

New Model Cars Are Only Slightly Longer Than Old, Automobile Assn. Reports

By Harry Elliott News Service
Today's cars look much longer than older models, but the Automobile Manufacturers Assn. says that American automobiles have grown in length only an average of 8.1 inches during the past 14 years.

A survey of lowest-priced models of all makes shows that the average overall length of 1941 models was 206.6 inches, compared with 206.7 inches for 1955 corresponding cars.

Changes in body design since 1941 have made it possible to enlarge the interior dimensions of passenger cars, without increasing overall exterior measurements proportionately, the AMA points out. The lowering of overall height

also makes today's cars look longer than earlier models.

Acquires Defense Plant
First move in line with Studebaker-Packard's announced intention to seek a larger share of the defense business is the acquisition of Aerophysics Development Corp. in Los Angeles. Well-known for its activity in the guided missile field, the subsidiary company is also equipped for broad developmental work in the whole area of aerophysics.

AMC Says No Further Mergers
Mergers have no place in American Motors Corp.'s plans, H. C. Doss, executive consultant, said during the company's "All American Motors Show" in San Francisco last week.

The big automotive-appliance company instead is pinning its future on unique product advantages, unusual diversification and outstanding international position.

"Our program is packed to the hilt with the advantages of two major automotive divisions, one of the largest appliance companies in the world and expansion of our export business in several fields," Doss said.

The exhibit, which is making a tour of major cities, brings together for the first time the full range of American Motors products. Included are Nash and Hudson automobiles, Kufvinator, Leonard and ABC appliances and products of subsidiary companies.

AMC has 20 manufacturing

plants in the United States and 24 in Foreign Countries.

Ford Expansion
Ford Motor Co.'s over-all expansion and improvement program has called for facilities expenditures of more than a half billion dollars within the past two years, Henry Ford III, president, said recently.

The company's share of the truck and passenger car market has increased 37 per cent and two new end-product divisions have been created, staffed and set into operation during this period — Tractor and Implement Division and the Continental Division.

This increased breadth and depth of the company's operations calls for closer executive supervision,

and to meet these demands there have been changes in organization and personnel.

Ernest R. Breech, former executive vice president of the company, has been elected executive vice president and Robert S. McNamara and Dillard J. Davis were elected vice presidents.

GM Motorama
The 1955 General Motors Motorama, an admission-free show which includes dream cars, 1955 production models, "Kitchen of Tomorrow," experimental trucks, research and engineering equipment exhibits, will be in Los Angeles March 5 to 13 and in San Francisco March 26 to April 3.

Production continues to soar. Last month closed as the highest January and the fourth-highest month in history. Anticipated total for the first quarter is, according to AUTOMOTIVE NEWS, a record 1,877,000 cars. — A mid-winter perk-up in used car sales was noted in the wholesale market places last week. — Hudson announced price cuts on 1955 models. — The 32 millionth Chevrolet rolled off the assembly line in Atlanta, Ga., on January 25. — Top car-producing states last year were Michigan, with 32.1 of the total, Missouri with 9.5 per cent and California with 8.7 per cent. Texas made the biggest gain, due to the new Buick-Oldsmobile-Pontiac assembly plant at Arlington, Indiana dropped because of reduced output of Studebaker and Plymouth, only car assembly plants in that state. There are 20 states that produce automobiles. — Ford holds top position on new car registration lists, which as yet are not entirely complete for 1954. Chevrolet follows closely.

Oddfellows Encampment
Rebecca's Theta Rho Girls
FAMILY NIGHT
Wednesday--Feb. 9th--6:30 p.m.
POTLUCK! MOVIES!

Two movies will be shown: "Realm of The Wild", a U. S. Forest Service Film, and "Vacation in Hawaii". Philatristan Lodge No. 8 will furnish ham and rolls. Rebecca's are to bring either hot dish, salad or dessert.

SPECIAL INVITATION TO VISITING MEMBERS AND THEIR FAMILIES.

Committee Women: Mrs. O. A. Lange—OR 3-3341; Mrs. H. T. Bloom—OR 3-5282; Mrs. J. E. Dent—OR 3-8272

IF YOUR PAPER HAS NOT ARRIVED
BY 6:15 P. M., DIAL 2-2631

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STARTS 9:30 A.M.! SHOP PENNEY'S AND SAVE!



COMPLEXION SOAP
16 bars \$1

2 packages of Penney's lanolin complexion soap! You get 8 cakes to each heat-treated cellophane package. Choose white, pink, aqua, blue. Special! 16 Cakes for \$1.00

Penney's Main Floor



WOMEN'S COBBLER APRONS
Special! \$1

Colorful cotton cobbler — all-purpose aprons with huge pockets! Taffetized cottons, percales, broadcloths, others. 1.00

Penney's Downstairs Store



WOMEN'S BLOUSES
Special! \$2

'Lucina' cotton blouses, very specially priced! Silky beauties, they're crease-resistant, come in white, mauve, marigold, garden green, turquoise, lilac, toast. 32 to 38. 2.00

Penney's Fashion Balcony



GIRL'S ORLON SWEATERS
Cardigan \$2.77

Special! Girls' orlon cardigan sparked with rhinestone and rosebud trim on collar. See whites, pinks, aqua, maize in the group. Sizes 7-14. 2.77

Penney's Fashion Balcony



GIRL'S ORLON SWEATERS
Slipover \$1.77

Value! Girls' orlon slipover twinkles with rhinestone and rosebud trim. See new spring floral shades. pink, aqua, maize in sizes 7-14. 1.77

Penney's Fashion Balcony

Bring the family... QUALITY buys for everyone!

VALUES FROM PENNEY'S DOWNSTAIRS STORE

- 42 x 81 size
NYLON PANELS 1.22
- Assorted Patterns
COTTON FLANNEL ... 3 yds. 1.00
- Six only
CHENILLE SPREADS 4.00
- Cannon Quality
COLORED WASHCLOTHS 12/1.00
- Fibre Top-Sponge Rubber backing
Multi Colored FATIGUE MAT 1.50
- 52 x 52 size. Washable
PRINTED TABLECLOTHS 1.00
- 20 bolts only
PERCALE YARDAGES 4 yds. 1.00

PENNEY'S DOWNSTAIRS STORE

SAVE NOW! EVENFLO BABY BOTTLES

10¢
The popular Evenflo bottle at a savings!
Penney's Main Floor

BARGAIN!

Shredded Latex Foam Pillow
2.44
Quilted acetate satin cover. 17" x 24" size.
Penney's Downstairs Store

VALUES FROM PENNEY'S MAIN FLOOR

- Size 34-40
WOMEN'S PLISSE PAJAMAS 1.77
- Size M-L. White only
HALF SLIPS, Nylon Tricot 1.44
- Assorted colors, Size 3-4
INFANTS' POLO SHIRTS 2 for 1.00
- Special Buy!
LADY FAIR TISSUE 2 boxes for 47c
- For Baby! Colorful
BASSINET PAD AND COVER 3.00
- Size 32-44—White only
SLIPS, Women's Nylon Tricot 2.00
- Close out Special
MITTENS, Women's Wool Knit 50c

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TODDLERS' SMARTALLS
84c

Special! Toddler's smartalls of heavy cotton corduroy in smart new colors. Well made with double bib, side plackets. Sizes 2-4. 84c

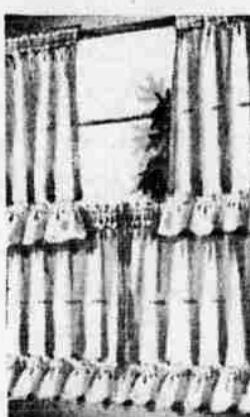
Penney's Main Floor



PUCKERED NYLON-ORLON SPORT SHIRT
84c

Good looking, styled like big brother's! And how easy to keep clean! Sizes 1 1/2 to 4. 84c

Penney's Main Floor



CHROMSPUN TIER CURTAINS
77c pr.

64" Wide — 36" Long
64" Wide — 30" Long
Chromspun tiers stay bright, look fresh and are easy to wash. Green color only

Penney's Downstairs Store



LOW LOOP RUGS
\$1

Special! Low loop scatter rugs beautifully fringed, in a host of exciting colors to spark your decor. Won't mat down, easy to clean! 18 x 30" 1.00 Each

Penney's Downstairs Store



MEN'S JACKETS
Special! \$6.88

Men's reversibles of rayon — acetate — Dacron sheen gabardine. Top styling, lots of practical wear, and a terrific special purchase price! 36 to 46. 6.88

Penney's Main Floor

4 HOT PRICES

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\$149⁹⁵
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YOU SAVE \$40⁰⁰

Freezer, freezer drawer • 2 ice trays 3 shelves • Interior light • "Glacier Blue" porcelain enamel interior • All-weather temperature control.



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IS

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Freezer and freezer drawer • 2 ice trays • 2 door shelves • 4 shelves "Glacier Blue" porcelain enamel interior. All-weather temperature control.



\$229⁹⁵
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YOU SAVE \$70⁰⁰

Giant freezer, freezer drawer • 4 shelves • 2 ice trays • 3 removable door shelves • Crisper • Butter keeper "Glacier Blue" porcelain.



\$299⁹⁵
IS

WAS \$379⁹⁵
YOU SAVE \$80⁰⁰

7-minute Flash Defrosting • Freezer and freezer drawer • Butter keeper 2 crispers • "Glacier Blue" porcelain interior • Removable door shelves.

Kier-Crooch Plumbing Co.

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