

AUTOMOTIVE NEWS

1936 PONTIAC IS OFFERED WITH NO RADICAL CHANGES

Over \$2,000,000 have been spent by Pontiac Motor Co. in preparation for the production of 225,000 cars in 1936, according to H. J. Klinger, president and general manager of the company.

"Although no radical changes in design are being made in the new cars, a large sum of money like this is required for new machinery, manufacturing equipment, etc., that will be used in practically doubling the capacity of the plant," said Mr. Klinger. "Large scale production of a modern and up-to-date automobile like Pontiac calls for great financial resources."

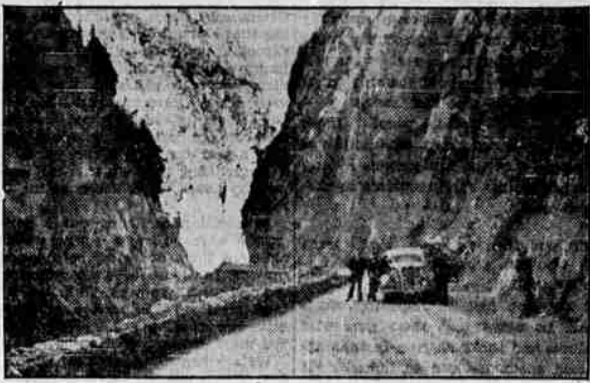
Expenditures were made as follows: \$100,000 for office building renovation; \$370,000 for re-tooling the sheet metal plant; \$500,000 for re-tooling the motor plant; \$150,000 for re-tooling the sheet metal finishing and assembly plant; \$500,000 for renovation and re-tooling foundry and \$400,000 for body dies.

In the motor plant the scheduled increase in production has necessitated duplicate units of many of the machines, as well as several new and modern pieces of installation. The connecting rod department has been redesigned, with many new machines and fixtures. A huge automatic machine drills 600 wrist pin holes per hour. There are new multiple drilling machines for the crank end of the rods which permit drilling before the rods are cut in two, thus removing surplus stock and strains and resulting in better rods. New diamond boring equipment also has been installed in this department.

The sheet metal plant, which has been increased in common with other units of the factory, called for the addition of several new and large presses as well as many new and intricate dies. Considerable rearrangement in presses and equipment was necessary to provide an efficient set-up for larger production.

In redesigning the car for 1936 an assembly condition resulting in better and easier fits of sheet metal parts was taken into consideration. Changes in plant layout, which houses the sheet metal rust-proofing and enameling departments as well as the chassis, final assembly and inspection departments, were confined largely to the installation of completely new rust-proofing equipment and more efficient methods of handling chassis and cars in the assembly operations.

New Highway Pierces Andes



Spectacular Scenery Along the Route of the New Central Highway of Peru, Through the Andes Mountains

SOARING far above the clouds to an elevation of 14,645 feet, 11 Ford V-8 cars recently tried out the new Central Highway of Peru, which runs for 110 miles between Lima and Tarma. Every one of the cars functioned perfectly despite the great altitude and stiff climb. The first in to Tarma set a record for the trip of four hours 37 minutes. The next Ford was three minutes behind.

An interview in La Prensa, Lima newspaper, with Senor Victor Larco H., gives some idea of what Peruvians think of their new national highway above the clouds. "The Central Highway," said Senor

Larco, "gave me an impression of grandeur comparable only to the spectacular creations of Nature, which, encircled by mountains, have been seen for the first time—thanks to this new highway." The great reduction in railroad fares on the Ferrocarril Central, in an effort to ward off bus transportation, shows the enormous commercial movement that will follow this new means of travel.

The new highway, which ranks with any in the world for spectacular scenery, is expected to attract many tourists who will at last be able to penetrate the Peruvian Andes by road.

CONSTRUCTION OF PLYMOUTH'S FRAME SHOWS NEW TREND

DETROIT—(Sp.)—Details of a new type of automobile frame construction, perfected after years of development work, were revealed here today.

Listed as one of the outstanding engineering improvements on the 1936 motor cars, the new frame has been designed with torsional rigidity as its basic requirement. It will be a major feature on all 1936 Plymouth models, according to officials of the Plymouth Motor corporation. The new models will be formally announced October 26.

With the new type construction, Plymouth engineers have increased the strength and rigidity of the automobile frame without adding materially to its weight. The new frame is said to be nearly twice as rigid against twisting forces, yet it weighs only a few pounds more than previous frames used in other models.

The torsional strength of the new frame has been tested by supporting the frame at three-wheel locations and permitting the fourth location— in the front—to hang free. Since the unsprung reaction at a front wheel is about 650 pounds, the twist consists of moving 650 pounds from one front wheel to the other. Under this test, the new Plymouth frame twists between 8 1/2 and 6 1/2 degrees. Other production frames twist as much as 12 degrees.

Plymouth engineers look upon the frame as the "backbone" of the modern motor car. They have made thousands of tests with different types of frames in recent years, seeking ways to further strengthen this vital unit. The new frame represents the results of their research.

The depth of the side rails and X-brace members of the new frame have been increased from 5 to 5 1/2 inches. The box sections at the rear have been extended and the box sections at the front have been widened.

The X-brace intersection, important as a nucleus for the entire frame, has been completely redesigned to form one unit. Previously, the intersection was made up of four sections. X-brace members join the side-rails at a less sharp angle and taper to a maximum permissible depth at the intersection.

The X-members now extend farther to the front and rear, and are securely welded into the side rails to form box-sections for the full length of the frame.

Strength has been added at the front, usually the spot of least rigidity, by the use of a heavy gauge straight cross-member instead of the Y-shaped cross-member used in other frames.

In addition to increased strength and rigidity, the engineers have perfected the form of the new frame so that the side rails now conform to the body all. As in last year's models, the body fits down over the frame and is cross-bolted to it.



A new type automobile hot water heater just placed on the market by Goodrich has a hot water trap which turns the heater into a hot water boiler, working on the same principle as a home heating system, according to Jack Amey, credit manager for the Lewis Super Service Station. The heater also has a detachable frost-proofing hose for the windshield.

When a motorist has driven constantly for a number of hours he should take time out for a rest period, suggests the safety department of the Oregon State Motor association. By taking a rest interval on long trips dangerous fatigue with the possibility of falling asleep at the wheel may be avoided.

Within a week after the 1936 Dodge line had been revealed to them, Dodge dealers had placed definite orders for \$32,000,000 worth of Dodge and Plymouth cars. A year ago, at about the same relative point in the announcement program, the value of orders of Dodge dealers was \$30,000,000, or \$2,000,000 less than this year, according to W. W. Allen of the Pierce-Allen Motor Co.

A tire worn flat in one spot may be the sign of a defective brake shoe. If a brake drum is "out of round" it will cause the brake to grab and slide the tire when brakes are applied.

Mr. and Mrs. Roland Hubbard left Flint, Michigan Friday with a new Buick purchased through Skinner's Garage, local Buick and Pontiac dealer.

Sudden and severe application of brakes produces excessive heat. Motorists are advised by the safety department of the Oregon State Motor association to apply them slowly and evenly if it is desired to have them last a reasonable time.

Hope Renewed For Siegmund Recovery

BEND, Ore., Oct. 12—(AP)—A second day of marked improvement in his condition gave his physicians and his family new hope today of the ultimate recovery of J. C. Siegmund, 74, Marion county judge.

Judge Siegmund was critically injured two weeks ago in an automobile accident on the Ochoco highway. His brother, Louis Siegmund, was fatally injured.

Use Mail Tribune want ads.

1936 DODGE NOW ON DISPLAY HERE

In a newly decorated showroom three of the new 1936 Dodge automobiles make a very impressive and beautiful display at the Pierce-Allen Motor Co., local Dodge and Plymouth dealer.

One first sees the sparkling new radiator grill, torpedo shaped headlamps mounted on windstream supports which blend into attractive hood louvers, horn housings which match the radiator grill and gracefully curving fenders. And with body and frame lowered, the entire car presents a new, snug, close to the ground appearance.

Every luxury and convenience is provided in the new Dodge rear compartment. Amazingly comfortable "chair height" seats are tailored in richer, more expensive upholstery and trimming. The new design of the rear quarter windows of the sedan and four-door touring sedan, which now open outward instead of vertically, not only improves body ventilation but gives inches more elbow and shoulder room. A built-in rear foot rest adds three inches of usable room.

The instrument panel of the new Dodge is at once a thing of beauty and convenience. Finished in a light shade of rich walnut and set off by a series of horizontal bars, the panel is entirely in keeping with the brilliant beauty and luxury of the entire car.

Something entirely new in front seats is offered in the new Dodge two-door sedan and two-door touring sedan. The front cushion of these models is solid, extending the full width of the car and it can accommodate three people without discomfort to the middle passenger. The seat back is divided in the center and either side may be tilted forward or the entire seat may be quickly and easily moved forward to further permit easy access to the rear.

The new Dodge "balanced driving control" makes handling effortless, according to W. W. Allen. He says, "Steering, clutching, braking, shifting and accelerating—all these driving operations in the new Dodge are effortless, so perfectly balanced with one another, that driving is more safe, more thrilling than ever. The equalized distribution of car weight to all four wheels, the improved mounting of the levelator, which checks sideways on turns, and longer, more flexible springs combine to give the Dodge "airglide ride," the kind of ride which makes all roads seem smooth, the kind of ride which gives the car perfect roadability. Never was there a car that combined such advanced styling, such progressive engineering and so many money saving features."

The Pierce-Allen show room will be open today and evenings. A carload of new 1936 Plymouths will be on display Monday, according to Mr. Allen.

PWA Auditor Here—S. T. Allen, PWA auditor in San Francisco, was in Medford yesterday getting a line on requirements for this city. He was making an inspection trip north and was scheduled to proceed to Grants Pass.

CHURCHES TO WAR ON SEATTLE VICE

SEATTLE, Wash., Oct. 12—(AP)—Seattle churches had opened headquarters and were set today for tomorrow's start of a campaign on vice conditions.

The Seattle Council of Churches and Christian Education, headquarters for the drive, announced that a report on a recent councilmanic investigation of vice has been distributed to all denominations and that the objective of the campaign is establishment of a sustained educational program to strike at vice patronage.

"We church people cannot take refuge in the defense that certain prac-

tices are justified because this is a seaport city," said the Rev. John M. Paxton, Presbyterian, chairman of the campaign's morals committee, in a newspaper article. He called on police to keep closed "the illegal establishments where perverts and degenerates meet."

Food Prices Irk Restaurant Men

WASHINGTON, Oct. 12—(AP)—Complaints of the National Restaurant association against high food prices, particularly pork, met a cool reception today at the farm administration.

The association yesterday at Chicago announced it would not feature foods on which processing taxes were paid and would join protesting housewives in efforts to have prices reduced. The association blamed the farm administration and the adjustment programs for current high prices.

MORE BEAUTIFUL THAN EVER

Our 1936 Pontiacs are on their way from the factory. Watch for our first display. Just to see them will tell you that the famous "Silver Streak" Pontiacs are more beautiful than ever. And when you hear about their new features, amazing dependability, and increased economy, you'll know that Pontiac for 1936 is the car for you!

Watch for the 

1936 PONTAICS
at SKINNER'S GARAGE
143 S. Riverside. Tel. 102
On Display Next Saturday

ON DISPLAY

The Sensational New

Buick

SMARTER! FASTER! SAFER!

THE NEW BUICKS are literally breath-taking in power and speed and take-off, yet under the new tiptoe hydraulics and easy-steering knee action they are perfectly managed. Every model is a BIG car... built to almost lavish dimensions of body room and clearance — yet handled with the lightness of the smallest cars!

SKINNER'S GARAGE
South Riverside. Phone 102

"BUICK'S THE BUY!"

BUICK SPECIAL '765'
BUICK ROADMASTER '1255'
BUICK CENTURY '1035'
BUICK LIMITED '1695'

Bumper Guards, pair...78c
Fender Flaps, pair...59c
Polishing Cloths, ea...14c
Clearance Lights...27c

Free Brake Testing Service
Firestone Aquapuf
Brake Lining
As Low as...**\$1.80**
per set

Equip TODAY WITH A **Firestone** EXTRA POWER BATTERY

As Low As **\$3.45**

Have You Seen the New **Firestone** Ground Grip **TRACTION TIRE**

Now available for CARS, TRUCKS and TRACTORS

Eliminates chains.
Easy Riding.
Easy Steering
No Faster Wear
See this sensational new product today.

Firestone
AUTO SUPPLY AND SERVICE STORE
Ninth and Riverside. Phone 520

MEDFORD
Acclaims
the Big Money-Saving
DODGE
"BEAUTY WINNER"
OF 1936

This Big, Economical Automobile gives you much more than amazing new style and beauty... it gives you all the things you will ever want in any motor car...

A carload of new
1936 PLYMOUTHS
will be on display
MONDAY

PIERCE-ALLEN MOTOR Co.
112 S. Riverside Showroom Open Sunday and Evenings Phone 150

The Startling New 1936 DODGE

is exciting the praise and admiration of everyone who attended the preview yesterday. And no wonder, the moment you see it you will know why.

They were enthusiastic in their praise of its BEAUTY, its OUTSTANDING VALUE and its SENSATIONAL GAS MILEAGE records.

Its new air-style head-on design immediately marks it as a car of distinction on the highway. Its new body styling from its "nose made to cut the wind" back to its sloping rear deck is at once a combination of harmonious symmetry and streamlined utility.