

1935 Automobile Models Arriving Here; Outstanding Values Offered

IMPROVEMENTS IN ENGINEERING FOR 1935 CARS NOTED

Southern Oregon people who are interested in automobiles, are having the time of their lives these days, viewing the many smart new models being shown by Medford automobile dealers. Never before in the history of motoring, have greater values been offered to car purchasers, and never before have more striking new body lines been featured on new year presentations.

Every indication points to 1935 as a big year for the automobile industry, with improved economic times bringing out literally thousands of potential car buyers. The automobile dealers of Medford are alive to the upturn in the automobile field, by securing for southern Oregon people a splendid selection of models and body styles in the best known cars in the industry.

Flying Automobile Predicted by Well Known Car Engineer

"Aviation and automobile engineering are coming closer and closer together and eventually they will meet," observes W. B. Stout, president of the S. O. U. Engineering Laboratories, "when they do, automobiles will fly or conversely airplanes, with their wings shed or folded temporarily, will run through the city streets. This day is coming just as surely as we now have the radio, television and other accomplishments which 20 years ago appeared just as impossible."

"One of the truest signs of this converging of the airplane and the automobile is the extent to which each of the two industries is drawing upon the other in current practice. In the early days aviation drew heavily in man-power and ideas from the automobile industry. Today the pendulum is swinging the other way. The marked influence of aviation design on automobile design may be seen in some of the following features—such as the ability of the automobile engine to run wide open under full load for days at a time—the greater horsepower per pound weight in both power plant and complete vehicle—the employment of large reserve horsepower—the use of alloy steel, aluminum and other metals which provide strength with lightness—balloon tires, Ducco from wing dope, aluminum heads, etc.

"In some of the up-to-date cars, such as Ferrarizans, the car has one horsepower for every 24 to 28 pounds of weight. Airplanes of the normal cruising type have a horsepower for every 10 to 15 pounds of weight. When the power weight ratio of the automobile comes down to the power weight ratio of the plane, little remains except the matter of compensating design to prevent the automobile from flying. In other words, when that time comes engineering knowledge will have caught up with the problem and it becomes a mere matter of adaptation. Adaptation or ingenuity never lags far behind engineering knowledge.

"The aviation industry, on the other hand, has one big thing to learn from the automobile industry and that is how to manufacture good performing engines cheaply. If you buy an engine for your private airplane it costs you almost \$100 per horsepower. If you buy an automobile engine for your automobile it costs you \$2 per horsepower. The difference is in volume of sale.

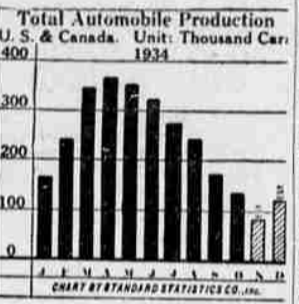
War Mother Organizer Called INDIANAPOLIS, Dec. 29.—(AP)—Mrs. Alice M. French, 71, founder and first president of the American War Mothers, died today.

OUTPUT OF AUTOS REACHES HIGHEST TOTAL SINCE 1930

Steadily Increasing Consumer Demand Boosts Supply—Margin of Profit Decreased Say Makers

By DAVID J. WILKIE
DETROIT (AP)—A steadily increasing consumer demand, entailing greater factory output and what appeared to be promising indications of better understanding between employer and employees were outstanding developments of 1934 in the automobile industry.

The year saw total factory output reach its highest level since 1930, although producers asserted the expansion was attained largely at the expense of unit profits, reports of many producing companies showing the margin of return had decreased although the volume of sales continued upward.



Production Shows Rise
Final figures on the year's output of all companies in the United States and Canada are expected to show an aggregate production in excess of 2,000,000 units in 1934.

The year saw also the greatest threat of labor trouble the industry ever had encountered. This came early in the spring while the industry was engaged in cleaning up a heavy accumulation of new car orders. It was averted only through the personal intervention of President Roosevelt. A national automobile labor board that has dealt mainly with allegations of discrimination in the laying off of workers was the result of the settlement plan proposed by the President and accepted on behalf of workers and employers.

There was strike trouble in the plants of the Nash motor company and also in some body plants, but these were adjusted by arbitration, and although there were some further rumblings of discord, the automotive code which fixed hours of labor and wages was twice extended by President Roosevelt to carry over into February of 1935.

Seasonal Illnesses Attacked
If the plans of the industry's executives do not miscarry, 1934 may be marked as the year in which the problem of seasonal idleness for several hundred thousand workers was started on its way toward solution.

Deny Royal Match
BUCHARST, Rumania, Dec. 29.—(AP)—Reports that King Carol and his red-haired friend, Madame Magda Lupescu, had actually been secretly married for the last four years were indignantly denied today by the dowager Queen Marie.

Phone 542. We'll haul away your refuse. City Sanitary Service.

Safety Awards Presented



Maintaining its high record for accident prevention in all departments, General Petroleum Corporation, marketer of Mobilil and Mobilgas, has just been awarded two trophies by the National Safety Council. Photo shows the prizes being presented by R. M. Kecklum, right, chairman of the company's Central Safety Committee, to E. L. Adams, left, vice-president in charge of Pipeline Operations, and R. C. Wheeler, center, manager of the Gas Department.

ALL-STEEL BODIES FEATURED IN 1935 PLYMOUTH MODELS

Laboratories, proving grounds and years of manufacturing experience combined to produce the new all-steel body that is a feature of the 1935 Plymouth, according to H. G. Mook, vice-president in charge of sales of the Plymouth Motor corporation.

"In planning this body we started off in the laboratory and developed what would be perfection. Then we worked out the problems of production to make it practical. Next we set out to test our theories.

"These tests were designed to be tough and they were. In those test cars we crammed the experience of millions of miles of driving for us manufactured our own accidents to test the strength of the new Plymouth body.

"The whole country was our proving ground. The breath-taking 'roll overs' of the 'Hell Divers' in the Plymouths at the Century of Progress served a greater purpose than thrilling the thousands of spectators. Those sand pits were the proving grounds that gave us the pointers that have enabled us to offer in our 1935 car—a safer, stronger automobile.

"In the new car we've shaped the steel into stronger flanges, shoulders and lock seams. The bodies now represent the most advanced construction that science plus experience has proven practical."

Mr. Mook said that the way in which the body is fitted to the frame in the new car is one of the most important safety improvements made this year.

"The body is bolted to the sides of the frame as well as through the top as it has been in the past. Now we use 46 bolts to fasten it to the frame where 18 were used formerly. In this way the body and frame are interlocked.

"In this new type of construction, the frame becomes a part of the body, along with the all-steel floor, side panels, center posts and other members. The entire unit is stronger and much more rigid. Each part, strong in itself, lends additional strength to the other parts."

Storm Caused 20,000 Breaks
MACON, Ga.—(UP)—Telephone linesmen discovered 20,000 breaks in wires were caused by a snowstorm. It required 2,000 pounds of new copper to rehabilitate the service.

Use Mail Tribune want ads

DEPRESSION OVER BATTLE CRY FORD DEALERS FOR 1935

"Out of the depression with Ford!" That is the battle cry which C. E. Gates, local Ford dealer, brought back from the annual meeting of dealers operating under the Ford Motor company Richmond, California branch.

According to Mr. Gates, the San Francisco sales conclave was the largest gathering of Ford men ever held in the west. Approximately 1250 Ford dealers, sales managers and company officials were present, representing every section of northern California, Nevada and southern Oregon. It was estimated in advance that the total attendance would be 900.

The meeting was opened by C. A. Buiwink, manager of the Ford Motor Company Richmond branch, who extended a welcome to the assembled dealers and briefly reviewed the achievements of the Ford Motor company during 1934, according to Mr. Gates. Immediately following the remarks of the branch manager, the 1935 Ford program was presented. This presentation, the local dealer says, was both instructive and entertaining, being in the form of a talking film.

One of the highlights of the meeting was a national telephone hookup and address from Ford headquarters at Dearborn, Mich., by Henry Ford, Edsel Ford, and other Ford Motor company home office executives. These telephonic talks were received with great enthusiasm by the assembled dealers, Mr. Gates says, and they all pledged themselves and their organizations to greater effort in 1935.

There was a break in the business of the day for the annual Ford dealer luncheon, then followed the presentation of the new Ford V-8 cars and trucks by means of sound film. Then, the dealers were given their first view of the new Ford V-8 models for 1935. After the preview of the 1935 Ford, started in the Venetian room of the Fairmont hotel, there was a sales meeting—a serious two-hour session—which brought the great merchandising convention to a close.

According to Mr. Gates, the whole theme of the meeting was, "End the depression in your community by doubling your sales of 1934."

When Mr. Henry Ford spoke to us over the telephone, said Mr. Gates, "he told us to remember that as we prosper we make others prosper. So, with an improved car and increased buying power, with new determination and new confidence, we of the Ford organization are pledged to move forward with Ford and pull out of the depression in 1935."

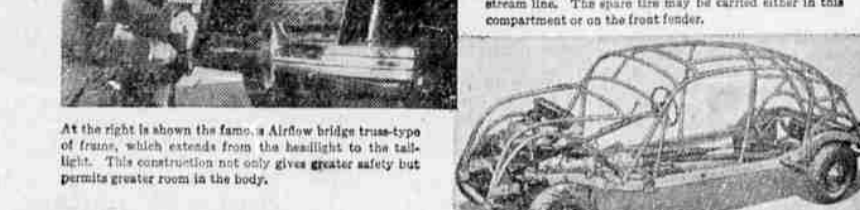
After pointing out that the Graham is capable of any speed from walking pace to 100 miles an hour in top gear, Mr. Symons praises the car's "remarkable acceleration" and speed in both second and third gears.

Mr. Symons says that the Graham is "free from any kind of 'fussing' and after trying it out on several steep hills wrote that the 'Graham upsets any preconceived notions of how fast a given climb can be accomplished."

CHRYSLER CONTINUES AIRFLOW AND ADDS AIRSTREAM LINE



Above is shown the Airflow Chrysler Imperial six-passenger sedan. This car has a wheelbase of 128 inches and its engine develops 130 horsepower. Overdrive and booster power brakes are standard equipment.



At the left is shown the large luggage compartment that is a feature of the touring models of the new Chrysler Airstream line. The spare tire may be carried either in this compartment or on the front fender.



The new Chrysler Airstream Eight touring sedan, a car that embodies most of the important features proved out in the Airflow line. The car has a wheelbase of 121 inches and its engine develops 105 horsepower. An all-steel body fastened to the frame at 48 points gives it great safety and stability. Interior fittings and upholstery are exceptionally fine. Riding ease is attained by moving seat and engine forward.

Hugo F. Lange of Armstrong Motors, Inc., returned to Medford Saturday with both a six and eight-cylinder model in the new Chrysler Airstream, a sensational new car, which has been added this year to the Chrysler family. The new Airstreams are now on display at the showrooms of Armstrong Motors, Inc., at 88 North Riverside.

Many new body and mechanical features, which have proven their worth in the Airflow line, are embodied in the new Airstream series. The Chrysler Airflow is continued with a new radiator treatment that adds materially to the appearance of the new cars.

The 1935 Airflow models will soon be received by Armstrong Motors, to augment the Airstream models now being shown, according to H. F. Lange.

for the first ten months of the year. It shows:

1. The increase in fatalities for the group of 21 states which have Safety-Responsibility Laws, was 11 per cent.
2. The increase for the country as a whole was 10.30 per cent.
3. The increase for the group of states that have no financial responsibility laws, was 23 per cent, or more than twice the increase in the Safety-Responsibility states.
4. Of the eight states reporting decreases through the ten month period, seven have a Safety-Responsibility Law. These states are: Connecticut, Delaware, Maine, New Hampshire, New Jersey, New York, and South Dakota. The other state in this class is West Virginia.

Commenting on the findings, Thos. P. Henry of Detroit, Mich., president of the A. A. A., said:

"The compilation of final figures for the entire year may somewhat modify this picture. However, the record to date affords further evidence of the efficacy of Safety-Responsibility Laws as a weapon for the control of the reckless and irresponsible driver. The better showing of these states in the midst of the worst motor accident period in the history of the country, would prove an incentive for the passage of the law by those states that have not yet adopted it."

Married in Auto
WARRENSBURG, Mo.—(UP)—W. P. Early, 26, and Jane Hartman, 25, chose the intersection of highways 30 and 13 for the scene of their marriage. They remained in their car while Probate Judge W. C. McDonald read the service.

Use Mail Tribune want ads

1935 Ford Scores Hit First Showing At Gates Auto Co.

Literally hundreds of southern Oregon people visited the showrooms of C. E. Gates Auto company yesterday, to view the new 1935 Ford V-8. Enthusiastic praise was given by all who inspected the new Ford creation, and it was a consensus of opinion that the new model far exceeds in smartness and beauty, any previous Ford product.

A DeLuxe Coupe will be received by the C. E. Gates Auto company today, and will be shown with the sedan, which was on display Saturday. Within the next few days a carload shipment of 1935 Fords will roll into Medford.

Crysler "AIRSTREAM"

Now Joins the Famous "Airflow" Family!

The New AIRFLOW
--With Distinctive New Radiator Treatment Will Be Here Soon. See This 1935 Sensation!

ARMSTRONG MOTORS, Inc.

Do You Know?

that you can purchase a

New 1935 Dodge Automobile

Fully Equipped, Delivered in Medford
FOR AS LOW AS \$866⁵⁰

or a

New 1935 Plymouth Automobile

Fully Equipped, Delivered in Medford
FOR AS LOW AS \$768⁰⁰

Now on Display in Our Showrooms

We also have several Good Buys in late model Used, Reconditioned Automobiles, taken in on new Dodges and Plymouths.

PIERCE ALLEN MOTOR CO.

112 South Riverside Phone 150