

# 1936 FORD CARS ATTRACT CROWD GATES SHOWING

Ford V-8 cars for 1936 were shown for the first time Saturday at the showrooms of C. E. Gates Auto company. Ford dealers in this city. Scores of motorists who filled the Gates showrooms enthusiastically applauded the smartest and mechanically finest Fords ever introduced to the motoring public.

Body lines which strike a new note in conservative streamlining, a new treatment of the interior and three important refinements in chassis engineering summarize the principal improvements in the 1936 car. There are no radical changes. The 65-horsepower V-8 engine, of which more than 2,000,000 are now on the road, is unaltered.

Of the three principal chassis improvements, one—improved steering—is aimed at greater ease and safety of operation. Two others tend to greater comfort. One is the use of new steel wheels which lessen the unsprung weight of the car and thus provide greater riding comfort. The other is an improved transmission, using quiet helical gears in all speeds, including reverse.

**New Front Treatment**  
A new front end treatment gives added distinction to the body lines. The hood is longer, extending gracefully over the attractive new radiator grille. With its vertical slots and more accentuated "Vee" as well as its smoothly rounded lower edge which blends with the streamlined curve of the inner portion of the fenders, the new grille contributes a note of smartness which is distinctive and new.

Fenders are stream-lined, a wide flare giving them an imposing appearance. Louvers are of new design. Horns are recessed in the fender aprons back of small round grilles beneath the streamlined headlamps. The latter are relatively small and parabolic in section, finished in enamel to match the body color and set off by rustless steel rims.

The welded steel body is low and wide, with flowing rear quarter lines. Finish is a Ford-developed baked enamel. The new steel wheels, with 12 1/2-inch hub caps materially improve the appearance of the ensemble. Hub cap centers are of polished rustless steel.

**Luxurious Interior**  
Interiors of the new cars, especially luxurious in the de luxe types, reveal a distinctly modern treatment. The color motif is a rich gray, with which the taupe of the upholstery fabrics harmonizes.

The passenger space is commodious, unusual roominess being provided for by the location of the V-8 engine forward over the front axle. Additional elbow room in the back seat of the Fordor and Fordor touring sedans is furnished by recessed arm rests. The Tudor sedan types have form fitting individual front seats. All drivers seats in closed cars are adjustable.

Seat cushions are deeply pillowed and set off with new piping. Mohair, broadcloth or Bedford cord are optional in the de luxe sedans; mohair or broadcloth in the de luxe coupes; wide wale Bedford cord only in the types without de luxe equipment. Seat cushions in the cabriolet and convertible sedan are in genuine leather or Bedford cord; the seat cushion in the roadster and those in the phaeton are of genuine leather.

All instruments are of new design to conform to the modern effect of the instrument panel, which has a center decorative scheme of chromium strips, in the de luxe types. De luxe car panels are fitted with 100-mile speedometer, with trip mileage recorder, ammeter, water temperature indicator, electric fuel gauge and electric oil gauge, as well as a cigar lighter, tilting ash tray

## Ford V-8 Streamlining Steps Ahead



THE IMPROVED streamlining of the front end of the Ford V-8 for 1936 is well illustrated by this camera shot. Note the horn set into the fender apron behind a chromium grille and the way the graceful contour of the fender is carried to the edge of the new radiator grille. A glimpse of the new hood louvers is caught behind the headlamp. The V-8 insignia on the prow of the car is of new design.

and glove compartment. The ash tray may be removed and a Ford radio installed upon special order. The attractiveness of the interiors is also enhanced by more ornamental door and window moldings and new style hardware. Mouldings and instrument panel in all cars are finished in gray metallic pyroloxin.

De luxe types have rear seat arm rests, dome light, two swinging type sun visors and an arm rest on the left front door for the convenience of the driver. Fordor types and the convertible sedan have robe rails and rear compartment foot rests. All sedan types have ash trays in the rear compartment. All body types are equipped with clear-vision ventilation. Safety glass is standard in windshields and all doors and windows.

**Added Luggage Space**  
Ample luggage space is available in all body types. In the sedans the rear seat swings forward and down, disclosing a roomy compartment in which two suitcases and an overnight bag or other luggage may be stowed. The touring sedan have a fitted trunk built integral in the rear deck. The coupes, cabriolet and roadster have a large parcel shelf in the rear of the seat, as well as ample space in the rear deck.

Substantial improvements have been made in the steering mechanism. The steering gear ratio has been increased from 15-to-1 to 17-66-1, and the front axle steering arm lengthened, thus stepping up the leverage exerted by the wheel some 13 per cent and reducing in proportion the effort required for control of the car.

A second important change is the use of straight needle roller bearings on the steering arm sector shaft. With this addition all bearings in the gear are of the anti-friction type. To ease operation still further, the worm and sector teeth are now ground and lapped. Friction in the gear thus has been virtually eliminated.

An adjustable drag-link also has been incorporated in the steering mechanism. This permits the "high spot" in the gears to be set in the "straight ahead" position. The high spot is a point on the sector where the gears fit a little closer than elsewhere. The purpose of this is to eliminate play in the steering

when the wheels are in the straight-ahead position, while still permitting utmost ease in making turns. It is estimated the effort required in steering has been reduced more than 25 per cent, as a result of these improvements.

**A New Transmission**  
The new transmission changes mark another substantial improvement in chassis engineering. Helical gears are now fitted in low and reverse speeds, in addition to second and high, providing quiet operation in all speeds. Synchronization is retained between second and high speeds to prevent gear clashing when shifting between these speeds, either up or down.

Gear shifting is made easier by reducing the amount of travel of the gear shift lever necessary for moving between neutral and any speed. The shape of the lever has been changed to permit more room for a third front seat passenger and to provide greater ease in shifting.

**Brakes Claimed Best**  
The mechanical type brakes are considered by engineers to be best for a chassis of the Ford V-8 type with torque-tube drive and radius rods to hold the axles firmly in place under all conditions. Brake shoe surfaces have an area of 188 square inches and the braking effort obtained in relation to car weight is at maximum.

The new steel wheels possess many important advantages. The wheel comprises a drawn steel spoke section electrically welded to the rim, forming a single steel unit of exceptional strength. Although as strong and rugged as the former one-piece steel spoke wheel, the new wheel is nearly five pounds lighter—a total of almost 20 pounds for the chassis—effectively decreasing the total of unsprung weight and increasing the degree of riding comfort. The new wheels are more easily cleaned.

Although no changes except in manufacturing fineness have been made in the V-8 engine, the cooling system has been improved and its capacity increased to provide adequate cooling under exceptional operating conditions.

## IMPORTED THUGS PORTLAND LABOR SHOOTING GUILTY

PORTLAND, Ore., Oct. 19.—(AP)—Wills and Curs Billingham, charged with hiring out as gunmen to send Alfred Ertman, non-union wood Sawyer, to a hospital, were convicted of assault with a dangerous weapon by a circuit court jury here last night. The jury deliberated only 45 minutes before returning the convictions on two charges based on the wounding of both Ertman and his landlady, Mrs. Elizabeth Ferguson.

They were struck by the same bullet, fired through the back door at Ertman's home the night of August 27.

The prosecution characterized the shooting as the work of "hired thugs" and the outgrowth of trouble between union and non-union wood sawyers. In a stirring appeal that the two

## HEALTH CHECK-UP STARTS MONDAY

WASHINGTON, Oct. 19.—(AP) The public health service opened its nationwide health survey today with the appointment of supervisors in 14 states.

The study, carried on with work progress funds to relieve unemployment among white collar workers, will develop statistics on communicable diseases, and on the loss of working time suffered by the average worker due to illness.

On Monday, October 21, enumerators are expected to go to work in Portland, Ore. State supervisors appointed today included: Oregon: A. B. Clark, Portland headquarters.

Italian Planes Drop ASMAR, Eritrea, Tuesday, Oct. 15.—(AP)—(Delayed)—Count Galeazzo Ciano, aviator son-in-law of Premier Mussolini, said today seven Italian planes have cracked up in landing.

## Second Death From Paralysis At Keno

KLAMATH FALLS, Oct. 19.—(AP)—The second death of the week from infantile paralysis was reported to the county health office today. Edwin Taylor, 30, of McCollum's mill died yesterday.

McCollum's mill is but a few miles from Keno, where a paralysis epidemic is in progress. Cases known to health authorities now total ten.

The Catholic Ladies are holding a Rummage Sale in the Campbell Clothing Store Bldg. on East Main street, on Thursday and Friday, Oct. 24 and 25.

## Amer.-Bosch At Don's Radio Ser. Has New Feature

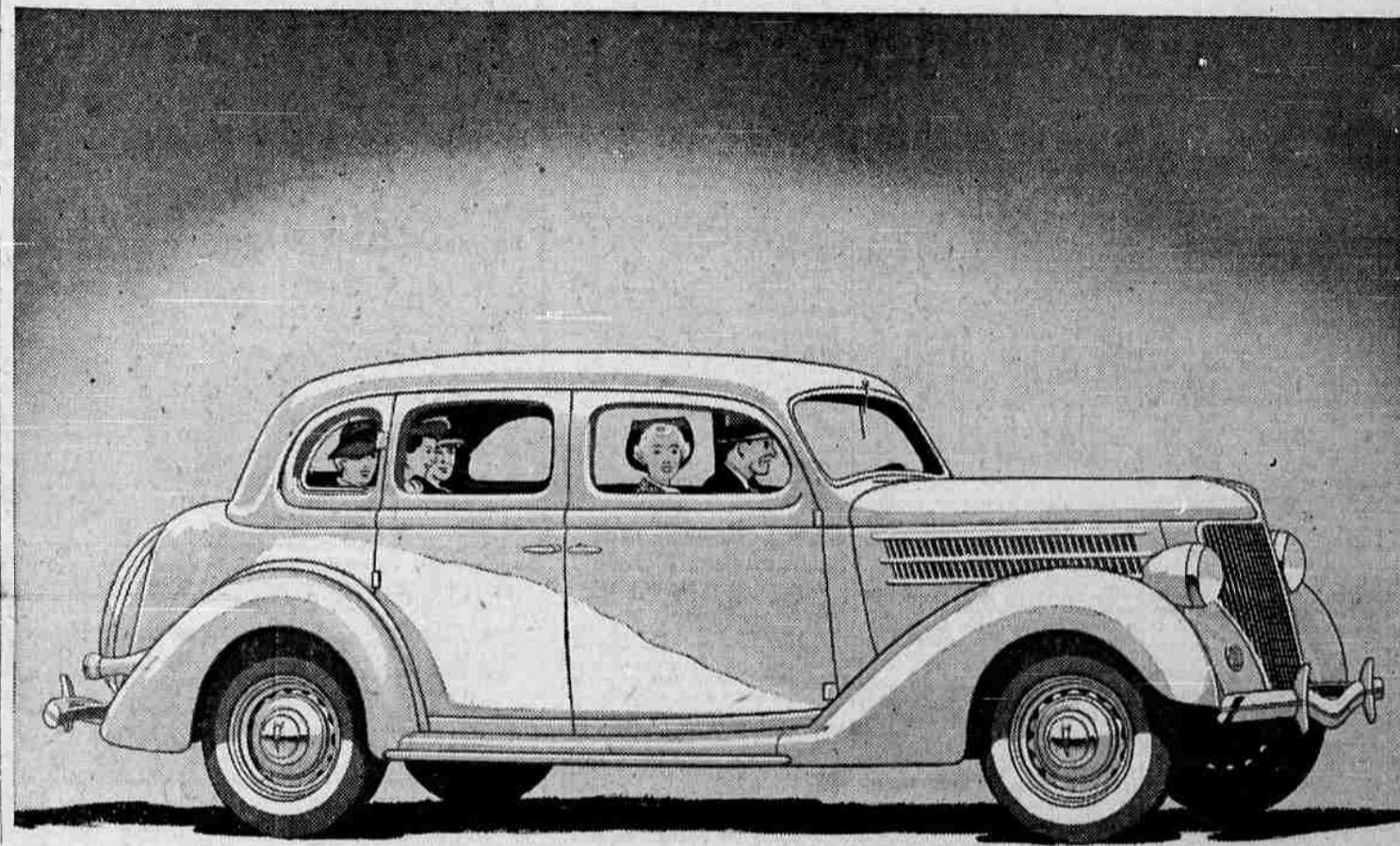
American-Bosch announces a precedent smashing feat of radio engineering in the 1936 models, according to P. W. Smith of Don's Radio Service, new local American-Bosch dealer.

Mr. Smith says: "It is more far-reaching in its effect on improved radio performance than the new metal tubes which the new American-Bosch sets contain. It is the new Centromatic unit—a separate unit which you can see within the chassis of the radio itself.

The new metal tubes in the American-Bosch radio give it a clearer and better tone. Centromatic tuning combined with metal tubes gives more and clearer short wave reception, and the Centromatic unit makes it much easier to select a station. The Centromatic unit eliminates over 100 soldered connections. The 90 per cent less wiring results in greater stability and longer life. The new unit was designed for and built around metal tubes."

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# N O W O N D I S P L A Y



## THE NEW FORD V-8 FOR 1936

Distinguished new beauty of line has been combined with the outstanding comfort, safety and performance that have put the Ford V-8 in a class by itself. The car that led all others in 1935 has been made still better for the new year. It has been proved by the past and improved for the future. The New Ford provides every modern feature, with the assurance of satisfactory service. There are no experiments in it—nothing that has not been tried and tested. This means a great deal to motorists—especially in mechanical construction and safety. . . . The Ford gives you distinctly better performance because of its V-8 engine—it stands out also because it is such a safe car. The Steel Body, Safety Glass all around and Super-Safety Brakes provide exceptional security. . . . The Ford V-8 for 1936 is the finest, safest, most reliable Ford ever built.

**New Modern Lines**—New longer hood extends gracefully over the distinctive new radiator grille, accentuating the length of the car. New larger fenders, with a wide flare, contribute to the imposing front-end appearance. Horns are concealed behind circular grilles beneath the headlamps. New hood louvers. Steel wheels of entirely new design. Rich, enduring upholstery. Attractive appointments.

**New Easier Steering**—Steering gear ratio increased. Steering gear sector shaft mounted on roller bearings.

**New Gear Shifting**—Easier, quicker, smoother. Shorter distance for gear shift lever to travel. Quiet shifting. Quiet running in all speeds because of silent helical gears.

**Super-Safety Brakes**—Safest, most reliable type of brakes under all driving conditions. Mechanical brakes of the same proved design as have been used for years on America's finest cars. Extra large braking area. Easy to apply.

**Welded Steel Bodies**—The Ford V-8 has a genuine all-steel body structure—electrically welded for still greater strength.

**Safety Glass Throughout**—All Ford body types are equipped with Safety Glass throughout at no extra cost.

**V-8 Engine**—Fine-car power, speed, acceleration and smoothness. The reliability of the Ford V-8 engine has been proved in actual service by more than two million motorists—over a million Ford V-8s purchased in the last year. Figures show that the Ford V-8 is the most economical Ford ever built. Every year the Ford costs less to run.

**No "Breaking In"**—The Ford V-8 engine is made to such high standards of precision that it requires no breaking in. You can drive it 60 miles an hour the first day.

**Efficient Cooling**—The cooling system of the New Ford V-8 for 1936 circulates 5 1/2 gallons of water through a new, larger radiator. Natural thermo-siphon action is assisted by two centrifugal water pumps. New style hood louvers permit rapid flow of air around the engine.

**Bodies Insulated for Quiet**—The floor, dash and body panels of the Ford V-8 for 1936 are insulated with new materials that absorb and deaden sound.

**Center-Poise Riding**—All passengers ride near the center of the car—cradled between the soft, flexible springs. Exceptional comfort on every type of road. The Ford V-8 gives a front-seat ride to back-seat riders.

**Unusual Body Room**—Short, compact Ford V-8 engine takes up less space under the hood and permits more of the car's length to be used by passengers. There is increased room in the 1936 Fordor Sedans because the rear quarter trim is recessed above the new style arm rests.

**LOW FORD V-8 PRICES**

THIRTEEN BODY TYPES—Coupe (5 windows), \$310. Tudor Sedan, \$320. Fordor Sedan, \$330. DE LUXE—Roadster (with rumble seat), \$360. Coupe (3 windows), \$370. Coupe (5 windows), \$335. Phaeton, \$350. Tudor Sedan, \$365. Cabriolet (with rumble seat), \$625. Fordor Sedan, \$625. Tudor Touring Sedan (with built-in trunk), \$590. Fordor Touring Sedan (with built-in trunk), \$650. Convertible Sedan, \$700.

F. O. B. Detroit. Standard accessory group, including bumper and spare tire, extra. All Ford V-8 body types have Safety Glass throughout at no additional cost. Conveyance, economical terms through the Universal Credit Company.

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