

Drop in New Car Prices Seen In Automatic Transmission Cuts

By DAVID J. WILKIE
Associated Press Automotive Editor

Detroit, Dec. 6 (AP)—Some 1950 model automobiles are going to cost a little less than the current models. The lower price will result from the reductions being made for some automatic transmissions. The cuts aren't very great—from \$25 to \$40—but many industry observers see in them evidence of a trend toward lower car prices.

So far, automatic transmissions have been confined to cars in the middle and higher-price fields. In the last year or two they have become increasingly popular. The demand for them has grown so steadily that Chevrolet and Ford will have them next year. Chevrolet will announce its

device soon after Jan. 1 with presentation of its 1950 models. Ford has disclosed its transmission, developed in cooperation with Borg-Warner, will be ready next summer.

With but one or two exceptions all makers of cars above the low-price group now have some form of automatic transmission. In some instances they have been made standard equipment, with corresponding price adjustments.

Where they are optional at extra cost, public demand has been so great that relatively few cars have been turned out without them. So the transmission price cuts currently being made amount, in effect to a reduction in the price of the cars affected.

That's the view of many observers. They add that had the \$25 to \$40 transmission price cuts been announced merely as reductions in car prices they probably would have gained much wider car buyer interest.

In all instances, the reductions so far announced affect General Motors transmissions—Buick's dynaflo and the hydraulic used by Cadillac, Oldsmobile and Pontiac, as well as Lincoln and Nash under contract with GM.

Buick's cut of \$40 on its dynaflo brings the price down to \$160. Only a couple of dollars more than the price of the hydraulic as used on Oldsmobile, Pontiac and Nash.

Certainly GM's transmission division is pouring out both types in increasing volume. The greater production volume has been given as the reason for the price cuts thus far announced.

The election took place during a meeting held at Longview, Wash., over the week-end, which attracted some 150 general secretaries and physical educators from the northwest area.

In attendance from Salem in addition to Moore were Fred Cords and Ardo Tarem of the physical education department, and Roth Holtz, boys' work secretary.

Dick Lancaster, personnel man for the YMCA on a national basis, with headquarters in New York City, was one of the principal conference speakers.



Midshipman Reinstated—Commodore R. M. Ihrig (left), head of the California Maritime academy, shakes hands with Midshipman Quentin K. Peterson in San Francisco as he reinstates Peterson in the academy after bowing to order from Gov. Earl Warren and contempt of court threat. Peterson, 19, was expelled from the academy over a year ago for alleged "theft" of two shirts. Superior Court Judge Frank T. Deasy ordered the youth's reinstatement after hearing the case. He will receive back wages of \$85 per month. (Acme Telephoto)

Gus Moore to Plan Seabeck Conference

Gus Moore, general secretary of the Salem YMCA, has been elected one of three governors who will share the responsibility of preparing the program and operating the annual Seabeck conference at Seabeck, Wash., next summer.

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