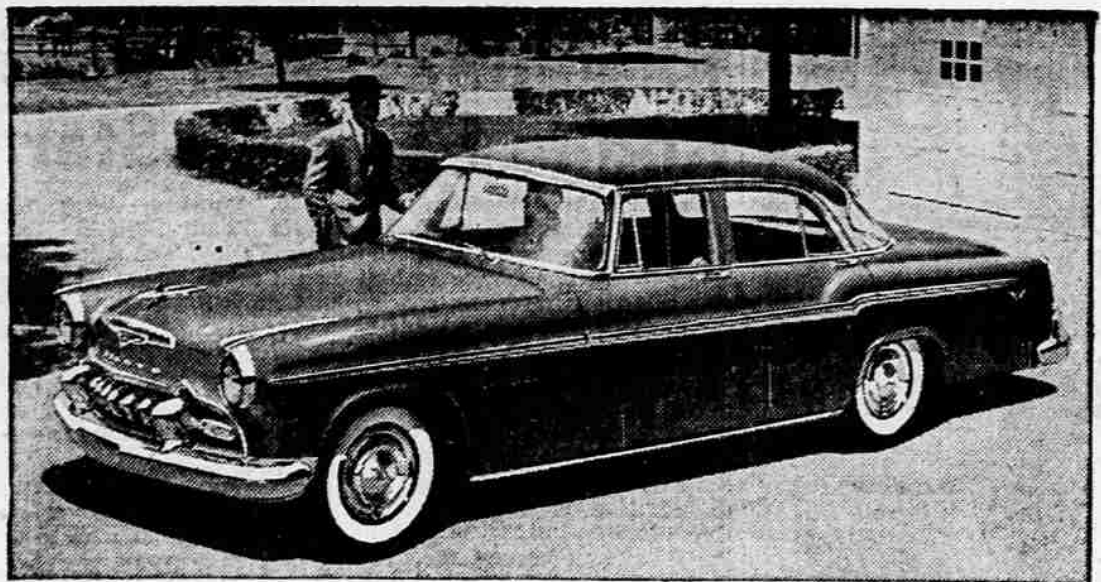
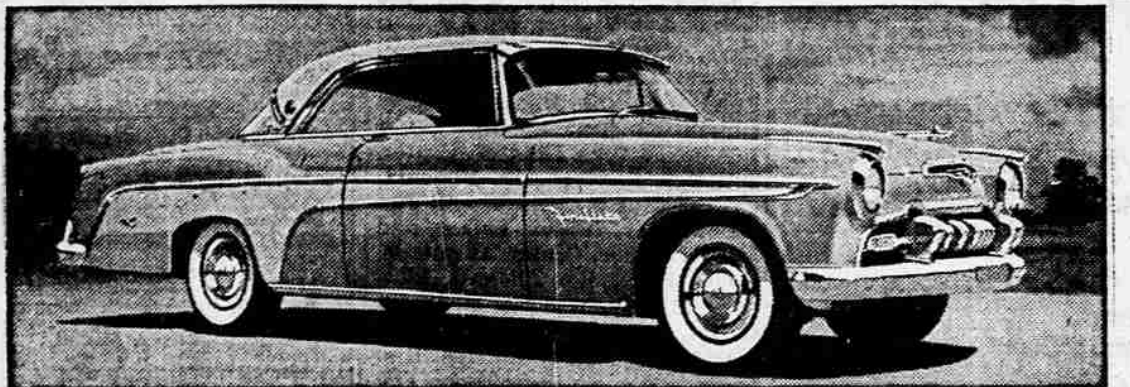




NEW DE SOTO FIREFLITE—The De Soto Firelite series, shown above, is being introduced for the first time in 1955. The all-new four-door model is lower, longer, roomier and has the most powerful engine built by De Soto—the 230 horsepower Firelite hemispherical combustion V-8.



SPORTSMAN HARDTOP—The new 1955 De Soto Firelite Sportsman hardtop, shown above, features entirely new exterior design and interior styling. It has Powerlite automatic transmission, power steering, power brakes, electric window lifts, electric four-way front seat adjustment, and Airtemp air conditioning.

First Showing of New DeSoto Slated At Dick Knight Co.

The new 1955 DeSoto automobiles, including the new Firelite line, will be shown for the first time in Medford Wednesday at Dick Knight company, 33 South Riverside ave.

Both lines, the new Firelite and the Firedome, are powered by new hemispherical combustion chamber V-8 engines. The Firelite engine delivers 200 horsepower and is equipped with a new four-barrel carburetor with vacuum automatic control, which permits economical cruising with quick power for a burst of acceleration.

Horsepower Up
The Firedome engine now delivers 185 horsepower, an increase of 15 over the previous model.

Both the Firelite and Firedome engines are designed to operate efficiently on less expensive standard fuels.

The new DeSotos incorporate many important chassis changes. Frames are heavier and more rigid. Both front and rear sus-

pensions have been redesigned to reduce body roll on cornering. The front tread has been increased almost four inches, rear

Fire Hydrant Gets Chrome-Plating Job

Portland — (U.P.) — Possibly the only chrome-plated fire hydrant in the world sits outside George Smith's beauty salon here.

Smith got an OK from the fire bureau even though it was discovered the fire plug was one of two out of 7200 in the city of the type that went six feet and had to be taken out in one piece.

Smith, otherwise known as Pierre, didn't let this bother him. He hired men to dig up the sidewalk, the street and the fire plug. Then it was sent to a plating works and the chrome applied.

The cost — Pierre said he doesn't want to know about that right away.

springs are more than five inches further apart, and the Oriflow shock absorber mountings, front and rear, have been modified for greater effectiveness.

Optional Features

Optional features available on the 1955 DeSoto models are: New improved Airtemp air conditioning system with automatic disconnect clutch when not in use, new temperature control, and new fast idle control when the engine is idling in neutral, for increased cooling capacity.

Optional choice of conventional push button or search tuning radio.

Power-operated radio antenna. Fulltime coaxial power steering.

"Color sweep" two-tone side moulding treatment.

NINTH CHILD BORN

Weymouth, Mass. — (U.P.) — Mrs. John J. Manning, 29, had her ninth child, a girl, Monday.

The mother had quadruplets in June, 1952. She now has five boys and four girls.

Back Stairs: Firemen Call Ike

By JOHN L. CUTTER
United Press Correspondent
Washington — (U.P.) — Back stairs at the White House:

When the firemen of Abilene, Kan., yell, "Come on, Ike," they are not shouting a command at the town's illustrious son—President Dwight D. Eisenhower.

The firemen's "Ike" is their mascot, a rambunctious Dalmatian which has the run of the town when he isn't busy riding a truck in answer to an alarm.

"Ike" is the fifth of his line to bear the famous name. The department started keeping a Dalmatian mascot years ago, long before the town's famous son became president of the United States. Each, in his turn has been called "Ike"—the nickname of the Chief executive.

Even the President's grandchildren refer to the President by his nickname.

During the visit to Abilene last week to dedicate the Eisenhower museum, the three grandchildren—David, 6, Barbara, 5 and Susan, 3—were standing in a nearby office where pictures of the President were on display.

A woman standing in the office pointed to one of the pictures and asked: "Who is that?" "That's Ike," volunteered two-year-old Susan.

Speaking of pictures, the President gets a big kick out of a group photograph of the Eisenhower brothers taken when he was of high school age. The picture is on display in an upstairs room of the old family

home at Abilene, now open to the public.

"It's a funny thing about that picture," the President laughed. "Almost every one picks out Earl as me."

There's still some resemblance between the President and his brother, Earl, mainly around the mouth and chin. The President is taller. Earl still has a goodly

30 Disease Cases Reported Last Week

The seasonal upswing in the number of communicable diseases reported to the public health office continued last week, with 30 cases listed. The total last week was 32, after a long period of relatively few diseases.

Thirteen chickenpox cases were reported, eight in Central Point, four in Medford and one in Jacksonville. There were five cases of influenza in Medford; two of mumps in Medford and two of scalp ringworm in Ashland.

Other diseases listed included single cases of whooping cough in Medford; paratyphoid in Eagle Point; scarlet fever in Central Point; pneumonia in Provolt; infectious mononucleosis in Medford; meningitis (undetermined type) in Medford; measles in Medford, and strep throat in Medford.

WEATHER By United Press

Northern California: Generally fair but few showers extreme north; a few snow flurries in mountains this morning.

shock of reddish-brown hair.

A trip to Abilene is a heart-warming experience for the President but it poses plenty of problems for the Secret Service who have the responsibility for protecting him and his family.

The townspeople are friendly and cooperative as they can be. But, it isn't easy for a town the size of Abilene or a hotel like the Sunflower to absorb the influx that a Presidential visit brings. In addition to the official party, accommodations must be made for press, radio and television people covering story and dignitaries and others attracted to the town for the occasion.

President and Mrs. Eisenhower were fixed up comfortably in a sixth-floor suite on last week's visit. But, there were no kitchen or dining facilities such as are available in the best suites of the big city hotels.

The table for their quiet family dinner was set on the fifth floor. The meal was prepared in the hotel's regular kitchen and taken up to them by elevator.

To augment the hotel accommodations, rooms in private homes were made available. Some of the Secret Service men stayed in a private home across the street from the hotel. Others were quartered at Smoky Hill Air Force Base, 28 miles away.

"Security is practically a religion with the White House Secret Service detail. Late at night during the Abilene visit a group of them met in an office, adjoining the hotel, to go over arrangements for the following day's activities.

PROBABLY DISAPPOINTED from the Gulf, Mobile and Ohio Railroad station here. The safe Shelby L. Smith said today burglars took a 400-pound safe no money.

THRU-EXPRESS SERVICE

to

SEATTLE

This is what you pay...

\$9¹⁵
PLUS FEDERAL TAX

from Medford

Return Trip 20% LESS... on Round-Trip Tickets!

This is what you get...

★ Choice of 5 Daily Thru-Express Schedules to Seattle

★ Straight-Through travel... No change of bus or baggage

★ Air Suspension Ride

★ Scenery at its best

J. A. Tomjack 212 N. Bartlett
Phone 2-2202

GREYHOUND



ON DISPLAY WEDNESDAY, NOV. 17TH

DESOTO for '55

Styled for Tomorrow!



"WHY, I CAN EASILY SEE OVER IT - IT'S BARELY 5 FEET HIGH!"

"BEAUTIFUL!"

"IMAGINE, 55 DIFFERENT COLOR COMBINATIONS!"

"TWO NEW V-8 LINES... FIREFLITE AND FIREDOME!"

ALL NEW

STYLED FOR TOMORROW... with the lithe beauty of forward motion. 55 NEW COLOR COMBINATIONS... frosty blues, vigorous reds, tailored grays and greens. 39 INTERIOR TRIM COMBINATIONS... exquisite fabrics in glamorous hues, silky nylons, smart vinyls, deep patterned matelasse, and genuine leathers. SENSATIONAL NEW 200 H.P. FIREFLITE... a fabulous new series, the most elegant new car on the American road. FAMOUS FIREDOME V-8 at a new, low price... increased to 185 H.P., gives you more power, more comfort, more of everything you want in a fine car!

NEW... panel-mounted "Flite Control" gear selector lever. NEW... pendulum brake pedal, slimmer and longer. NEW... "Dual-Cockpit" Instrument Panel, styled with a new flair and freshness. NEW... improved power options: Powerlite Transmission, Full Time Power Steering, Power Brakes, 4-Way Power Seat, Power Window Lifts plus De Soto Airtemp Air Conditioning. Everything is new in the '55 De Soto.

DICK KNIGHT CO.

33 South Riverside Ave. • Medford • Phone 2-5203

Montgomery Ward

117 S. Central Phone 2-6241

4 DAYS ONLY
CHOOSE ANY BROADLOOM

Entire Stock Famous-Maker Qualities

10% to 15% off

Time for action—when Wards everyday low prices are cut an extra 10 to 15%. Fine Wiltons, textures, twists, tufted carpetings, wools, wool blends, cottons. 9, 12, 15' widths. 4-days only.

SOME OF THE SALE VALUES—SEE THEM ALL:

- 5.50—Pebble-Pile Cotton Carpet...sq.yd. 4.88
- 6.65—Patterned Carved Weave...sq.yd. 5.88
- 7.75—Super-Strength Frieze...sq.yd. 6.88
- 7.95—Patterned Carved Weave...sq.yd. 6.66
- 8.95—Handsome Ripple Texture...sq.yd. 7.88
- 9.95—All-Wool Carved Wilton...sq.yd. 8.88

