

# AUTOMOTIVE NEWS

## FORD INCREASES OUTPUT TO MEET GROWING DEMAND

More than 6000 new Ford V-8s are now rolling off the assembly line every working day, according to C. E. "Pop" Gates of C. E. Gates Auto company, local Ford dealers. January production was approximately 101,000 units, he says. In February Ford's output was 135,666 and the March schedule has been set at 190,000.

"It has been a long time since the automotive industry has recorded such impressive sales and production figures as those created by Ford this year," Gates says, "and it has been a long time, too, since the public has taken to a new car like it has to the 1935 Ford V-8."

"More important than sales records and production increases, however, is satisfaction to owners," Gates continued. "It's how the car performs on the highway that counts. Actual service is the true test. I contend that Ford's present remarkable production and sales figures are merely an expression of satisfaction on the part of Ford V-8 owners."

"Like the story of the Ford organization, the story of the Ford V-8 is a saga of industrial progress. Before Henry Ford introduced his V-8 to the public, the V-8 engine was always associated with high price and considered beyond the reach of the average motorist. But Henry Ford believed the V-8 engine was the coming car for the majority of drivers. So he set to work to build it at low cost."

"It is interesting to note that more than 1,700,000 Ford V-8s have been built and sold in the last three years. Each year has seen a great increase. With 'a million and more' as our 1935 goal, we are almost certain to pass the 400,000 mark before the end of the first quarter."

"I always have been impressed by the fact that when the first Ford car left the little brick shed on Bagley avenue, Detroit, where it was built in 1893, Henry Ford had no doubt about its success. That it would run was not questioned. There was a reason for this. That first Ford was not the product of a day. It was the result of planning and experimenting—the work of years."

"Since that first Ford chugged along Bagley avenue that day in 1893 more than 22,000,000 Fords have served humanity on the highways of the world. But not one of them was permitted to go forth without the certainty of its success attending it. Dependability and service—satisfaction to the owner—was always the first consideration. On this principle the Ford organization has been built."

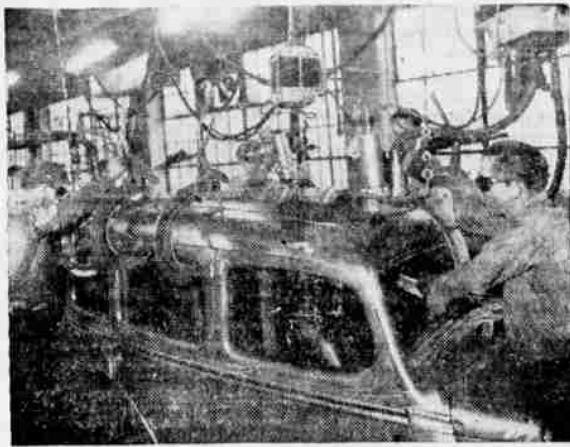
Phone 542. We'll haul away your refuse. City Sanitary Service.

## Mann's Medford Made Custom Built TRUCK BODIES

are easily recognized. The modern streamline construction makes them outstanding. The made-to-order arrangement of compartments gives them a convenience that is important in any truck operation.

**MANN'S**  
AUTO SERVICE  
ED. MANN B. E. ADAMS  
1229 N. Riverside. Phone 835-M

## WELDING HUDSON STEEL ROOF



Although we have heard of "all-steel" bodies for some time, this is the first year that such a thing exists, because previously even in the so-called steel bodies the center of the roof was made of soft material. In the Hudson-built cars for 1935, which of course includes the Terraplane, there is not a single stick of wood used for structural purposes. The bottom, sides, front, rear and top are of solid steel, with the exception of

the windows, the passengers are surrounded by metal in every direction. Yet, it is pointed out, this tremendous safety is secured without sacrifice of silence, since acoustical experts have dampened out every audible vibration and even greater quietness has been achieved, than in previous bodies. The illustration shows the welding operation which makes the panel at the center of the roof a unit part of the body structure.

## DODGE TRUCKS IN AIRFLOW DESIGNS NOW FEATURED

That an attractive container is a sales help of the first order is a truth recognized by merchants in many lines. W. W. Allen, head of Pierce-Allen Motor company, says. Two years ago, Dodge Brothers corporation began to apply that same principle, in a larger way, to their Dodge commercial cars and trucks, whose beauty was at once recognized novel and attractive. That the innovation found favor in perhaps more convincingly proved by the circumstance that trucks of the new type, in various capacities, formed the larger part of the more than 48,000 Dodge trucks registered during 1934.

Business psychology similar to that which caused Dodge Brothers to endow trucks with pleasingly attractive lines—that is, the realization that gasoline and oil delivery would be tangibly benefited by trucks attracting instant attention on city streets and country roads—undoubtedly prompted several of the Standard Oil companies to order specially designed and custom-built Dodge Airflow trucks. A fleet of the new-style trucks have already been delivered to the Standard Oil company of New Jersey and California. The cabs and tanks of the trucks which were built to the users' own specifications, are mounted on 190-in. (1200 gal.) and 200-in. (1500 gal.) chassis. The Dodge chassis, not regular production, but custom built-to-order, is equipped with dual wheels and propelled by 96 h. p. engines. The clean-cut Airflow lines of the uniquely constructed tank trucks are carried over the entire length of the vehicles, concealing the hose reel in a compartment forming the sloping rear end.



(Continued from Page One)

Well known ex-Senator Pees (Ohio) may be seen daily in the congressional library studying political history.

The bonuses have had no success whatever in their efforts to smoke the White House out on what it will accept in the nature of a bonus compromise. The answer is that it will not accept anything as long as it believes the senate will sustain a veto.

Certain code authorities believe they can notice that the senate NRA squabble is beginning to hurt business. Some manufacturers are holding back production slightly, because they can produce goods more cheaply if the NRA is discontinued.

A 'Wider Boulevard' PORTLAND, Ore., March 16.—(AP)—New plans for widening 52d avenue from Northmore Sandy boulevard to the south city limits, a six-mile section, at a cost of \$90,726, have been filed by the city engineer.

Use Mail Tribune want ads.

The Aeroform Nash is winning quite wide recognition for its advanced streamline design. Its luxurious interior will easily accommodate six passengers, and the ride is supposedly very good with its new type of springs.

Labor Delegates Confer SALEM, Ore., March 16.—(AP)—In connection with a regional conference in San Francisco March 4, called by Secretary of Labor Frances Perkins, Mrs. C. W. Hayhurst, chairman of the state welfare commission, has asked a number of Oregon people to meet in Portland March 19, to discuss labor standards and economic security, the theme of the San Francisco meeting.

Lawnmowers — time to get them sharpened and repaired; called for and delivered. Medford Cyclery, 25 N. Fir. Phone 261.

Use Mail Tribune want ads.

## "Wild Bill" Cummings Drives Second Chevrolet



"Wild Bill" Cummings, national A. A. racing champion, recently took delivery of his second Chevrolet—a new 1935 Master De Luxe sedan with which he is pictured above. Cummings became a Chevrolet owner following his victory at Indianapolis last Decoration Day. In the oval he is shown as he finished the Indianapolis classic, wearing the new type crash helmet that was recently adopted by the A. A. A. Contest Board for all racing drivers in 1935.

## RURAL ACCIDENTS TAKE GREAT TOLL

Automobiles continued in 1934 to take the greatest toll of life, limb and property in rural districts, despite the congestion and centralization of motor vehicles in cities, according to figures compiled by the Oregon State Motor association, sponsor of the "Let's Quit Killing" safety campaign.

While traffic accidents in Oregon's urban districts increased only three per cent in 1934, accidents in rural areas numbered 87 per cent more than in 1933. Rural districts recorded an increase of 50 per cent in injuries and 19 per cent in fatalities. There was an increase of only 9 per cent in injuries and 39 per cent in fatalities in urban areas.

Preliminary figures for the entire United States, according to the motor association, indicate that traffic fatalities in rural communities increased 16 per cent, while those in congested areas increased only 11 per cent. Fatalities for the nation in 1934 have been estimated at 35,500, approximately two-thirds of which occurred in the country and small towns.

One explanation offered by sponsors of the "Let's Quit Killing" campaign for the lap-sided total is that too many drivers are less aware of danger on open roads than on city streets and permit themselves to become careless and drive their machines at excessive speeds. Statistics issued by the secretary of state bear out the statement that an accident occurring on the highway is more likely to be fatal than one occurring in a city.

During 1934 there were 823 accidents on the Pacific highway alone, 36 of which proved fatal. In business sections 8986 accidents were reported, but only 23 of them proved fatal. In other words, one out of every 23 accidents reported on the Pacific highway was fatal, while one out of every 390 reported in business districts, resulted in death.

Get your St. Patrick day party candies at DeVoe's. Open till midnight every day in the week.

STATIONERY and SCHOOL SUPPLIES at Elliott's, 118 N. Central.

## Dancers Thrilled By Colored Band

Novelty in dance music attracted and held crowds at Dreamland Friday night for the appearance of Leo Davis and his 11-piece orchestra, "America's sweetest colored band." To the throbs of a set of educated drums and a perfectly blended sax trio, the "sweet and hot" music drew many of the dancers around the stand to watch the antics of the performers. Miss Romaine Thalley, Los Angeles Cotton club artist, was the featured vocalist, singing novelty numbers. Besides their popular ragtime tunes, the band rendered tantalizing tangos and waltzes that kept feet shuffling. One number especially appealed to the dancers—"Trees" played with distinctive dark rhythm.

Use Mail Tribune want ads.

## AUTO STOWAWAY



Owners of 1935 cars will have to watch out for stowaways. Miss Louise Hubert found there is plenty of room for an extra passenger in the luggage compartment above the spare tire in this touring sedan. The car is a new Plymouth model.

## AUTOS IN STATE INCREASE 12,451

SALEM, Ore., March 16.—(AP)—Motor vehicle registrations in Oregon for the first two months of 1935 showed an increase of 12,451 over the corresponding period in 1934, the motor vehicle division of the state department reported today. In all 235,407 cars were registered in January and February, of which 16,667 were true type vehicles. Fees

for that period totaled \$1,589,634.51, an increase of \$104,954.45 over last year. Fees received from trucks alone amounted to \$479,346.

Denver Benefits WASHINGTON, March 16.—(AP)—The war department was said today on Capitol Hill to have recommended that a new air corps technical school be located at Denver.

Use Mail Tribune want ads.

# \$595

Touring Sedan at Factory  
**GRAHAM**  
A brilliant new Six. Companion car to the Graham Special Six, Graham Eight and Supercharged Eight.

**WALTER W. ABBEY, Inc.**  
123 So. Riverside Phone 303



## Firestone TUNE-UP SPECIAL

1. Firestone scientific brake adjustment.
2. Adjust headlights to meet police requirements.
3. Clean, test and adjust spark plugs.
4. Adjust generator charging rate for summer driving.
5. Clean and synchronize distributor points.
6. Check ignition system.
7. Examine tires for cuts and bruises.
8. Test and water battery.

Regularly priced \$4.25  
**3 DAYS ONLY**  
**\$2.95**

Just the way your car needs to put it in shape for summer driving. Prepare now for warmer weather and save. Come in today.

**Firestone Service Stores**  
Ninth and Riverside Phone 520

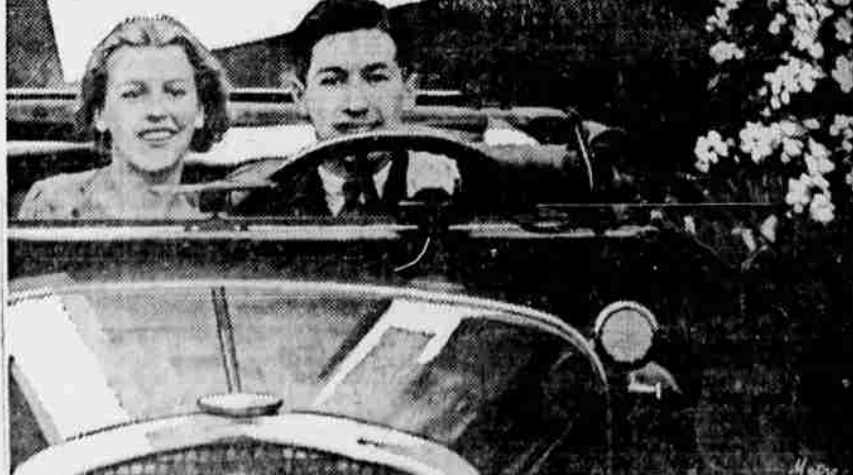
## Spring Is Here!

It's Time To Have Your Car Painted

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- LACQUER
- SIMONIZ
- PLATING

Have it done at Medford's Oldest Shop — Unequaled work guaranteed!

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Auto Painting  
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## We Are Offering Some Wonderful Buys In USED AUTOMOBILES

HERE ARE THREE OF THE BEST

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| 1933 PLYMOUTH P. D. DeLUXE COUPE<br>Air wheels, safety plate glass. Only 17,000 miles. Book price \$566. OUR PRICE <b>\$555</b> | 1933 FORD DE LUXE 4-DOOR SEDAN.<br>In perfect condition. Book price \$573.00. OUR PRICE <b>\$565</b>   |
| 1933 CHEVROLET 4-DOOR SEDAN.<br>6-ply rubber, beautiful trunk. Book price \$557.00. OUR PRICE <b>\$550</b>                      | These automobiles are in the finest condition and they are wonderful values at the prices quoted. We have several buys that are equally as good. |

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