

AUTOMOTIVE NEWS

AUTO MAKERS ARE MEETING DEMANDS OF BUYING PUBLIC

(United Press Staff Correspondent) DETROIT, Mich., Sept. 21.—(UP)—That portion of the motor car industry which has catered to the moderately wealthy has been faced since the depression with a "Mohammed and the mountain" dilemma. It is now settling that problem in characteristic manner.

Builders of fine motor cars, robbed of their markets by depleted incomes and depression tastes, have urged Mohammed to the mountain. They have adapted their offerings to the pocketbooks of their former patrons.

Two distinguished lines—Packard and La Salle—announced drastic price reductions and new models this year. Public response was far healthier and enthusiastic than had been anticipated. The Packard factory was forced to speed up production in an almost vain effort to keep up with sales. La Salle, product of General Motors, appeared on the streets in ever increasing number.

Both formerly high priced machines, they were offered to the public at unbelievably low prices. Packard, while retaining its expensive custom models, presented a light eight at less than \$1000. La Salle came in the \$1300 division.

With the reputations of other expensive predecessors behind them, these new cars caught the public fancy and the orders came rolling in. Buick's announcement, yesterday that it had reduced the price of its 1936 models from \$40 to \$385 brought the first builder of medium priced machines into the lower brackets. The move is significant. People will not pay the same amount of money for a machine in 1936 as they did seven or eight years ago. The market in the \$1500 to \$3000 range has faded with the advent of the improved low price machine. These cars offer too much value to bridge the gap between \$750 and \$3000.

The Buick Motor Car Company admits frankly that it is appealing with its 1936 line to that broad market of wage and salary earners who want an automobile under \$1000. The company anticipates a 50 per cent increase in sales for the coming year and has set its production goal at 135,000 cars.

"Fundamentally, our operations for next year are the result of objectives set up nearly two years ago," Harlow H. Curtice, Buick president, said recently. "The first of these objectives was to put our cars in the lower price market. The second was to return to mid-year announcement of new models."

Buick's production schedule for September has been stepped up to between 600 and 700 cars a day for the remainder of this month. It will continue in October at an accelerated rate in view of the expectation that the public will buy this automobile of excellent reputation at its new low price.

Rumors in automotive circles during recent months have centered around the expected announcement by another fine car manufacturer—a builder of eight and 12-cylinder machines—that he would shortly introduce a model in the price range of Packard and La Salle.

While these reports have been denied, reliable sources report this manufacturer's staff of research engineers hard at work behind the carefully guarded doors of their laboratories and testing plants.

With Buick the only producer to have announced its 1936 price range, speculation has turned to other manufacturers and their possible offerings. The consensus is that changes throughout the industry will be limited to the ironing out of kinks in the present models, with perhaps a builder here and there introducing some radical change in a bid for public support. Observers feel, however, that the new models will follow generally the trend of this year's highly successful offerings.

Retains World Speedboat Championship



Little Miss Canada IV, powered with a Ford V-8 marine conversion engine and driven by Harold Wilson of Ingersoll, Ontario, won the world's championship in the 225 cubic inches speedboat class at the Canadian National Exhibition, Toronto. Last year Wilson won the championship with a Ford-powered boat, Little Miss Canada III. Wilson ran second to another speedy Ford V-8 conversion boat

In one of the three heats of this year's races, winning the other two heats in convincing style for an overwhelming points total. In the races were five boats powered with Ford V-8 engines, and several others powered with special marine engines. Above: The trim Little Miss Canada IV, running at close to 50 miles an hour. Inset: Harold Wilson and his assistant.

GAS RATE CUT BY ESPEE SUSPENDED; TRUCKERS OBJECT

SALEM, Ore., Sept. 21.—(AP)—A material reduction in rates charged by the anywhere-for-hire freight carriers in Oregon will become effective October 15, the public utilities commissioner ordered today. The new tariff listed more than a score of items.

Reductions chiefly were on transportation of smaller household goods and furniture and office fixtures. All charges for loading and unloading were also reduced.

The commissioner also suspended the reduced tariffs filed recently by the Southern Pacific company and other rail carriers which would cut the rate on petroleum and petroleum products from 1 to 17 cents per hundred pounds from Portland to southern Oregon points. The suspension will be in effect for 90 days during which time a public hearing will be held.

Truck operators alleged the new tariffs, if put into effect, would result in unfair competition and eventually eliminate the trucks from this service.

MUTTERING FIEND OF CHICAGO BEATS 4TH WOMAN VICTIM

CHICAGO, Sept. 21.—(AP)—A brutal attack on a woman—the fourth attributed to a muttering maniac—spread terror anew through the west side today.

Miss Anna Swanson, 47-year-old employee of the Danish-American hospital, was found near death from a savage beating in a vacant lot early this morning. During brief interludes of consciousness she told authorities how a dark-complexioned man accosted her as she walked to work. He struck her a heavy blow on the jaw, she said, and dragged her into the weeds.

Her general description of the assailant corresponded with that of the madman who battered and assaulted two other women in the district and who was frightened off as he attempted to attack a third victim.

Dr. Lewis K. Eastman, who attended Mrs. Swanson at the hospital, expressed fear the shock might cause her death. He disclosed she had not been criminally assaulted but that her face and body had been badly bruised "by a sexual maniac of the worst type who derives satisfaction from seeing women suffer like this."

Extraordinary precautions have been taken by police of the Austin district. "Shoot to kill," Captain Malone told them.

The AUTO WAY.

W. W. Allen, manager of the Pierce-Allen Motor Co., left on the Shasta last evening for San Francisco, where he will be joined by L. C. Taylor, sales manager, to attend a dealers' meeting and preview of the new 1936 Dodge automobile Monday. They plan to return to Medford Tuesday.

Accidents in 1934 cost the United States \$3,500,000,000, according to the National Safety Council.

Walter W. Abbey, Inc. received two carloads of new 1936 LaFayettes and a carload of new International trucks last week, according to Mr. Abbey.

Traffic accidents in 1934 killed 25,000 persons, permanently disabled 100,000 and injured a million persons.

Charles Lockwell, well-known auto salesman and service man, is now in charge of specialized lubrication at the Pierce-Allen Motor Co.

The local Firestone Auto Supply and Service Store is enlarging the salesroom to take care of a large and complete stock of auto accessories which will be added soon, according to an announcement by C. L. Hopkins, store manager.

Wool Prices Better. BOSTON, Sept. 21.—(AP-USDA)—Wool moved very freely in the Bos-

ton market during the past week, and prices continued the upward trend of the previous week, despite some slackening in demand.

Russians Claim Record. MOSCOW, Sept. 21.—(AP)—Two Russian balloonists today claimed the world's distance record for balloons of the 2200 cubic meters class, until now held by America.

Butte Mourns Death of Noted Police Chief BUTTE, Mont., Sept. 21.—(AP)—Funeral services for Police Chief Joe J. Murphy, veteran peace officer who died yesterday, will be conducted from a local Catholic church Tuesday morning. Butte was in mourning

today. Flags flew at half staff in various parts of the city.

Mayor Charles A. Hauswirth announced all offices in the city hall will be closed Tuesday morning in honor of the man whose ability in capturing notorious criminals had brought international attention to Butte.

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World News At a Glance

(By the Associated Press)

Italo-Ethiopian Situation
ROME—Italy says "no" to Geneva peace plan but opens way for new offer.

ADDIS ABABA—Not surprised, say Ethiopian officials.

LONDON—Britain, forces in Mediterranean, ready to act if necessary.

PARIS—More armaments, cabinet decides.

WASHINGTON—Neutrality law authority named to supervise munitions.

Domestic
CHICAGO—Maniac feared; police held "shoot to kill" after another woman beaten.

WASHINGTON—Chamber of Commerce to study new NRA possibilities.

ST. LOUIS—American Legion opens annual powwow.

CHICAGO—"Face lifting" doctor, attorney's aide, get suspended sentence for aiding Dillinger hunt; second doctor gets six months for parole violation.

WASHINGTON—F. D. R.'s intervention seen as sole hope for deadlocked coal mine wage paylay.

Foreign
ST. JOHN'S—Lieutenant Felix Waitkus, former army aviator, believed sighted over Newfoundland on trans-Atlantic flight from New York to Lithuania.

MOSCOW—Senator J. Hamilton Lewis of Illinois ill of bronchial pneumonia.

Dam Drill Arrives
VALE, Ore., Sept. 21.—(AP)—A diamond drill outfit has arrived here on its way to start drilling on the site of the new \$500,000 Reed dam at Unity.

Fishard Fishing Grows
PORTLAND, Ore., Sept. 21.—(AP)—Fishard fishing in the Coos Bay district will continue this fall with a number of purse seine boats from Puget Sound sweeping the ocean waters for the smelt-like fish.

WISCONSIN PLANS 'RADICAL PURGE'

MADISON, Wis., Sept. 21.—(AP)—A "purge" of radical "individuals and societies" from the University of Wisconsin was urged today by five state senators finishing an official investigation.

The senators, making their report, declared that communists were allowed to preach their beliefs on the campus, with "the permission and connivance of the university administration, its officers and regents."

The "great mass of instructors," however, said State Senator E. F. Brunette, (D.), Green Bay, in the report, carried on in spite of un-American influences," adding that "this was true of the majority of students as well."

Mill Worker Hurt
SHERIDAN, Ore., Sept. 21.—(AP)—George Sampson, 50, of Sheridan was critically injured when a piece of timber thrown by a saw crashed into his head at the Kirkwood sawmill here yesterday.

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KILLER FASTS TO SPEED UP COURT

MCLESTER, Okla., Sept. 21.—(AP)—Robert Denton, convicted "triangle" killer, started a hunger strike tonight in protest against the criminal court of appeal "hiding around while I undergo a living hell."

"I won't eat again until the court passes on my case," he said. "In other words, it's a race to death. If the court acts before I have gone too far, fine. If it is too slow, I won't be here to get the decision."

Denton, 22-year old printer, denies he "killed" John Osby Peters, 23-year old former Oklahoma City university athlete, insisting he "excused" him instead, "for stealing my wife."

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