

AUTOMOTIVE NEWS

The AUTO WAY.



By Cyril Sander

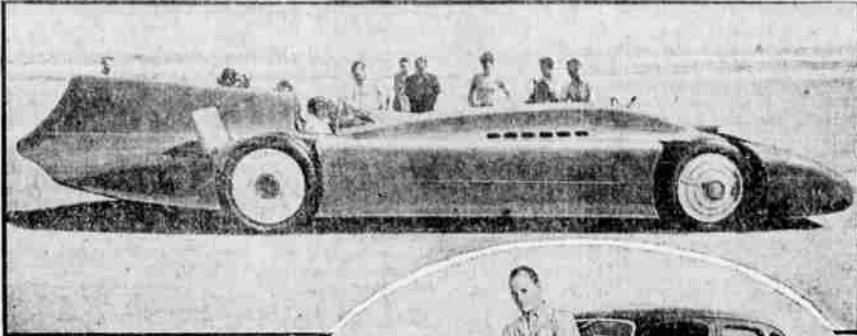
The new Airflow DeSoto arrived recently and is now on display. The radiator has been redesigned and is a tremendous improvement. Its front-end, we think, is much smarter than ever before, and DeSoto has always been noted for its smartness. The interiors are even more luxurious than previous models and they are complete in every detail which is proven by the cigarette lighter, ash trays, well upholstered arm-rests, assist cords, and foot rests that come as equipment. Two features which we found especially outstanding were first, the sparkling new dash board which can ably rank with those of the most expensive cars, and second, the new upholstery which is a very fine, good-looking material that should wear well.

While we are discussing DeSoto we might mention that at the same time the Airflow arrived, two new Airstreams also came in. One is a green, four-door sedan and the other is a black coupe. Both of these cars present a much better appearance than the earlier models because the rear end has been brought down lower. The green sedan just caught our eye, perhaps we have odd ideas about colors, but nevertheless that green seemed to just fit that DeSoto Airstream sedan.

We have just had the pleasure of seeing one of the new Master Chevrolets, and we understand that some are due this week-end for the local show rooms. The new cars have much smoother lines than any previous Chevrolet we can remember seeing. The radiator is about the same size but the fenders have been given a deeper crown and they fairly flow into the radiator lines. The car is especially pleasing if you look at it from the front where you can get the full advantage of its harmonious lines. It has a new V-type windshield this year that very nicely matches the radiator shell, and it also has the famed Fisher Turret-Top body, and No-Draft ventilation.

Several new Pontiacs are in, among which is a touring sedan and a coupe. We wish to discuss these two particular models because they each have a feature which we consider new and outstanding. In the coupe it is the novel and useful compartment in

Sir Malcolm Sets New World Speed Record



Sir Malcolm Campbell, British speed ace, who smashed the world's speed record in this Blue Bird racing car last Thursday at Daytona Beach. Sir Malcolm's speed average was 276.186 miles per hour; the south-bound run being made at 272.372 miles per hour and his north-bound run at 281.030 miles per hour. The top picture shows Sir Malcolm's famous racing car and below, the famous driver and his Ford V-8.



back of the seat where there is ample space for the spare tire, all tools, and a good deal of luggage. With the spare tire in out of the weather it is kept clean and is supposedly much easier to handle. In the touring sedan the trunk which is built into the rear of the car is also very convenient. If you keep the spare tire in the trunk there is still ample room for much baggage, but if you have the tire in a fender-well there is enough room for about two suitcases and numerous smaller bundles. This feature is a decided advantage for the traveling man or the tourist.

NAB PAROLE VIOLATOR PROWLING IN HOUSE

PORTLAND, March 9.—(AP)—Clifford Davis, 18, parole violator from the state reformatory, who escaped from a parole officer here Wednesday, was arrested last night when police said they found him prowling a house. After having been paroled from the training school, Davis was arrested for auto theft. He was being returned to Salem Wednesday when he broke away from the officer as he was being led from the courthouse.

OPTIMISTIC NOTE IN FORD MEETING VOICED BY GATES

Radiating optimism and generating enthusiasm, George E. Gates of the C. E. Gates Auto company, Ford dealers here, returned recently from San Francisco, where he attended the annual sales convention of Ford dealers operating in northern California, western Nevada, southern Oregon and the Hawaiian Islands, the vast area under the Ford Motor Company Richmond and California branch. The entire Richmond branch territory was represented at the merchandising conclave, according to Geo. Gates, and he says it was one of the most enthusiastic gatherings of its kind ever held in the west.

W. C. Cowling, director of sales for the Ford Motor company, was the outstanding figure at the convention the local dealer reports. The sales chief, direct from Ford headquarters at Dearborn, Mich., told the assembled dealers that business conditions throughout the country are on the up swing, asserting that the brighter business outlook is not "a flash in the pan" as all indications point to its permanency.

"Also, the director of Ford sales told us that the business outlook is not only bright for our line, but it is exceedingly bright for other lines in the automotive industry and for other industries, too," said Mr. Gates. "We of the Ford dealer forces know that W. C. Cowling would not make a statement regarding business unless he was convinced that facts justified his words. He has obtained first-hand information by personal contact with business and industrial leaders from coast to coast, and he is satisfied by all visible signs that business is permanently on the up grade."

The local Ford dealer says that cold figures bear out Mr. Cowling's

assertion that business is better. He says that a year ago Ford had eight assembly plants in operation, while now there are 15 assembly branches running at top speed and producing more than 5,000 cars a day.

"In January, Ford production totaled more than 101,000 units," Mr. Gates announced, "and business this month has gone far ahead of the January figure. Therefore, we of the Ford forces are confident that we will reach the goal of 1,000,000 and more cars for the year as set for us by Henry Ford early last November."

It was reported by Mr. Gates that the Richmond Ford plant is now producing close to 400 cars a day, with 2,400 men on the pay roll. This fact alone, is a sign of better business conditions, he says, and one of the reasons for his optimism and confidence in the future.

Western Auto Has Anniversary Sale, Expansion Noted

March is anniversary month at the Western Auto Supply company. This is the announcement of Chas. Pritchett, local manager of the concern, who declares that the event which extends through the whole month will commemorate the nineteenth anniversary of the opening of the first Western Auto store in the west by George Pepperdine, founder and president of the company.

Since its beginning in 1916, when the company consisted of only one store, the firm has grown gradually and steadily until today there are

more than 170 stores serving motor car owners in the main cities of the 11 western states.

This phenomenal expansion is attributed by Mr. Pritchett to the sound policies of customer service laid down by Pepperdine with the opening of his first store. "Our business was established on the solid foundation of honesty, satisfaction and a customer-is-always-right policy," the local manager states. "We guaranteed every article purchased from us to be exactly as represented

and if the customer was not entirely satisfied we refunded the purchase price."

"There has been no deviation from this policy in the 19 years we have served western motorists. Today this same policy governs every transaction at every one of our more than 170 stores."

"Proof that these policies have won the confidence of western motorists, and that the firm has lived up to its slogan, 'Save With Safety,' is found in the fact that more than seven

million individual purchases were made at Western Auto stores during 1934.

"This popularity is justly deserved, too, for every employe of the company, from store men to officials, strive to make each store a place where auto owners will enjoy buying their automotive equipment."

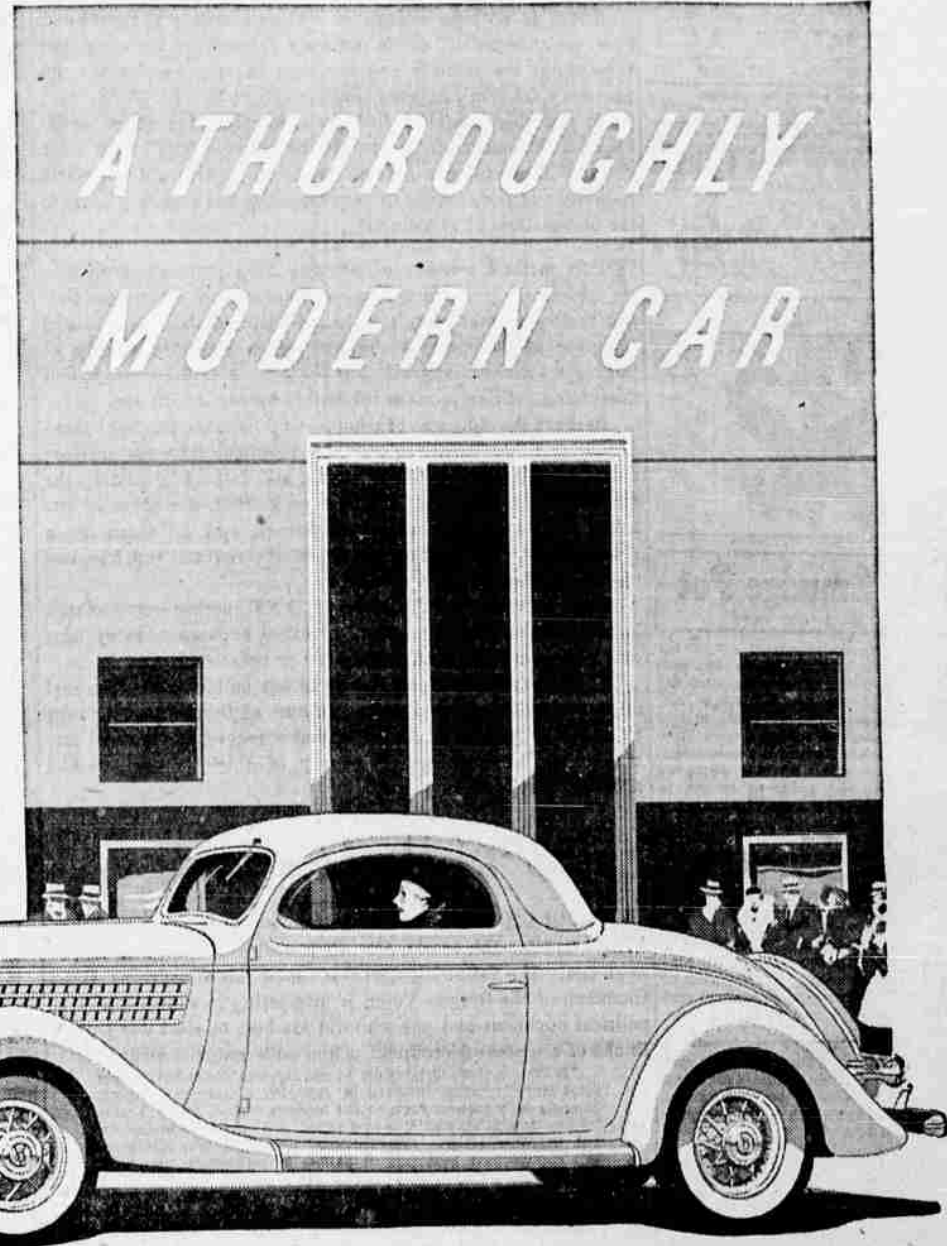
"One of the most vital factors of Western Auto's popularity is the dependability of our store men. They are well trained to know the problems of the western motorist and to

aid him in solving them" Pritchett added.

Each year the firm has celebrated its anniversary with a huge month-long event, and local motorists have come to regard it as one of the most important automotive events of the year.

Your watch repairing will receive my personal attention. Johnson the Jeweler.

Use Mail Tribune want ads.



The Ford car has always meant dependable service and honest value. New times have given it further distinction. More and more, with each passing year, it becomes the symbol of progress and the newest, latest developments in automobile building. The Ford goes forward with the needs of the people. • The Ford V-8 for 1935 reflects that policy. It is thoroughly modern in every detail, with many exclusive improvements and advantages. Ford V-8 means a modern engine in a modern car.

THE NEW FORD V-8

FORD SUNDAY EVENING HOUR. Ford Symphony Orchestra and chorus and celebrated guest soloists. Every Sunday night from 9 to 10 o'clock (E. S. T.). FRED WARING AND HIS PENNSYLVANIANS. Presented by Ford Dealers. A full hour of dance music, newest song hits and original Fred Waring novelty numbers. Thursday nights from 9:30 to 10:30 o'clock (E. S. T.). Columbia System.

Another Shipment of New CHRYSLER Airstreams and Airflows Will Be Here Next Week!

NEW MODEL AIRSTREAM TOURING SEDANS ON DISPLAY

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Here Are the Actual February Figures!

(MULTNOMAH COUNTY)

Ford V-8 235 Passenger Car Deliveries
Chevrolet 101 Passenger Car Deliveries
Plymouth 97 Passenger Car Deliveries
Dodge 42 Passenger Car Deliveries

In other words, Ford sales are only 5 short of the combined sales of the three other nearest makes.

See the New 1935 FORD V-8 —at— C. E. GATES AUTO CO. YOUR FORD DEALER

Sixth and Riverside Phone 141