

# AUTOMOTIVE NEWS

## FORD PRODUCTION SMASHES RECORD FOR FOUR MONTHS

Ford production for the first four months of the year passed the half-million mark. According to figures supplied by Automotive Daily News, trade newspaper of the industry, the output of 1935 Ford V-8s reached a total of approximately 550,000 units with the month ending April 30.

Fifteen days ago it was reported that Ford Motor company officials at the head office did not hesitate to say: "By the end of April the company will have produced better than 500,000 units." And from all indications, the Ford production for the first 17 weeks of the year went considerably over 500,000 units.

This remarkable industrial accomplishment tends to prove that Henry Ford was speaking the truth when he

said, late last November: "So far as the Ford Motor company is concerned, the depression is over." And it also tends to prove, Ford dealers declare, that it was no idle dream when Henry Ford set "a million and more" as the goal of the Ford organization in 1935.

"That goal of a million more cars is now in sight," said G. A. Bullwinkel, manager of the Ford Motor company Richmond plant, "and, provided the demand holds up as anticipated, which it undoubtedly will unless more unforeseen conditions arise, our objective will be attained."

"W. C. Cowling, our general sales manager, has made statistical returns which show that up to April 10 Ford sales for the year totaled 394,437 units. That means that from January 1 to April 10 more Ford cars and trucks were sold than during all of 1932.

"Our dealers everywhere are moving in on the second half of the company's million-car production with renewed enthusiasm and greater confidence," the Ford branch manager reported. "The record-breaking production of the past 17 weeks has been an inspiration to the dealer organization and sales records are being broken in keeping pace with the great Ford output."

"Here at the Richmond branch we have been working at top speed ever since the first of the year, turning out between 300 and 400 units a day, and employing approximately 2400 workers. With our dealers of the Richmond area becoming more aggressive all the time, there should be no abatement in our output. Instead, there should be further increase in production and sales volume."

## KLAMATH INDIAN YOUTH CONVICTED

PORTLAND, Ore., May 4.—(AP)—Willard Williams, 18, Klamath Indian was today convicted of manslaughter for the slaying of Charlie Cowan, 17, Modoc Indian, during a drunken brawl on the Klamath Indian reservation last Nov. 22. Williams was on trial on a first degree murder indictment.

Slenderize with Spencer Individual Designed Corsets Maison Jeanne tel. 467.

## The AUTO WAY.



By Cyril Sander

This week we shall give a more detailed description of one of the few English cars we have ever seen illustrations of that has really good lines. It is called the Avon, open 2-4 seater sports car. In the catalogue we received it states: "Such a thoroughbred commands attention, and is a leader of an entirely new style." However, we are sure most Americans would think that it was just catching up with our stream-line body designs. The car is very sporty-looking probably because of its stream-lined fenders and unique paint job for the most part, but little doubt its lowness also plays a big part. It is less than five feet high with the top up—this is much lower than most American cars, yet it is supposed to have considerable clearance. The car, as you may have guessed from the name, seats either two or four people, and we must say that if four people were seated they would be in pretty close quarters. The car has a wheel-base of only nine feet two inches and only a little better than six feet is allowed for the front and rear seats. Of course it is the rear seat that suffers when there is a lack of room and though we have not had the pleasure of sitting in the back seat of this car we are sure that there would not be much room for one's feet—especially ours!

This condition of skimpy passenger room is not at all unusual in Europe; which shows that not much attention is given to the comfort of passengers compared to what is done here in America—we suppose that in Europe a person considers himself so lucky to even own a car that he doesn't stop to think about comfort! However, you should take most everything we have said with the consideration that this car is built primarily for sports use and not for comfortable touring. Perhaps if you were to know that this car is what would be called a two-door phantom here in America you could better understand its description. Features of this car are: a slanting V-type radiator, disk wheels, built-in trunk, rakishly slanting windshield which folds down, and of course all of the standard equipment which is usually found on foreign cars which includes a four-wheel jacking system, automatic stop and reversing light, special bumpers upon which one's license plates are mounted, spring steering wheel, twin electric horns, signaling system and so on.

Wool Trade Active BOSTON, May 4.—(AP)—(USDA)—Quite an active trade was reported by a large number of the larger wool houses in the Boston market during the past week.

## OLDSMOBILE IS GAINING SALES

Fifteen local sales during the past few weeks is ample proof of Oldsmobile's growing popularity, according to R. B. Emerson, well known Medford automobile man who recently joined the sales force of J. J. Osenbruge, local Oldsmobile and Packard dealer. Mr. Emerson says: "The new Oldsmobile is a genuine quality car. It is the finest Oldsmobile ever built and at its low price the greatest value. It is also the faithful, modern expression of Oldsmobile's firm belief that 'you are entitled to all that is new and better.'"

Oldsmobile's many unusual features include: Double Action shock absorbers on both front and rear. Ride Stabilizer which prevents rolling and swaying when rounding curves. Pressure Lubrication to piston pins through rifle drilled connecting rods. Solid Steel Turret Top effectively reinforced with steel cross bows and individually cooled cylinders and valves—each cylinder and valve is completely surrounded by water providing uniform cooling and even expansion.

J. J. Osenbruge also reports the delivery of a new Packard sedan.

Rocky Governors Confer SALT LAKE CITY, May 4.—(AP)—Governor Frank G. Cooney of Montana, here to confer today with Governor Henry Blood of Utah and Chairman Frank R. Wallace of the state water storage commission on Utah projects, believes reclamation will make the west endure.

## INCREASE DUE IN FT. STEVENS FORCE

ASTORIA, Ore., May 4.—(P)—Major William Stewart, commandant at Fort Stevens, announced today that the Columbia river forts with their "garrison" of 55 enlisted men, all soon have sharply increased personnel. The scheduled regular army increase, to become effective about July 1, will mean the addition of 211 men here.

In addition, Major Stewart said, a company of engineers comprising from 200 to 250 men is to arrive at the fort soon and remain for at least one year.

WASHINGTON, May 4.—(AP)—President Roosevelt boarded the government yacht Sequoia shortly after noon today for a week-end trip on the Potomac river.

**The Gold Is There! Get It With**

**Rib-Cone Ball Mills; \$220** for 2-4 ton capacity; weight 150 lbs.; heaviest piece only 285 lbs. Requires 1 1/2 H.P. and little water. Others up to 250 tons capacity. Send for Bulletin No. 300, giving details of complete milling equipment at low factory prices!

**Straub Mfg. Co.**  
Since 1902  
835 Chestnut St., Oakland, Cal.

## Automobile Owners Oregon's New "Financial Responsibility Act" BECOMES EFFECTIVE JULY 1st

### This Act Provides—

"that until a judgment resulting from an automobile accident involving a property damage claim in excess of \$100.00, for damage in any amount on account of personal injury, has been paid, the operator's license will be revoked. The license plates and registration certificate of the automobile will be taken up and not reinstated until the judgment is paid and proof given of ability to respond to damage resulting from the ownership, maintenance, use, and operation of an automobile for the next three years." This proof can be given in any of the following methods:

- (1) By filing with the Secretary of State an insurance policy with limits of \$5,000.00 and \$10,000.00 for public liability and \$1,000.00 for property damage.
- (2) By filing a bond guaranteeing the above limits.
- (3) By depositing \$10,000.00 in cash or other acceptable securities with the Secretary of State.

### An Automobile Liability and Property Damage Policy—

Protects you or any member of your family or agent while operating your car, but it does not cover you while driving a car not owned by yourself. In order that you may have complete protection while driving a car not owned by you, and upon which the owner may not carry any insurance, you should have attached to your policy a "Drive Other Car Endorsement" for which a charge of about 5% of your present premium is made.

### See these Medford Firms for Full Information Concerning This Act

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|---|---|
| • R. A. HOLMES AGENCY<br>Jackson Co. Bank Bldg.     | • REDDEN & COMPANY<br>323 Medford Bldg.                                 |
| • CHARLES E. RAY<br>263 Medford Bldg.               | • CARL Y. TENGWALD<br>145 West Main St.                                 |
| • CHARLES A. WING AGENCY, Inc.<br>169 East Main St. | • McCURDY-DANIELS INSURANCE AGENCY, Inc.<br>Medford National Bank Bldg. |
| • BROWN & WHITE AGENCY, Inc.<br>104 West Main St.   |   |

## Before you buy ANY new tire consider these FACTS about Wards NEW FIRST-QUALITY RIVERSIDES



YOUR OLD TIRES are worth MONEY at WARDS

• Wards will pay you cash for your old tires! If you so desire this cash may be applied on the purchase of new tires—thus making Wards regular low price even lower!

ALL WARD TIRES MOUNTED FREE!

- 1 You cannot buy a longer wearing first-quality tire at any price!**  
Grueling tests over some of the country's worst roads prove that New Riversides give up to 28% MORE MILEAGE than other leading first quality tires. This extra mileage means you get as much as one FREE mile in every five throughout Riversides' long life!
- 2 You cannot buy a safer first-quality tire at any price!**  
The same extra quality that gives you New Riversides' extra mileage gives you greater safety too! Extra skidding protection built into New Riversides' thicker, flatter, 2-way Center-Traction safety tread! Greater blowout protection in New Riversides' improved, strengthened carcass, with Latex dipped cords and double insulated safety plies!
- 3 You cannot get a stronger guarantee on any other first-quality tire!**  
When you buy a New First Quality Riverside you get a written guarantee that protects you against EVERYTHING that can happen to a tire in service—Blowouts—Cuts—Bruises—Faulty Brakes—Wheels Out of Alignment—Collisions—WITHOUT LIMIT as to number of months or miles of service! New Riversides have to be America's best first quality tires to be backed with such an unlimited guarantee!
- 4 You get the benefit of Wards savings in EXTRA quality and LOWER prices!**  
It costs just as much to make a New Riverside as it does any of the leading first quality tires BUT it costs a lot less to sell them to you! First, because Wards way of buying tires eliminates most of the selling and service expenses the manufacturer incurs in selling the average dealer! Second, because Wards cost of selling tires is distributed over thousands of other items while the average dealer must distribute these costs over just a few! New Riversides, America's best first quality tires, are priced no higher than many other second-line tires!

**MONTGOMERY WARD**

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## NEW FORD V-8 CONVERTIBLE SEDAN

THE Ford gives still greater value to motorists by introducing the Convertible Sedan—a distinctive body type usually available only in expensive automobiles. The Ford brings it to you at a low price, together with many other exclusive features of fine-car performance, safety, comfort, beauty and convenience. Each new feature of the Ford V-8 makes it more than ever "The Universal Car."

The New Ford V-8 CONVERTIBLE SEDAN

combines the advantages of an open and a closed car. The attractive tan top folds flat and is covered by a neatly fitting boot. Windows are Safety Glass and are carried in chrome-plated frames, which can be lowered out of sight inside the doors. The door pillars are removable. The seats are upholstered in a choice of genuine leather or Bedford Cord. The back of the rear seat pulls forward, giving easy access to large luggage space. Wide front seat is adjustable.

TWO OTHER NEW FORD V-8 BODY TYPES FOR 1935 ARE THE TUDOR AND FORDOR TOURING SEDANS

SEE THE NEAREST FORD DEALER FOR FURTHER FACTS ABOUT THE NEW CONVERTIBLE SEDAN

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

Sixth and Riverside

YOUR FORD DEALER

Phone 141