

Klamath Automobile Industry Moves Ahead

TERRAPLANE STARTS GRIND ON TEST RUN

The two Essex Terraplane stock cars, one a six and the other an eight, which have been held by representatives of the Contest Board of the American Automobile Association to permit their drivers, Al and Chet Miller, to participate in the Indianapolis race are on their way again. This time the cars, which have broken every official record this year in Tennessee, Alabama, Georgia, Virginia, Maryland, Pennsylvania, New York and Connecticut are headed for some of the high peaks of the White mountains.

Under the watchful eye of the technical representative of the Contest Board, the cars were thoroughly checked on their return to Detroit and found to be in excellent condition despite the terrific grind in which records that looked impregnable were smashed in many instances by wide margins.

Chet Miller began his campaign last Labor Day at Pike Peak, where he broke all existing stock car records, regardless of price class, with a Terraplane Six. At that time this car had only been on the market for a period of six weeks. In February this year Chet Miller, driving a Terraplane Eight stock sedan at Daytona Beach, tied with the same electrical equipment used for Sir Malcolm Campbell and his Blenheim, broke every speed record for cars of this class from one to five miles and from one to ten kilometers.

IMPROVEMENT MADE IN TIRE BUILDING

How an improvement in tire-building is acting to the advantage of one of the country's greatest products, cotton, was described today by Howard Ralph of the Pelican Tire Co., local Kelly-Springfield dealers.

"In the making of Kelly-Springfield tires," he said, "a development has been made which requires a superior grade of cotton. This is more expensive than the ordinary cotton used in other tires, and consequently means a higher return to the cotton grower. Since Kelly-Springfield is one of the largest manufacturers of automobile tires in the world and the amount of cotton they require is considerable, a vast premium is paid by them to the raisers of the superior cotton."

"This product is known as 'cottonseed cotton.' It is far kinder than the usual cotton, grips and holds, and when woven into cord fabric, is almost indestructible."

"The importance of such cotton in the construction of tires cannot be overemphasized. For the average passenger car tire about four pounds of cotton are required. Since the strengthening cords are made of cotton, it must be of the finest kind obtainable. If it is not, the cords gradually weaken under the continuous thrust and strain of modern driving, and blow-outs result."

The fastest shower of rain ever measured fell at Opola's Camp, Calif. April 5, 1926, when 1.02 inches of rain fell in one minute.

Three speakers of the house of representatives during the past 33 years graduated from the same law college, Cannon, Clark and Longworth.

THE NEW FORD V-8 TUDOR SEDAN



\$500

(F. O. B. Detroit, plus freight and delivery, bumper, and spare tire extra.)

Our mechanics specially trained to service the New Ford Car

• YOU'RE sure of good service here because our mechanics are specially trained to take care of the new Ford.

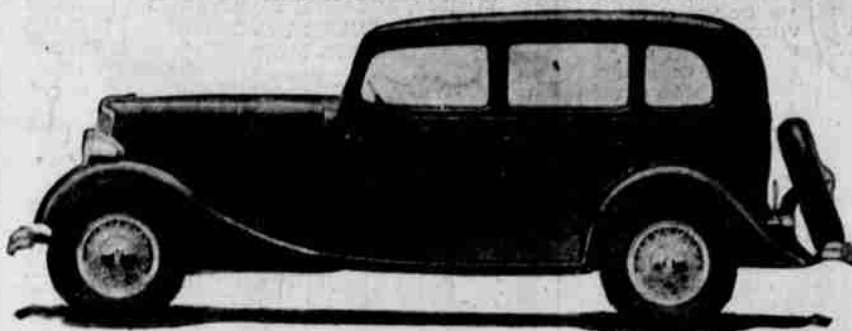
• They know the car thoroughly and they have a personal interest in every job. See us the next time your car needs lubricating.

BALSIGER MOTOR CO.

Main and Esplanade Phone 2100



The New Fordor Sedan



This, the new Ford V-8 de luxe Fordor sedan, has found popularity in the automobile public. The machine, on display at the Balsiger Motor company, has incorporated all new facilities.

KENNEL-ELLIS TO PROMOTE CONTEST

For the fourth consecutive year, Kennel-Ellis, 294 Oregon Bank building, are sponsoring a big photographic contest for babies and children up to five years of age. For the second consecutive year, they are working in conjunction with the Lost River Dairy. This photographic event has, in the three years' time, reached surprising proportions, as in 1932 there were 600 entries, according to Miss Gaylord, manager of the studio.

Merchandise prizes for this year's winners are to be donated by: La Pointe's, Oregon Bank Drug Co., Klamath Furniture Store, Bertram Jewelry, Hunter Brown Shoe Co., Shaw Stationery Co., Kennel-Ellis Studio and the Lost River Dairy.

As in former years, four different entries will be made: babies from five months to one year; boys from one to five; girls from one to five; and twins. Dates for the big display and selection of winners will be announced at a later date.

Several new backgrounds and arrangements have been added by the studio especially for this contest. Mothers are urged to not delay in entering their children, and any additional information can be had by telephoning the studio.

ELECTRIC FIRM REMODELS STORE

Uhlis Electric company has just completed extensive modernization of its shop, including addition of the latest equipment for all kinds of electrical wiring. The new additions are made in preparation for the anticipated revival in business, which is expected to get under way this fall.

Noble Cantor and Bill Harbison will be in charge of the shop. Both are well known in Klamath, having been formerly with the Link River Electric company and the Allen Electric company.

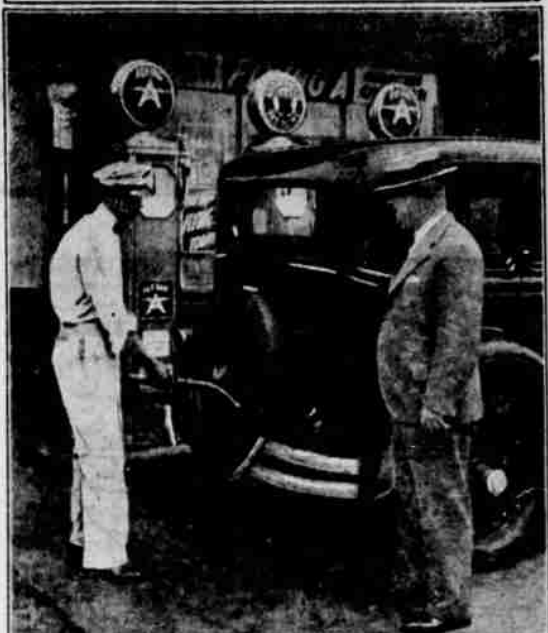
Vital Statistics

BIRTH.
SWISHER—Born to Mr. and Mrs. W. Swisher, 2145 Wantland, a son, July 21, 1933. Weight 11 pounds, and named Raymond Lee.

About 43,000 pounds of paint are mixed when the dome of the Capitol in Washington is painted, and it takes 25 men three months to complete the task.

Washington Irving's "Sketch Book" was written during 1819-1820.

GETS FIRST GALLON NEW FLYING "A"



San Francisco, July 19.
The first of many millions of gallons of the new Flying A gasoline, introduced today throughout the coast by Associated Oil company, was received in San Francisco by P. E. Allan, domestic sales manager for the company, in recognition of his activity in the huge advertising campaign which will carry the message of greater smoothness and quietness to western motorists. The new Flying A, amber-colored as a distinguishing mark, is basically different from any non-premium gasoline on the market today, and is said to come closer to Ethyl performance than any other motor fuel.

WHAT THE WELL DRESSED MAN WILL WEAR

While the drape suit styles have already arrived and are preferred to anything else by good dressers, there is another style trend to watch which will no doubt be a close companion in popularity to the drape and lounge suits.



The Prussian collar buttons to the neck.

Outstanding among these is the new Balmacaan overcoat. The design of this style is most appropriate to be worn with the drape suit, together giving the wearer a casual and jaunty appearance.

The Balmacaan style seems to be longer than former styles. It is extremely full in all proportions with a wide flare in the skirt.

In the theater or in the motor, the coat may be taken off or put on while the wearer is seated. This is made possible by unusually deep armholes and wide sleeves. The sleeve is either raglan or split. The split sleeve has plain seams which are quite conspicuous and make the coat look decidedly rugged and sporty.

The Balmacaan has slash pockets which open through so that the pockets of the suit coat or trousers may be reached without unbuckling the overcoat.

A striking feature of this new coat is the Prussian collar, so called because it has a very military appearance when worn open or closed. This collar, which is here illustrated, buttons close to the neck and is an absolute protection in inclement weather.

It is soft in the front, which adds to the wearer's comfort.

The polo coats, this season, are the acme of jauntyness. They have an all-around belt and are exceptionally long. They also have wide natural shoulders, which make the wearer look taller, and much broader through the chest. The soft front adds to this general effect. A view of this attractive coat is shown in the accompanying sketch.

In line with the elimination of many buttons from the newer styles, the tie-around overcoat, which has no buttons whatever and is closed by tying a belt with a knot, is bound to be popular. It has a sporty flare and wide deep folds in the skirt.

Both for business and pleasure, the new overcoat and topcoat will be not only unusual in appearance but will cater to the wearer's comfort on every occasion. Perhaps in no single year have the styles been more becoming to men of all weights and heights than those described.

The patterns, too, seem to fit in with the times by expressing a most cheerful note. The tendency will be toward small checks and plaids. Larger checks, and so called Tartan plaids, will be featured. Among the popular colors will be greys, blue-greys and browns.



A full belt with slash pockets.

Duncan Paige

CHURCH ANNOUNCES NEW SUNDAY PLAN

A new summertime service schedule has been announced by the Rev. John B. Coan, pastor of the First Methodist church, which will become effective with the morning services Sunday.

The Sunday school will open at 9:30 o'clock and the morning service at 10:30. This will, according to Mr. Coan bring both of these assemblies with in the cool of the morning, and will also enable many who desire to be out of the city a part of the day to attend the service.

"Churches which have tried this plan in other places," stated the pastor, "have found it to be most satisfactory. It has certain real advantages and no essential disadvantages. We will give it a trial this summer."

Real Bargains In Used Cars

30 Marquette Sport Roadster	\$295
30 AA Ford Truck, long wheelbase, A-1 shape	\$325
30 Chevrolet 2-Door	\$275
31 Model A Tudor	\$325
28 Packard Six	\$365
29 Packard Small Eight	\$550
27 Cadillac	\$375

These cars are in first class shape and can be demonstrated at the

P & W

Used Car Lot
We Trade on Anything
715 Walnut Phone 334

DEALER HERE VIEWS SHARP IMPROVEMENT

The automobile business is showing sharp improvement this summer, according to Elmer Balsiger, of the Balsiger Motor company, Ford dealers. Sales this month are materially better than sales in July of last year—especially sales of commercial cars, it being difficult just now to obtain enough trucks to fill orders. The Ford assembly plant in Richmond, on San Francisco bay, is seven days behind in its orders, Mr. Balsiger has been informed.

Illustrated above is the new Ford V-8 de luxe Fordor sedan. The front seat is 42 inches wide. The rear seat is 45 inches wide. Four wide, substantial doors provide independent entrance to front and rear seats. Three side windows give unusual light and vision. . . . The new Standard Fordor Sedan is similar in lines, size and comfort, differing in upholstery and appointments.

WEATHER

The Cyclo-Stormograph at Underwood's pharmacy continues to register a very even barometric pressure and the outlook is for fine weather Sunday.

The Trust recording thermometer registered maximum and minimum temperatures Saturday as follows:

High 82

Low 48

Forecast for next 24 hours: Fair and warm.

The United States reclamation service reports no precipitation for the 24 hours ending at 5 p. m. Friday; 9.57 for the season, 11.73 normal; 11.44 last year. The season's maximum 190 on May 19.

Isa Lake, in Yellowstone National park, sends part of its waters to the Atlantic and part to the Pacific ocean at certain seasons.

Every four years, enough newspaper is made for a strip as wide as a newspaper and long enough to reach to the sun and back.

Locke Motors Increase Pay Of All Workers

The Locke Motor company, Chevrolet dealers, celebrated the anniversary of six years continuous business in Klamath Falls with a salary raise to all employees.

"Chevrolet sales have gone up so well this spring and summer we have been able to give a raise of 15 to 20 per cent to all employees," W. R. Locke, owner of the company, said.

Mr. Locke is well pleased with his six years as Chevrolet dealer here. "Especially," he says, "with the way Chevrolet has led the field in 1933."

DEALERS PRAISE PRESS CAMPAIGN

One of the most remarkable tributes to the effectiveness of newspaper advertising in the Klamath Falls territory was voiced during the past week by Earl Gilbert, local manager for the Gilmore Oil company, as the result of sales made from the Gilmore company's "Blessed Event" advertising campaign.

"The gain in sales of our new Fortified Red Lion gasoline," Gilbert said, "since the opening of our campaign in the Evening Herald and Klamath News, June 23, sets a mark that is unprecedented in our company, with a gain of more than 50 per cent in volume of sales over the corresponding period of last month."

"Independent service station operators tell us of gains in Red Lion gallonage for them ranging all the way from 25 to 100 per cent."

"But regardless of the merit of the motor fuel, we believe that our success could not have reached its present proportions in so short a time without the invaluable aid of newspaper advertising. "We regard our unprecedented increase in sales as a real tribute to the value of this medium."

Practically all babies have blue eyes at birth, but the permanent color appears in the first few weeks; ordinarily, they do not shed tears until about three months old.

REFRIGERATION SALES DEFEAT TRADE DECLINE

One of the few industries that registered progress throughout the depression was household refrigeration, and with the revival now going on, sales of electric refrigerators have accelerated their pace, according to I. C. Sharp, manager of the electrical department of the Big Basin Lumber company, which is local retailer of Grunow refrigerators. "Manufacture of Grunow refrigerators was only commenced last fall," Sharp said, "but its sales have risen to second place in the industry. Grunow, who was president of Grigsby-Grunow Radio company until he retired with millions several years ago, reached the conclusion late in 1932 that the depression had

about reached bottom and that it would be a good time to start something and sweep in on the recovery wave when it decided to start.

"Prior to his retirement from business Grunow financed two engineers in research work. Last summer the engineers reported they had solved some problems in connection with the use of cartons in household refrigerators. From this start the Grunow was manufactured."

City Milk Supply Shows Improvement

A marked improvement in the city milk supply has been reported by Dr. C. H. Hartman, meat and food inspector, who has just completed a second analysis of milk samples submitted to him by a number of local dealers.

After the first analysis made several weeks ago, Dr. Hartman issued warnings to dairies which did not conform to the city ordinance, and he stated Saturday that these orders had been complied with in virtually every case.

Phone **729**

JUST WHAT is a GOOD Used Car?

Do YOU KNOW?
Or do you take some glib salesman's word and representations?

Frankly—A used car is only as dependable as the firm that sells it.

We Value Our Word—and our used car representations most sincerely. Because one slicker deal will ruin the best of reputations.

Our Used Cars Sell Quickly. See Our Stock Before You Buy.

On Hand, July 22

- '31 Chevrolet Sport Coupe.
- '30 Ford Pickup.
- Commander Studebaker Victoria.
- Essex 4-Door Sedan.

L. O. Arens

DeSoto-Plymouth Headquarters
744 Klamath Avenue

Turn on the breeze

CHEVROLET
There's no weather so hot that you can't find quick relief in a new Chevrolet. Climb in this car, twist a convenient handle, and a brisk, fresh breeze springs up as if by magic. You are bathed in soothing coolness from head to foot. You are back to normal in no time at all—refreshed, relaxed and rested. And the feature that performs this priceless service is a feature found in no other low-priced car. It's Fisher Ventilation, so designed that you



Fisher Ventilation to keep you cool. Fisher body quietness to soothe the nerves. And driving that's free from all effort. Chevrolet is certainly the ideal hot weather car.

\$445 to \$565

All prices f. o. b. Flint, Mich. Special equipment extra. Low delivered prices and easy O. M. A. C. terms. A General Motors Value.

make your own weather as you drive. Fisher Ventilation is standard equipment on the new Chevrolet, along with the Starterator, the Octane Selector, Synchromesh Transmission, Simplified Free Wheeling, and other advancements making up a list no other low-price car can duplicate. Keep cool, keep satisfied, keep in step with the times—save with a new Chevrolet.

CHEVROLET MOTOR CO., DETROIT, MICH.

SAVE WITH A NEW CHEVROLET

Locke Motor Co.

522 South 6th

Phone 40