

France Trying To Enter American Auto Market

Paris — (U.P.) — France is making an unprecedented effort to break into the American car market with hard-hitting American huckster tactics.

Leading the drive is the government-owned Renault Works, largest auto producer in France, which will export 30,000 Dauphines to the land of opportunity.

The Dauphine is a small five-door, four-seater sedan with an available extra sliding roof, a rear engine and a top speed of 80 miles an hour.

"Last year Renault was in the 11th place as European car exporter to the United States with 2,950 cars exported, far behind the 35,000 German Volkswagens," said Pierre Guerin, director of Renault export service.

"But our American director, Robert la Maison managed to convince the Renault director-general that a large amount of French cars could be sold in the United States if American methods were adopted.

"The decision was taken to make an unprecedented effort to sell mass-produced French-made Dauphines to the Americans, and la Maison, after hiring an American public relations firm, has set up 13 major selling points in the United States.

"After only two months this year, we cannot keep up with the demand, although we are producing 120 Dauphines and 20 four-HP models for the United States daily.

"We could sell more this first year if we could build more."

Dauphine production is now at 700 daily, will reach 1,000 this summer and 1,200 by the end of the year.

The main selling points are the extremely low consumption of gas, the small size which enables the driver to park in traffic-jammed cities and the low price.

The Dauphine sells for \$1,595 in New York and the tiny four-HP model for \$1,345. Changes in the windshield and lighting system have been made to make the cars conform to American standards.

Renault is sparing nothing to make this drive a success. It is opening a deluxe show room at 425 Park Ave., New York City, and it is building a complete post-selling system with spare parts and specialized mechanics.

A first group of 16 American mechanics is coming to train in the highly automated factories of Billancourt and Flins to learn everything concerning the Renault cars.

La Maison believes that "a Dauphine is the perfect second or third car in a family and practically the only one which can be used in a large city."

The second largest French auto company, Simca, is also making a big effort in the United States, although it is concentrating on the West Coast.

Simca sold 2,000 of its Aronde and Versailles models in the United States last year and is planning to sell thousands more this year.

The Aronde sells for \$1,762 and the Versailles for \$1,995. They are strong and more powerful models than the Dauphine, with seven HP and twelve HP engines, respectively.

France produced an all-time record of 830,000 cars last year and hopes to reach the million mark in 1957.

Supermarket Pattern Changing

Chicago — (U.P.) — The pattern for the modern supermarket is in a state of flux, often changing so fast that "stores now in the blue print stage are partly obsolete by the time they open," according to Lansing P. Shield, president of the Grand Union company.

Shield outlined several respects in which the modern supermarket is constantly changing in a speech before the National Food Brokers association.

Shield said each year the number of lines added to merchandise carried in the supermarket grows progressively larger. He said the markets are under constant pressure from consumers to stock new items which are presented via the many advertising media.

Not only are the number of food items growing, but more and more non-food items are being carried by supermarkets, Shield said. The consumer will decide if the supermarket is to become a "junior department store," he said, but at the present time the housewife demands that the supermarket make available to her what Shield termed "family-use items."

Shield said the supermarket is engaged in a "six-cornered battle" with department stores, drug stores, apparel stores, variety stores and discount houses for the consumer dollar.

He said that since 1929 the supermarket has grown to capture 41.4 per cent of the total business of the "big six," at the expense of sales by department, drug, apparel and variety stores.



NO SPEEDUP ON THIS TRIP—President and Mrs. Eisenhower (in front car) leave the White House grounds for trip to their farm near Gettysburg, Pa. Secret Service agents follow in second car while members of the press fall in line behind. Ike promised the newsman they would not have to speed to keep up.

ILLINOIS VALLEY H. Smith Gets Navy Post

By HELEN BOTTEL

Cave Junction—Assigned as editor of the monthly newsletter and director of the technical information division in the Navy's Bureau of Supplies and Accounts Washington D. C., is Lt. Cmdr. Harry O. Smith, Jr., son of Mr. and Mrs. Harry O. Smith of the Illinois Valley.

Lt. Cmdr. Smith, who is living with his wife and family at 213 Martha's road, Alexandria, Va., graduated for Kerby High school.

Vivian Deaton was elected president of the Eagles Auxiliary at a meeting held Thursday night in the Eagles hall, Kerby.

Other officers nominated and elected Thursday were Dorothy Piller, past madam president; Ann Paulson, vice-president; Mabel Tennis, chaplain; Achaia Miller, secretary; Norma Lythcott, treasurer; Lois Johnson, inside guard; Hilda Jacobson, outside guard; Bertha Prevatt, and Lida Mills, three-year trustees and Lorraine Moore, conductress.

Hazel Henry, elected last year, is the third three-year trustee. A joint installation of the Aerie and Auxiliary is planned at a later date.

Hazel Henry was named chairman for the next Eagles pinochle party to be held April 13 at the hall. Instructions are planned for beginners.

Hank Spletstoser was initiated into the Kerby Eagle Aerie in services held Thursday night.

Nomination and election of officers is set for the next meeting, Thursday, April 18.

A number of local Eagles and their wives plan to attend the District conference in Grants Pass, April 13 and 14, where they will take part in competitive drill work and initiation ceremonies Sunday. A dance will be held at the Grants Pass hall Saturday, April 13.

The Rev. Robert Kingsbury of the Immanuel Methodist church will be the principal speaker at the Illinois Valley Federated Women's Club meeting Friday, April 12, at the home of Mrs. Reuben Cook in Kerby. His address for the club's Easter program is entitled, "Religions of the World."

Also to appear at the afternoon affair will be Mrs. Henri Appy, who will give an Easter poem, and Mrs. Earl Spencer who is to present two solos, "I Know That My Redeemer Cometh," and "For God So Loved the World."

The business meeting will start at 2:00 p.m., with the Easter program to follow at 2:30. Refreshments are planned by the hostesses. All women in the valley are invited to attend.

Members of the American Legion Auxiliary met Monday night, April 8, to make flowers for the Easter wheelchair parade at Camp White. Plans for the project were completed at the regular meeting last Wednesday night at the Legion hall.

During the meeting Ellen Hartwell, membership chairman, reported that the Auxiliary had reached its quota in the membership drive. Child Welfare Chairman Lucille Arnold displayed new Easter clothes contributed for children of veterans at Roseburg hospital by Auxiliary members, the Dorcas Society and several other individuals.

Robert Martin of the Illinois Valley dairy will speak on silage making at the Illinois Valley Farm Bureau meeting, Thursday, April 11.

A planned potluck chicken dinner will be served at 7 p.m. in the Illinois Valley High school home economics room.

Films on stock raising, egg production and soil testing will be shown, and there will be further discussion of agricultural legislation.

A change in plans placed the April Illinois Valley Home Extension Unit meeting at the home of Mrs. Henry Gammel, rather than at the Episcopal church as previously announced.

A demonstration on the use of herbs and seasonings was presented by Mrs. Gammel and Mrs. James Allen.

Selma Parent Teacher association members will stage a hard times party and dinner at the Selma gymnasium Friday, April 12.

Old fashioned stew and a fish casserole will be served accompanied by salad, rolls, pie

European Tourist Conveniences Raised

Madison, Wis. — (U.P.) — Americans traveling to Europe this summer will find highways and motorist conveniences increasing, the travel director of the American Automobile association said recently.

"Motels are cropping up in Europe," A. G. Hundt said. "There are now about 100, with many more planned. Likewise, service stations manned by trained courteous mechanics also are developing rapidly."

He said the AAA expects to issue 50,000 international driving permits this year, compared to 30,000 last year and only 500 back in 1946.

"At the present rate, by 1960 the international driving permit figure should be over 250,000," he said in the Wisconsin AAA news letter. "This would mean that close to one out of three Americans abroad will do their touring by car."

LEGAL NOTICES

FILE NO. 10018
NOTICE TO CREDITORS
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY
PROBATE DEPARTMENT
In the Matter of the Estate of
OTTO H. PALMER
Deceased

The undersigned, having been appointed Executor of the above entitled estate by the Circuit Court of the County of Jackson, State of Oregon, and having qualified, notice is hereby given to all persons having claims against said estate to present them at the office of the undersigned's Attorney, at 230 Main Street, Medford, Oregon, properly verified and with proper voucher, within six months from the date of the first publication of this notice, which is the 27th day of March 1957.

FLOYD PALMER
Executor

O. H. Bengtson
Attorney for Estate
230 West Main Street
Medford, Oregon

NOTICE OF EQUALIZATION
Notice is hereby given that the board of directors of the Medford Irrigation District will meet as a Board of Equalization in the office of the district, 205 Holly Bldg., Medford, Oregon, at 1:30 p.m. on the seventh day of May, 1957, for the purpose of reviewing and correcting its assessment and apportionment of taxes, at which time and place any and all evidence of the objections relating thereto will be heard and determined.

JACK HOFFBUHR, Secretary
Board of Directors,
Medford Irrigation District.

NOTICE TO CREDITORS
In the Circuit Court of the State of Oregon for Jackson County, Probate Department.
In the Matter of the Estate of Mimmie M. Marsh, Deceased No. 10032.

NOTICE IS HEREBY GIVEN that the undersigned has been appointed and qualified as executor of the said estate of Mimmie M. Marsh, Deceased, and all persons having claims against said estate are hereby notified to present the same with proper vouchers, at the office of Kenneth G. Denman, Attorney at Law, 128 East Main Street, Medford, Oregon, within six months from the date hereof.

Dated and first published this 10th day of April, 1957.

THE FIRST NATIONAL BANK OF PORTLAND, OREGON
Executors

KENNETH G. DENMAN,
Attorney for Executor

NOTICE TO CREDITORS
In the Circuit Court of the State of Oregon for Jackson County, Probate Department.
In the Matter of the Estate of Ellen McRae, deceased No. 10033.

NOTICE IS HEREBY GIVEN that the undersigned has been appointed and qualified as administrator of the said estate of Ellen McRae, deceased, and all persons having claims against said estate are hereby notified to present the same with proper vouchers, at the office of Kenneth G. Denman, Attorney at Law, 128 East Main Street, Medford, Oregon, within six months from the date hereof.

Dated and first published this 10th day of April, 1957.

A. M. Replinger, Administrator

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