

## Camping Equipment Being Introduced



**NEW EQUIPMENT**—A new kind of camping equipment made of paper and designed to let a family try outdoor living for one-third the usual investment was introduced April 1 at Crater Lake Motors, Main and Fir sts.

New camping equipment to accommodate families who want to try camping without a major investment is being introduced by Crater Lake Motors, Main and Fir sts., according to Hugh Coleman, president.

The new equipment, made of paper reinforced with nylon, includes seven-foot tents for two adults and two children; four-foot tents for two; 20-foot para-wings; sleeping bags; and station wagon boots that turn the rear of the station wagon into private sleeping quarters.

Coleman said the new camping boom has contributed to the growth of the Ford-dominated station wagon market, which has doubled in the last five years.

The new camping equipment is low enough in price to permit throwing it away at the end of the season, eliminating the need for winter storage, Coleman reported.

After introduction by Ford dealers across the nation, the "paper plus" equipment will be marketed by Corporate Research, Inc., Ann Arbor, Mich.



**CHANGES FOR '59**—The compact Rambler, which set an all-time sales record in 1958, features new styling and engineering changes designed to further increase economy of operation and durability for 1959.

They are displayed at Lea Motors, Bartlett at Fifth st. Above is the 1959 Rambler Cross Country, the most popular model in the Rambler line.

## Country Becomes Nation on Wheels

This country has become a nation on wheels and as a result, the modern American takes a full measure of pleasure from the use of his automobile, according to V. H. Sutherland, general sales manager for Oldsmobile.

"A man and his family seem to radiate with a glow of pride and satisfaction when they drive out of a dealership with their new car," he said. "They can't wait to get home to show their friends and neighbors the beautiful piece of transportation they have acquired."

Such feelings are "fringe benefits of being in the automobile business," Sutherland said.

## Features Bear Out Slogan for Dealers

Close Analysis of the many features presented in the 1959 Plymouth will bear out the slogan, "Live Better by far with a Brand New Car," according to local dealers.

The 1959 Plymouths have new road to roof and bumper-to-bumper styling, new engines, greater economy, and a new series of luxury models. Medford dealers are Hamlin Motor company, Dick Knight company and Parsons Motors.

Slavery was ordered abolished in Brazil in 1888.

## New Front Seat Travel Developed

Joint efforts of engineers and stylists have created a "new experience front seat travel" in the 1959 Mercury, which is among automobiles in the "Live Better by Far with a Brand New Car" campaign.

To achieve an industry "first," engineers have minimized the transmission tunnel hump by cutting almost in half the volume of space it takes; lowered the hood two and one-half inches; moved the instrument panel forward, providing more knee room and 10 more inches in from the seat back; and designed a compound curved windshield more than 60 per cent larger than previous models.

Visibility in rainy weather is increased considerably by modernizing the "forgotten" windshield wipers.

Medford Motors, 225 South Riverside ave., is the exclusive Mercury dealer here.

as advertised in **Family Weekly**

**SAVE \$1.00 PER GAL.**

on famous **SPRED SATIN** latex wonder wall paint

**ONLY \$5.59 GAL.** **APRIL 13-25**

SEE FAMILY WEEKLY TODAY!

**BRUCE BAUER**  
LUMBER COMPANY'S  
**BUILDITORIUM**  
765 South Riverside  
Phone SP 2-6211

Live better by far with a brand new car!



**ALL-AMERICAN MOVER... THE AUTOMOBILE!**

88% OF ALL INTERCITY TRAVEL IN THE UNITED STATES IS DONE BY AUTOMOBILE!



FROM ISINGLASS CURTAINS TO SAFETY PLATE GLASS... FROM THE SELF-STARTER TO AUTOMATIC TRANS-MISSIONS... AUTO MAKERS ARE CONSTANTLY IMPROVING THEIR PRODUCTS.



RECENTLY SUCH INNOVATIONS AS AIR CONDITIONING, AIR SUS-PENSION SYSTEMS AND POWER STEERING HAVE APPEARED, MAKING SURE THAT YOU LIVE BETTER BY FAR WITH A BRAND NEW CAR! SHOP THE CAR ADS IN YOUR DAILY NEWSPAPER... THE TOTAL SELLING MEDIUM!

New Delhi—UPI—The Chinese Communists have resorted to "peaceful persuasion" in their efforts to put down the Tibetan rebellion but the effort has failed and fighting has spread from the borders of China itself to western Tibet, reports reaching New Delhi said today.

London—UPI—A four-man government delegation was en route to Nyasaland today for an on-the-scene investigation of recent "disturbances" in the British Central African territory. More than 50 Africans have been killed in anti-white demonstrations in Nyasaland.

## THE MEDFORD AGENCY Congratulates



**G. W. "BILL" ABBOTT**

as  
**"Man of the Month"**

Mr. Abbott led all Southern Oregon and Northern California agents in volume and premiums for the month of March. Mr. Abbott is an active member and past president of the Rogue Valley Life Underwriters Association, member of the Leaders Round Table of Oregon and is a National Quality Award winner.

**WEST COAST LIFE INSURANCE CO.**

Home Office—San Francisco, Calif.

"Serving the West for Over Fifty Years"

208 Masonic Building

Medford, Oregon



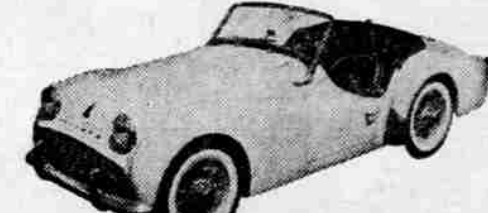
**MORRIS**  
Stevens Auto Sales



**METROPOLITAN**  
Lea Motors



**VOLVO**  
Dean & Taylor Pontiac

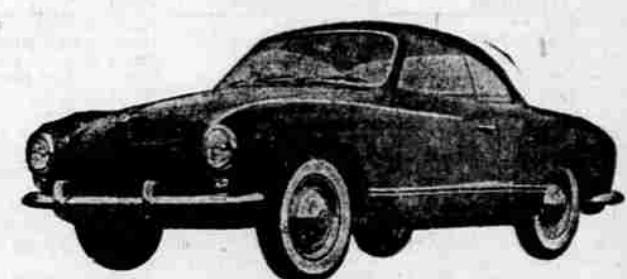


**TRIUMPH**  
Hamlin Motor Co

# travel time

Get ready to go places in a brand new, quality built imported car - - -

... And whether you're packing up the family for vacation fun, or just taking the car to the store—it's better, more fun in every way, in a brand new car! Don't put it off any longer—see your dealer this week, start enjoying a new American or imported car!



**VOLKSWAGEN**  
Morse Motors



**ENGLISH FORD**  
Crater Lake Motors



**JAGUAR**  
Stevens Auto Sales



**RENAULT**  
Dean & Taylor Pontiac



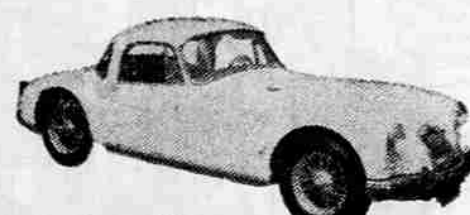
**FIAT**  
Jay Allen Co.



**SIMCA**  
Dick Knight Co.



**HILLMAN**  
Parsons Motors



**MG**  
Stevens Auto Sales



**OPEL**  
Skinner - Buick - Cadillac



**AUSTIN-HEALY**  
Stevens Auto Sales



**BORGWARD**  
Jay Allen Co.

AND THERE ARE MORE... Medford Motors will soon display the new TAUNUS... Courtesy Chevrolet has the LLOYD... and Dean & Taylor Pontiac Co., in addition to their cars shown, displays the VAUXHALL and PEUGEOT! The selection is great!



**MEDFORD AUTOMOBILE DEALERS ASSOCIATION**