

Riding Comfort Stressed in 1935 Models at Automobile Show

LONGER BODY AND WIDER FRONT SEAT ARE INNOVATIONS

Front Axle and Spring Changes Center Weight of Car—Industry Expects Big Sales Raise Over '34

NEW YORK, Jan. 5.—(AP)—A glittering array of 1935 motor cars, showing little radical change in design, but with a general trend toward increased riding comfort, were presented to the motoring public Saturday at the opening of the 35th annual New York automobile show.

The show is presented this year for the first time by the dealers, instead of the manufacturers. It also marks the first time in a quarter of a century that Henry Ford has displayed with other producers.

Ease Stressed.
The stress on riding ease has been manifested in refinements of independent front wheel mountings—last year's "knee action"—body lengthening, front axle and spring changes to center the car weight, and moving toward center the rear seat from its bumpy position over the rear wheels.

Almost all of the 1935 models still present a new form of springs and many models have shoved forward both rear and front springs together with the load center.

Front Seats Wider.
The popular front seat—in which three was always a crowd—has been generally widened to correspond with rear seat comfort, leg room increased, gear shifts moved or improved for more "knee room," and engine refinements incorporated for fuel economy and stepping up speed without increasing engine revolution.

Outwardly, the most noticeable change in the restyling of many models lies in a narrow and higher radiator grill. In this connection, one model (Chrysler eight) has developed a definite "nose" in place of the slanting front panel.
Manufacturing plans for 1935 show marked optimism.
The industry as a whole has expressed itself hopeful of a sales rise of more than half a million cars over the 2,800,000 produced last year.

New Ford V-8 Attracts Motor Enthusiasts



Hundreds of Ford enthusiasts have visited the showrooms of the C. E. Gates Auto Company during the past week, to see Henry Ford's striking new 1935 models. Pictured here is the Ford V-8 Deluxe Tudor Sedan, "Center-Poise Riding," achieved through a re-distribution of weight, gives a new riding and driving ease, and provides additional room in the attractive streamline bodies.

Walker, Hartley, Bricker and the Messes Harriet and Edna Mae White, Lulu Roberts, and Jester. Refreshments were served by members of the Ladies' Aid.
Harry Reames was confined to his home with a severe cold Thursday and Friday.
Grange members have spent several days this past week in re-decorating both meeting rooms of the Phoenix hall.
Thursday club will meet January 10 at the Engle hall. Mrs. Hazel Bishop and Inez Harpe are hostesses.

PIPE AND MACHINERY COMPANY ORGANIZED FOR BUSINESS HERE

According to records of the county recorder's office, incorporations have been filed by the Medford Pipe and Machinery Co., capital stock, \$20,000, for manufacture in the future at their plant on North Riverside of die-cast and structural steel products for jobbing and wholesale trade. The company is now authorized to deal in all types of machinery.

With a fully equipped welding shop for steel fabrication, Medford Pipe and Machinery Co. is planning to expand in their manufacture of die-cast articles, which have in the past consisted only of air compressors for beer dispensers and dental equipment. President W. W. Prickett has turned over all patents for this type of compressor to the corporation, and is negotiating for the manufacture of other articles such as die-cast pulleys and ladder brackets, by contract.
The corporation has installed a single unit die-cast foundry operated by two moulders and four assembly men. When running at full capacity, the foundry uses 800 pounds of die-cast metal per shift. The foundry is the only one located between Seattle and San Francisco, Prickett said.
John T. Anderson of Portland, patent-coordinator, made a special trip to this city the latter part of the week to check on the improvements that have been made by Medford Pipe and Machinery Co. since patents were applied for. The compressor at the plant is of local design.
Officers of the corporation are W. W. Prickett, president; Porter J. Neff, vice-president; Fred P. King, secretary and Edna G. Prickett, treasurer.

CONSTABLE GIVEN PRISON SENTENCE

LA GRANDE, Ore., Jan. 5.—(AP)—Circuit Judge J. W. Knowles sentenced three men and one woman to terms in the state penitentiary at Enterprise Friday.
Dr. H. H. Thomas, Wallawa constable, pleaded guilty to a charge of hiring Lewis Prince to set fire to a vacant house in Wallawa to realize on insurance, and was sentenced to four years. Prince, who also confessed, was given a two-year term.
Maudie Warrick and George Murphy pleaded guilty to robbery of Bob Bloodworth, 25-year-old resident of Leap, Ore., and the woman was sentenced to five years and the man to two years. Bill Daugherty arrested with them, will enter a plea later. Money taken from Bloodworth's person amounted to only \$4.00, officers said.
All four sentenced are residents of Wallawa county.
A. A. WEAR BETTER CLOTHES Suits and Overcoats to measure, \$21.50 up. Klein the Tailor. Upstairs.

1935 NASH SHOWN IN MEDFORD TODAY

Walter W. Abbey returned from Portland Saturday morning with the "Flying Power" Nash for 1935, and his ultra-streamline car is now on display at the showrooms of Walter W. Abbey, Inc., 123 South Riverside. This new car will be on display all day today, according to Mr. Abbey.
With the introduction of the "balanced ride" on its 1935 models Nash has taken a long step forward in providing maximum riding comfort. To achieve the final result involved the development of many new engineering principles and a departure from several basic practices considered almost traditional in the automobile industry. Among the problems successfully solved were the complete redistribution of car weight, the placing of front and rear seats between the axles, the development of front and rear springs of approximately the same length, synchronized to flex equally the control of spring friction and the elimination of the necessity of spring lubrication.
Chief of the many engineering developments which have contributed to this "balanced ride" is the fact that springing is controlled on all four wheels. Nash calls it "synchronized springing" and, in the light of the remarkable claims made for it, the manner in which the results are obtained is astonishing in its simplicity.
One of the new features of the 1935 Nash cars which is a direct result of owner recommendation, is the hydraulic braking system. Following their customary practice of building cars as near to owner specifications as possible, Nash queried a large cross section of its customers last summer, asking for suggestions on how to improve the next model. So many people asked for hydraulic brakes that the engineers at once began making tests of the various types to determine which of them would be most suitable for Nash to use.
Super hydraulic brakes of the Duo

Servo type were the outcome of these experiments. Duo Servo means that these brakes are aided in their work by the forward momentum of the car, so that less pressure is required on the foot pedal than would otherwise be necessary.
Charles O. Reed, for 8 years supply sergeant for Company A, Oregon National Guard, under Captain Carl Y. Tengwald here, has been appointed second lieutenant of infantry, attached to the local headquarters company, and has been notified to report for duty.
The appointment comes as a reward for several years of faithful service, and was recommended by Lt. Grigsby, of the local headquarters, and Lt. Col. Ralph T. Cowgill, formerly of this city and now of Portland.
Reed was born in Medford, and has lived here all his life, being now employed by the Gilmore Oil company. His many friends will be pleased to hear of his appointment.
The new lieutenant has been studying for the position for some time, and has creditably passed all tests given him. He was examined by Assistant Instructor Thomas E. May of the Oregon National Guard.

CHARLES O. REED MADE LIEUTENANT

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FORD V-8 FOR 1935



A Distinctive, Modern Car for the Woman Motorist

To the power, speed and brilliant performance of the Ford V-8, there have been added a new beauty, a new luxury—and a marvelous riding ease.

The Ford V-8 has always been a favorite with men. You've heard the men in your family talk about it. "That's a great car," they have said. "Eighty miles an hour when you want it. A smooth, powerful engine, swift pick-up and the ability to 'take it' all day long."

But the New Ford V-8 is a car in which women, too, can take a still keener pride and delight. A more beautiful car, with modern style in every line and appointment.

"FRONT-SEAT RESE" FOR ROOMY SEAT PASSENGERS

In the New 1935 Ford V-8 you ride forward—nearer the center of the car. You ride on longer, more flexible springs. All weight is distributed to give Center-Poise. The back seat is roomy, restful and relaxing—the ride becomes a smooth and flowing glide at any speed, on any kind of road.

THE ROOMIEST, MOST COMFORTABLE FORD EVER BUILT AND THE EASIEST TO DRIVE

The New Ford is a bigger car than any previous Ford. It has wider doors and is lower—easier to step in and out. Front seats are 4 to 5 1/2 inches wider. New, larger space is provided behind the rear seat for suitcases and bags, thus avoiding crowding of passengers.

New features make the Ford V-8 still easier for women to drive. There is a new soft clutch which requires less foot pressure. The brakes also require less pressure, although they are more powerful and stop the car more quickly and smoothly than ever before. New steering mechanism makes the car easier to handle.

STYLE THAT WOMEN WILL ADMIRE

A glance will tell you that the New Ford is just about the handsomest car you have ever seen. Its lines are modern, graceful, without being freakish. Its colors are new and attractive. It

Is a car that women will stop to admire as readily as they do a new gown.

LUXURIOUS APPOINTMENTS

Modern ideas in design and coloring are seen in the car interiors. New upholstery with narrow piping and pillowed seats; hardware in tones to match upholstery; a new, more convenient and very modern instrument panel; curved gear shift lever which adds to the comfort of passengers in the front seat; double sun visors; doors which are hinged in front and swing forward; Clear-Vision Ventilation—these are some of the features which make these new cars so distinctive.

FORD V-8 RELIABILITY AND SAFETY

Every Ford V-8 for 1935 has Safety Glass all around—in doors and windows—at no additional cost. Every car has welded all-steel body. And, of course, every Ford has the powerful and reliable V-8 engine which makes the car such a satisfaction to drive as well as economical to operate.

We invite you to drive this New Ford V-8 and see for yourself why it is the ideal car for women motorists.

• LOW FORD PRICES •
12 BODY TYPES \$495 and up

(F. O. B. Detroit. Standard accessory group including bumpers and spare tire extra. Conveolent terms, if desired, through Universal Credit Co.)

NOW ON DISPLAY AT THE SHOWROOMS OF ALL FORD DEALERS

See the New 1935 Ford V-8 at C. E. GATES AUTO CO.

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New Aeroform bodies make NASH the most beautiful car of 1935

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The Smart New 1935

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Nash New Features Super Hydraulic Brakes!



One Piece All Steel Bodies

... NASH bodies are ONE PIECE—ALL STEEL with steel floor and heavy steel-arch construction... Positive assurance of strength and safety!

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Enjoy New Riding Pleasure Only Nash Can Give!

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