

AUTOMOTIVE NEWS

HURD TELLS WHY SMALL CHEVROLET WAS INTRODUCED

What income bracket buys low-priced cars?

Interesting figures, supplied by C. M. Hurd, manager of Rogue River Chevrolet, Inc., explains why Chevrolet Motor company has introduced the new standard, proclaimed the "lowest priced, full-sized car in the world." Chevrolet also presents this year a more expensive car than the standard, called the Master Deluxe.

"In the early 1934 survey conducted by Chevrolet," declared Mr. Hurd, "we discovered that the average monthly income of those who purchased cars in the lowest price class was \$206. Later in 1934, a survey of similar proportions showed that the monthly income of this group had declined to \$160. Whether a survey at the present time would indicate a continuation of this declining income trend, I don't know. I believe, however, that all economists will agree that no evidence has yet appeared to presage any immediate substantial rise in average income.

"A man earning \$160 a month could not be expected to look seriously at a new car price tag bearing more than moderate sized numerals. This man, prior to the introduction of the Chevrolet Standard, bought what we call high priced used cars instead of new cars. This year, we have created the new Standard to offer this income bracket a chance to own a new car. To achieve this purpose, the Standard has been priced low enough to enable anyone owning any kind of a used car to turn that car in as a substantial down-payment on the new standard. Chevrolet expects to build and sell more than 250,000 Standard this year."

According to a bulletin received by Rogue River Chevrolet, incorporated by R. L. Polk & Company, Chevrolet placed first in the official registration, and passenger car sales for 1934. Chevrolet's new car sales total, covering passenger cars for 1935, was \$34,906 with the nearest competitor \$30,528. A letter to Mr. Hurd congratulating the Rogue River Chevrolet, incorporated, upon the Medford firm's contribution to this sales record, was sent by William F. Holler, general sales manager for the Chevrolet Motor Company.

The AUTO WAY.



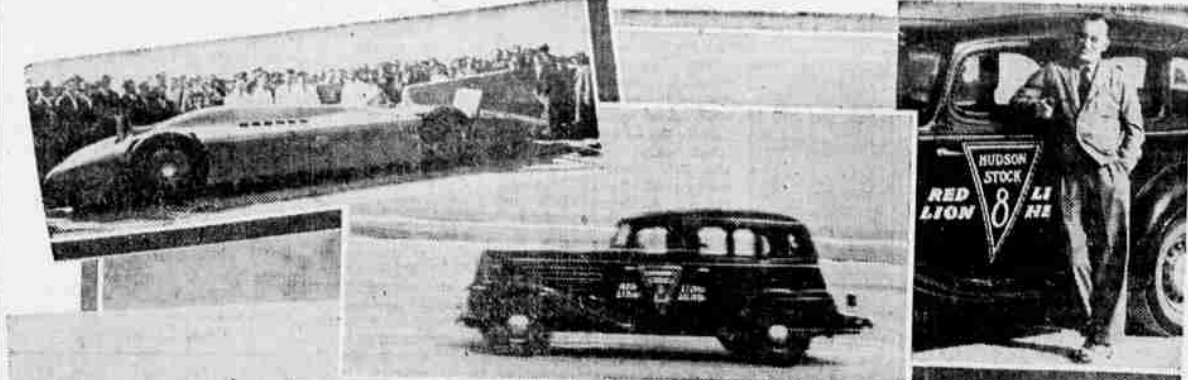
By Cyril Sander

From outward appearance, the '35 Buicks are practically the same as last year's cars but when one goes below the surface there are many new improvements. In fact, there are more than one hundred added features on the new cars which were not on them last year. The Buicks include such new features as more beautiful and refined interiors, an increased generator capacity which is ample for taking care of lights, ignition, heater, and radio without overtaxing the battery, automatic starting and an oil temperature regulator. Public acceptance of Buick's knee-action of course, made it imperative to include it on the '35 cars and probably it will meet even better acceptance this year than it did last. An item which should especially appeal to the new car buyer is the wide range of new colors which Buick has made available. There are ten added colors this year which should give the buyer a much wider choice. According to sales representatives, the new Buick has had very good acceptance from the public at all of the auto shows throughout the nation.

We have just seen the Chrysler Airflow Imperial today for the first time, and we were pleasantly astonished at its unusual luxury and spaciousness. This car is built especially for the discriminating buyer who requires special refinements. For instance, this car has individual foot rests, arm rests in both front and rear seats, ash trays, two package compartments in the dash board, cigar lighter, two dome lights, assist cords in the rear, two sun visors, adjustable front seats, luggage compartment, and ventilating system, just to mention a few. Two outstanding features of the chassis are the 130 horsepower eight cylinder engine and the overdrive which is standard equipment on the Imperial Airflows. Very evidently the designers and engineers of the Chrysler factory did not spare their talents when they created this car. Besides this Imperial, there are several new Chrysler Airstream sedans and coupes in town.

A carload of new Dodge touring sedans arrived last week and we personally believe that these models are the most beautiful cars Dodge makes, probably because of the sleek, trim lines of the built-in trunk. This trunk is an integral part of the body and no doubt would be extremely useful to anyone who does any amount of traveling because it provides so much added luggage space. Usually the spare tire is mounted inside the trunk because it is in out of the weather where it will not get wet and muddy, and the wheel-mounting is so convenient to operate that it is extremely easy to take out and put back. Even though the tire and wheel are mounted in the trunk, there is ample space for all the luggage of the average traveler. We are certain that these new cars will meet immediate approval from the public.

Speeding Scotsman Smashes Records With Hudson and Gilmore Gas



Sir Malcolm Campbell, daring driver from across the seas, is already garnering new speed laurels, according to word received here by L. E. Laurin, Gilmore branch manager. Driving a Hudson fueled with Red Lion gasoline, a Pacific coast product, Campbell this week shattered all class C stock car speed standards up to five miles. (Upper left) It isn't a giant carpet sweeper, it's Campbell's whale-like Bluebird speedster in which he hopes to drive 300 miles per hour. (Upper center) The Hudson with Campbell at the wheel scorches the sands of Daytona Beach to set new A. A. A. national records. (Upper right) The speed-minded Sir Malcolm relaxes after his record run. (Lower center) E. J. Sanders, Gilmore's technical aid to Campbell at the Florida beach course, fuels the champion Hudson before the run. An A. A. A. official looks on to be sure the gasoline is regular Red Lion.

SYNCHRO-SILENT TRANSMISSION IS AIRFLOW FEATURE

Chrysler has developed a new Synchro-Silent transmission with quiet helical gears throughout, according to H. F. Lange, of Armstrong Motors, Inc., Chrysler dealers here. The advantages of this transmission are very pronounced in that it eliminates gear clashing by bringing the gears to the same rotating speed before the shift is made and allows quick, smooth shifting from low to second and from second to high, or vice-versa, at all driving speeds.

Driving through traffic or through mountainous country is easier because the downward shift from high to second can be made smoothly, gently and silently.

This remarkable ease of control is made possible by designing the transmission so that, in addition to the customary constant meshing of the gears, there is a synchronizer used between high and second gears that equalizes the speed of each gear before they are engaged.

The synchronizing device consists of a hub and ring. Teeth on the inside of the ring mesh with teeth on the outside of the hub at all times. When a shift is made to either high or second, the synchronizing device moves as a unit toward the gear to be engaged. The speed of the hub is synchronized or made uniform with the speed of the gear by means of a conical clutch. The internal gear or ring of the synchronizing unit is then released from its centrally located position on the hub and the teeth engage in the teeth of the high or second speed gear. As the two are rotating at the same speed, the meshing of these gears is effected without clashing of teeth. Shifting through the gears can be done quietly and without effort by even the inexperienced driver.

One great advantage of the Synchro-Silent transmission is that it is quiet at all speeds. The transmission gear teeth are cut at an angle. These are known as helical gears and are much more expensive than straight cut

HOME INTERESTS DELEGATION ENDS CAMPUS SESSION

OREGON STATE COLLEGE, CORVALLIS, Feb. 14.—(Special correspondence)—Jackson county delegates to the Home Interests conference in session here were particularly pleased today over receipt of a fan letter from a Eugene resident, who listened in on the KOAC program Tuesday and heard the account given by Mrs. Mabel Thornton of her trip on snow shoes from Fish Lake to attend conference.

One of the chief events scheduled on today's program is the tea given by Omicron Nu and the home economics club for the mothers and their daughters attending college here. Among Jackson county mothers planning to attend are Mrs. A. C. Joy of Ashland, Mrs. Lathorp of Central Point and Mrs. Lee Port of Applegate.

With the conference program closing Friday evening, delegates will return to Medford that evening around midnight. Several members of the play cast returned this morning by train, including O. C. Maust, George Drake, Robert Corliss and Miss Roma McReynolds.

Mrs. Gladys York of Medford went to Eugene Tuesday, where she is visiting her sister until Friday, when she will return to Medford with the remaining delegates. Mrs. Sam Kro-

JAPANESE HONOR HAWAII LANDING

HONOLULU, T. H., Feb. 16.—(AP)—Hawaii's 140,000 Japanese residents tomorrow will commemorate the 30th anniversary of the first organized Japanese immigration to these islands.

Because 38 per cent of Hawaii's population is of Japanese ancestry, the celebration will extend from one end of the archipelago to the other. The flag of the Rising Sun will flutter beside the Stars and Stripes, fishing boats will be decked in bright colors and every Japanese will celebrate the day in spirit akin to that of Americans marking the landing of the Pilgrims at Plymouth in 1620.

BOYS IN EAGLES CLASS WILL MEET ON MONDAY

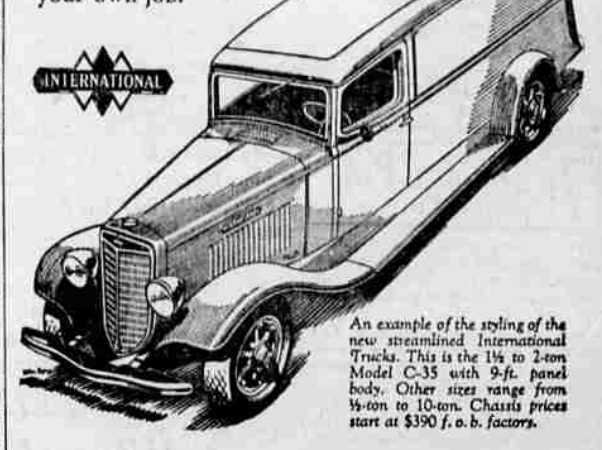
An important meeting of all boys who have been attending airplane and boat-building classes under the auspices of the Fraternal Order of Eagles will be held at the Eagles hall Monday night at 7.30. It was announced today by J. R. Hueston, Mr. Hueston is chairman of the

boys committee of the local order and sincerely hopes that all boys will be present at the meeting Monday when very important business, relative to the class, will be discussed.

Attend Game Here—Among those from Klamath Falls who attended the Medford-Klamath Falls game here Friday night were Harry Surrrels and Lynn Probst.

LOWEST-PRICED 1½-ton 6-cylinder TRUCK IN INTERNATIONAL HISTORY

International Harvester now offers by all odds the best value in this popular field, considering beauty of design, high standards of quality throughout, and operating economy. A 78.5 h. p. engine and sturdy ALL-TRUCK construction in a truck of ultra-modern style. Two wheelbases: 133 in. and 157 in. See the new Model C-30 and others of the new streamlined Internationals now on display in our showroom. Better still, phone us and we will bring one out for you to try on your own job.



Walter W. Abbey, Inc.
Nash, Graham, Willys 77, LaFayette, International Trucks Sales and Service 123 South Riverside

BETTY GOW SLAPS LADY WHO ANNOYS HER ABOARD LINER

NEW YORK, Feb. 16.—(AP)—After a turbulent embarkation, Betty Gow, the dark haired Scotch nurse maid to the kidnaped baby, was at sea today on the liner Berengaria, en route home to her native Scotland. Center of a whirlwind of excitement and confusion on the Cunard line pier, she ended a heater-skeler chase over the liner with a punch to the jaw of an over-curious woman bystander.

Unable to find her stateroom in the tourist class section, Miss Gow and her party of friends were followed by an increasing crowd of curious passengers and visitors up and down decks, first class quarters, tourist class and between decks.

As the chase increased, a middle-aged woman wearing glasses pushed her way through the crowd and snatched Miss Gow by the arm.

"Let's have a look at you," she demanded.

"Let me alone," cried the now thoroughly harassed young woman, and lunched a small doubled fist to the woman's face.

K. D. ROSS CO. HAS NEW FINANCE PLAN

Home owners may now have painting and redecorating financed on liberal terms under the national housing act, according to the K. D. Ross company, distributors of Pittsburgh paint products. Mr. Ross says many local home owners have signified their intentions of taking advantage of this new plan. Contracts may be arranged to run from twelve to thirty-six months.

ITALIAN TROOPS SAIL FOR AFRICA

ROME, Italy, Feb. 16.—(AP)—The first detachment of Italian troops sailed for Italy's African colonies today as Benito Mussolini continued silent as to the stand he means to take in the Italo-Ethiopian controversy.

A battalion of Blackshirts embarked at Naples this afternoon. It was officially revealed, after being reviewed by Crown Prince Umberto, and Il Duce reviewed two other battalions preparatory to their departure for Eritrea and Italian Somaliland.

In the face of the embarkation of the Italian troops, Negradas Yesusa, Ethiopian charge d'affaires, through whom Emperor Haile Selassie of Ethiopia has stoutly disclaimed responsibility for the Italo-Ethiopian hostilities along the border, declared: "We will defend our homes with our lives. If Italy comes against us, her blood will be on her own head."

More Gold from Every Ton of Ore

The gold you mine doesn't count if it goes to waste. Save it with one of these Rib-cone Ball Mills—\$220 2-4 ton capacity; weight 850 lbs.; heaviest piece only 285 lbs. Requires 1½ H. P. and little water. Others up to 250 tons capacity. Send for Bulletin No. 115 giving details of complete milling equipment at low factory prices! SINCE Straub Mfg. Co., 1902 555 Chestnut St., Oakland, Cal.



CHEVROLET "Standard" for 1935 — The World's Lowest Price—Most Economical FULL SIZED CAR

A real thrill awaits you when you slip behind the wheel of the sensational new CHEVROLET STANDARD SIX—It's amazing performance, smooth operation, ease of handling will impress you... Beautiful to look at, too, with roomy Fisher body... What extraordinary value at low, Chevrolet prices...

Price—Delivered In Medford As Low As— \$652.90

FOR THE STANDARD ROADSTER

P—equals price! The lowest of any full sized car on the market... the lowest of any six cylinder car! We invite comparison with higher priced cars.

E—equals economy! We can back up this statement... "The Chevrolet standard is the most economical, full sized car in the world"... 22 miles to a gallon at highway speed.

P—equals performance! A powerful, 74 horsepower valve-in-head motor gives amazing top speed, lightning take-off and acceleration... The Chevrolet Standard is a veritable "Ball of Fire."

The Greatest Dollar Value in 1935's Automobile Field—See and Drive the New Standard TODAY!
Rogue River Chevrolet, Inc.
32 No. Riverside—Phone 188—Chevrolet Sales, Service and Parts

Wall St. Report

NEW YORK, Feb. 16.—(AP)—Securities markets failed to follow through the "forward" movement in evidence Friday and ended the week by churning around without getting anywhere today.

On balance the share market was a trifle lower for the day, closing at 38.8 in terms of the Associated Press average of 60 selected stocks, off .91 from the previous final. Sales for the two-hour session were 353,410 shares.

Firmness in sugar stocks reflected somewhat higher prices for the raw product. Issues in this class which gained 1 to 2 points were American Sugar Refining, South Porto Rico and Cuban-American Sugar preferred.

Heavy selling came into National Department Stores preferred and hacked off 3½ points following the announcement that a plan for reorganization had been submitted to the federal court in New Jersey.

While most equities failed to budge off center there was a small handful of preferred shares which moved ahead 1 to 2 points. Among them were Bethlehem Steel, Jones & McLaughlin and Hazlo "A."

Pedestrian Killed
HILLSBORO, Feb. 16.—(AP)—Struck down by an automobile as he stepped into the path from behind a passing motor stage, Bever Venes, 51, was killed near here last night. Edward A. Hudson was the driver of the automobile.



CHRYSLER AIRFLOW 8

With the Sensational New Chrysler Patented Silent Overdrive THE ONLY REAL MOTOR CAR BUILT IN AMERICA

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CHRYSLER MOTORS, Inc.
MEDFORD—Southern Oregon's Largest Chrysler and Plymouth Dealers—KLAMATH FALLS
WATCH FOR NEXT SUNDAY'S ADVERTISEMENT

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