

AUTOMOTIVE NEWS

PLYMOUTH ADDING TO DETROIT PLANT

DETROIT—Plans for construction of four additions to the Detroit plant of the Plymouth Motor corporation were announced today by company officials as Plymouth celebrated the seventh anniversary of its entrance into the motor car industry.

The new additions will give Plymouth a total of nearly 1,000,000 square feet of floor space in its Detroit plant, already the biggest building of its kind in the world. The new construction will add 103,900 square feet to the present building at Mt. Elliott and Lynch roads.

K. T. Keller, vice-president and general manager of the Chrysler corporation, announced the Detroit expansion plans less than a month after he confirmed reports that Plymouth would reopen two plants at Evansville, Indiana, in the late fall. More than \$1,000,000 will be spent to re-equip the Evansville plants in preparation for an initial production there of about 300 cars daily.

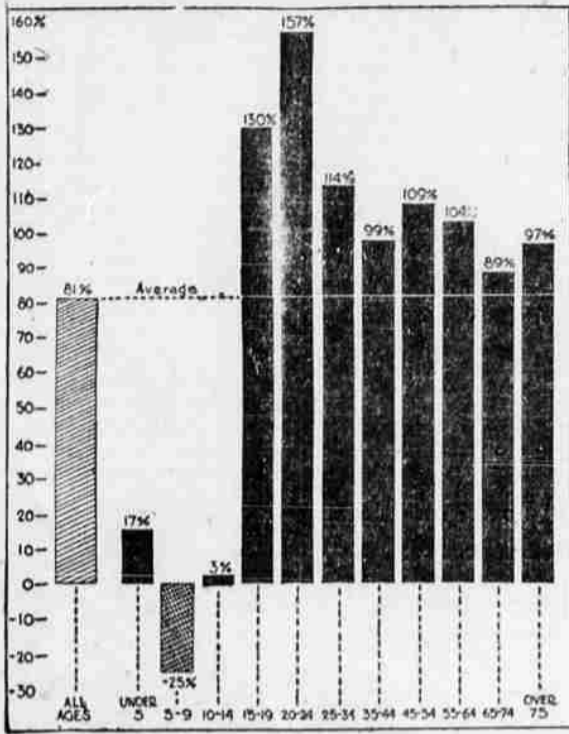
The added space afforded by the new construction at the Detroit plant will be used for storing Plymouth bodies and to increase the space available for production lines by moving such non-productive departments as factory maintenance, tool rooms, machine repairs and shop supplies into the newly built area. Five hundred bodies could be stored in one section of the new additions planned. The moving of non-productive departments into the new additions will give sufficient added space on the production lines to step up the plant's capacity for building motors and parts necessary for the assembling of completed cars at Evansville and Los Angeles.

Completion of the Evansville and Detroit projects will give Plymouth completely equipped facilities for a capacity of about 2400 cars daily in its three plants.

Plymouth, the Chrysler "baby," which has become one of the industrial giants of the motor car world, was first announced to the public in July, 1928, just seven years ago. Born into the highly competitive low-price field at a time when the nation was enjoying the peak of prosperity, the first Plymouth came off the assembly line at the Highland Park plant in June of 1928.

More than 1,150,000 Plymouths have rolled off the assembly lines during the first seven years of the company's history. Plymouth's climb to share one of the first three positions in motor car production has been called one of the outstanding industrial feats of the depression years.

High School and College Ages Dangerous



The value of street and highway safety education in the schools, especially in the lower grades, and the great need of it in the high school grades, are shown in the chart above. This chart, based upon findings of the Travelers Insurance Company, brings out the percentage of change in the rates of death by automobile accidents from 1923 to 1933 inclusive.

During this period when the rate of death was increasing 81 per cent for all ages combined, there was a decrease of 25 per cent in the age group of 5 to 9 years, and in the next age group of 10 to 14, the increase was only 3 per cent. Undoubtedly the great improvement in the fatal accident experience in the ages of 5 to 9 and the very small percentage gain in the ages of 10 to 14 have been the result of safety education in the schools and the protection

that has been afforded by traffic officers in the vicinity of schools.

But in the age group of 15 to 19 years, which may be regarded as the high school period, deaths from automobile accidents have increased 150 per cent, while in the age group of 20 to 24, which may be regarded as the college period, the increase has been even greater.

The had record of deaths in these two age points to the great need of educational efforts at a time when young people are beginning to drive cars. Many high schools now are providing such courses of instruction, and as these are extended to all high schools, it may be expected that in time the adverse experience in the high school and perhaps also in the college age groups will begin to show the improvement that must be made if coming generations of automobile drivers are to become safer drivers than many present day motorists.

BLACK RUST FEAR UPS WHEAT PRICE

CHICAGO, July 20—(AP)—Sug. gestions that black rust is now threatening 50 per cent damage to spring wheat in the Dakotas and Minnesota gave wheat values notable strength today.

Black rust advices from the northwest were the most alarming yet this season, but scarcity of sellers rather than unusual increase of speculative demand characterized the Chicago wheat market. Grain authorities said a race is on between maturity of the spring wheat crop and devastation from rust, with the rust so prevalent that it can be seen in the field for a distance of ten rods.

Wheat closed firm at about the day's top level, 1 1/4 to 1 1/2 cents a bushel higher than yesterday's finish, September 85 1/2 to 3/4; corn unchanged to 3/4 up, September 75 1/2 to 3/4; oats also unchanged to 3/4 up, and provisions unchanged to 5 cents down.

Business Cheer
NEW YORK, July 20—(AP)—Dividend actions during the past week produced 16 favorable announcements and three that were unfavorable, the Standard Statistics company reports. In the previous week the record was 20 favorable against four unfavorable.

New York's famous Park avenue is not a street, but a bridge—at least, it lies over the route of a railroad line, which rumbles underneath.

AUTO DEATHS EBB IN STATE IN JUNE

SALEM, July 20—(AP)—Deaths due to automobile accidents last month showed a decrease of three from the mark of 30 during June 1934, although the number of persons injured increased from 390 to

542, the motor vehicle division of the state department reported today.

Injuries in 1935 to date totaled 2,521 and deaths 114, as compared to 2,416 injuries and 146 deaths during the first half of 1934.

Six of the persons killed last month were pedestrians, and nine deaths were the result of non-collision accidents.

A new motion picture company, whose announced objective is to combat "humoral" films by producing "moral" movies, has been organized in Spain.

TEACHER AWARDED \$5000 FOR FALL

SALEM, July 20—(AP)—The circuit court jury here late yesterday awarded Evelyn R. Umphlette, Silverton school teacher, \$5,000 damages at the conclusion of her suit brought against the city of Silverton and Mr. and Mrs. I. D. Worden. The suit arose as the result of injuries sustained by the plaintiff when she slipped and fell on the walk in front of the Worden property.

UNION HEAD ASKS TABOO ON 'REDS'

OMAHA, Neb., July 20—(AP)—Charles Nelson, president of the Omaha Central Labor Union, today warned striking Omaha and Council Bluffs tram workers to purge their ranks and following of radicals.

Nelson interpreted as a victory for his anti-red policy the rejection last night by the central union of a proposal for the formation of a joint committee of union officials, strikers and farm sympathizers.

The way to destroy one of the worst enemies of the vintage grape—the leafhopper—is to spray the vines with nicotine, says the department of agriculture.

LICENSES URGED FOR 'EXPERTS' ON SEX OF CHICKENS

CORVALLIS, Ore., July 20—Members of the Oregon Baby Chick association yesterday named Lloyd A. Lee of Salem as president of the group, succeeding Merle Moore of Corvallis.

The election was held in connection with the annual meeting of the organization.

Other officers: Fred Cokell, Milwaukie, vice president; L. E. Cabe, McMinnville, secretary-treasurer; Cokell and H. E. Cosby, poultry extension specialist, were chosen delegates to the national baby chick convention at Chicago.

Next meeting of the group is to be held in November, at a site yet to be chosen.

Principal topics discussed included improved business of the past season, increased interest in chick sexing, the demise of the NRA codes and the production cycle in hens.

"A resolution was passed asking that persons claiming to be 'sexing' experts be required to obtain a license from the state department of agriculture before practicing their trade.

HUDSON'S TWENTY-SIXTH "BIRTHDAY" CAR



On July 9, 1909, the first Hudson car came off the production line at the then recently organized Hudson Motor Car Company's little plant in Detroit. It received its final inspection and was turned over to the sales department, then headed by Roy D. Chapin, now president of the Hudson Company.

On July 9, 1935, exactly twenty-six years later, Hudson's car Number 2,262,810 rolled off the production line at the huge, modern Hudson plant covering 77 acres. To mark the completion of the anniversary car, T. H. Swigles, vice-president in charge of manufacturing, personally supervised the final inspection and turned the car over to W. R. Tracy, vice-president in charge of sales.

The Hudson advertising department prizes a copy of the first advertisement, now framed in the office of W. A. James, advertising manager, which described the original Hudson, a roadster model. This car, the Hudson Twenty, had a 4-cylinder engine and a wheelbase of 100 inches. Tires were 32 by 3 inches. The list price was \$900, including "3 large headlamps, generator, 2 side oil lamps, 2 lamps, full set of tools and horn."

With "Bosch magneto, top, Presto-Lite tank and double rumble seat," the price was \$1,050. The advertisement stated that "Any Hudson Twenty will do 50 miles an hour. On the Grasse Pointe race track, one of them has been driven a mile a minute." The Hudson Twenty was then the only car under \$1,000 that was "licensed" by the Association of Licensed Automobile Manufacturers, which later became the National Automobile Chamber of Commerce and is now the Automobile Manufacturers Association.

As a dramatic illustration of the progress in automobile design, Hudson-built car No. 2,262,810 is a luxurious 8-cylinder, 115 horsepower, 5-passenger closed car, with a wheelbase of 117 inches, and with 16 by 6 inch tires, yet the list price is \$60 less than that of No. 1 without "Bosch magneto, top, Presto-Lite tank and double rumble seat." And contrasting with the proud statement that "one of them has been driven a mile a minute," a 1935 companion model to No. 2,262,810 holds 39 official A. A. A. stock car records, ranging from five miles at 93.02 miles per hour, to 1,000 continuous miles at 85.84 miles per hour.

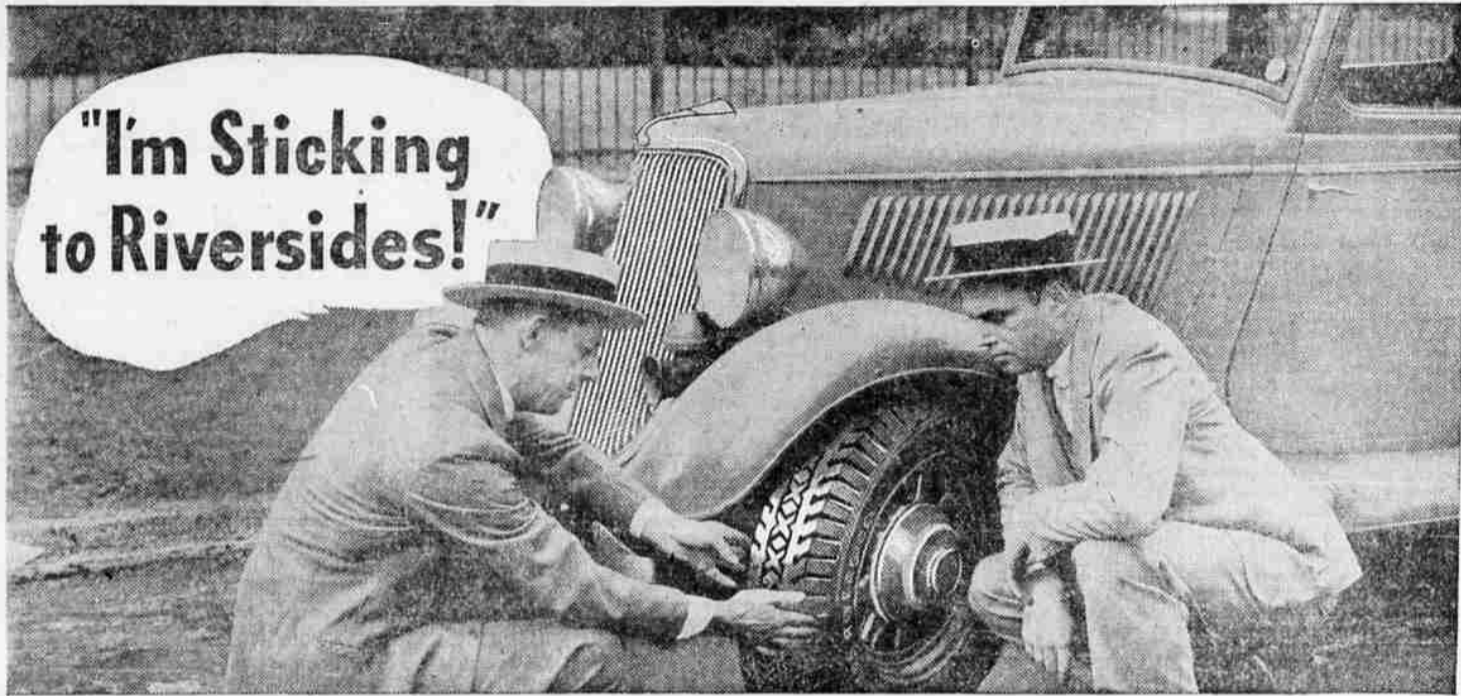
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