

AUTOMOTIVE NEWS

NEW REFINEMENTS MARK 1936 MOTOR CARS INTRODUCED

By Leslie Avery
(United Press Staff Correspondent)

DETROIT, Oct. 19.—(UP)—Without resorting to customary and so-called "radical changes" in yearly automobile design, manufacturers are utilizing every known refinement, safety service, riding and driving comfort to attract buyers for their 1936 lines.

On the exterior, new models prevented to date, show little change from last year's numbers. But on the interior, and under the hood, several differences are noticed.

Refinement is the keynote. Instead of drab upholstery, hardware and trim are seen new harmonizing colors and modernistic motifs. Instead of instruments strung all across the dash panel, all are grouped under one glass, indirectly lighted.

New ease in steering is another of the features which 1936 models emphasize. Hydraulic braking is found on the majority of new cars, while the few still clinging to the mechanical type claim new power for their brake systems.

Manufacturers of the higher priced lines are adding smaller and cheaper models.

Cadillac falls in line by dropping the price of its "Astor" car, LaSalle, to the \$1900 class, creating a new 12-horsepower model "Sixty" in the \$1600 bracket and retaining its V-12 and V-16 Fleetwood types for its wealthier clientele.

Another General Motors product, Buick, also is relying on lower prices to boost sales. Buick introduces an innovation in its coupe models by placing a small folding seat where the usual luggage rack is located, directly behind the driver. In this way a third passenger can be carried in comfort, and under cover, as was not the case with the old rumble seat. The extra passenger sits sideways, but has the width of the car for legroom.

In the lower price class, Ford strikes a new note in conservative streamlining by rounding and smoothing the radiator of his new car. Horns are set back in the front fender cowl with only a grill showing their position. The hood is longer with new type air vents.

Treatment of the front end seems to be the major exterior difference in all of next year's models, but none of them are so altered that they are not easily recognizable.

Plymouth narrow and lengthens its radiator and hood which gives it a more striking appearance than last year's model. This Chrysler product is stressing its new lighting development. A beam that reduces headlight glare but still furnishes a more penetrating ray for fog and dust is claimed through use of a "fog cap" which permits only reflected and controlled rays to leave the headlamp. Plymouth also emphasizes new structural strength in its frame and quietness in riding.

A builder of sixes and small eights in the General Motors group which has its preview today is adding a deluxe six to its line. One of the independent builders, who is saving his creations for first showing at the New York automobile, November 2, is reported to have taken a cue from airplane designing, and equipped a high priced model with retractable headlights. In daytime the lamps supposedly fall back into fender wells, just as airplanes draw their wheels up into the wings. This same manufacturer will introduce a Diesel powered line, but is keeping details under cover for the New York introduction.

While motor changes are negligible, most manufacturers holding to their last year's power plants. It is rumored that one line is coming out with a cast steel piston, something entirely new. Piston material always has been a controversial subject with some retaining cast iron and others using the new lighter aluminum pistons.

The cast steel pistons is said to be lighter, stronger, have better wearing properties and is easier to cool than either cast iron or aluminum. If it is a success this manufacturer will be the pioneer user of a piston material probably acceptable to all motor builders.

THE GRANGE

Phoenix Grange
Thoughts are being turned to Halloween and members of Phoenix Grange are reminded that next Tuesday, Oct. 22 is their regular meeting night. The lecturer is planning a very interesting and entertaining Halloween program and requests that each one come dressed as a ghost, goblin, witch, or a child. Co-operation and observance of this request will make for a more successful and enjoyable evening.

The refreshment committee is Mrs. Chub Anderson, Mrs. Donna Griffin, Karl Anderson, Miss Ida Bishop, Jerry Bishop and Miss Elva Carter.

A bounteous turkey dinner was enjoyed by nine members of the home economics committee. Two visitors were also present. Plans were discussed for their winter work.

Six members of the local grange attended the state conference meeting held at Central Point Thursday, during the evening other members attended, which brought the registration for the Phoenix Grange to a total of sixteen.

For those that wear buy
NOLDE & HOBST
Ethelwyn B. Hoffmann.

1-MINUTE SAFETY TALKS

By Don Herold



PAVED WITH NO INTENTIONS

Nobody intends to have automobile accidents. The trouble is, not enough people intend NOT to.

The whole point is, danger is interesting, and safety is rather dull. I've often said that the reason we have wars is that wars are entertaining, while peace is just blah.

We will never have peace until we can find ways to make it as thrilling as war. Peace games, contests, parades, music, travel, etc.

Coffee, while all right for many people, happens to disagree with me. Yet I used to be always yielding to the temptation to drink it. Finally I wrote a note to Mrs. Herold: "I'll give you \$50 the next time I drink coffee." Coffee doesn't tempt me any more. I've got a bet on myself. I've made it exciting NOT to drink it.

Somehow, each of us has got to make careful driving exciting, each for himself. Maybe we ought to make

bets with our wives or somebody on our careful driving. We have got to get excited about NOT having accidents. It might be a good thing if everybody drove slowly around his block before starting anywhere in his car, just making up his mind NOT to have an accident on that trip.

What this country needs is one hundred million people of the firm intention NOT to have automobile accidents. It is the only way to lick our appalling automobile accident toll. We could cut our million accidents a year into a half million IF WE WANTED TO.

One way is to decide to be something of a nut on safety. When we remember that in the last 10 years more than 290,000 persons have been killed, and between eight and ten million have been injured in automobile accidents, according to records compiled by The Travelers' Insurance Company, we have to admit we ought to do something about driving and walking carefully.

WESTERN AUTO HAS FALL SALE

Coming at a time when motorists are equipping their cars for winter driving, the Fall Festival of Values, now in progress at the Western Auto Supply company, is a most timely event, declares C. H. Pritchett, local manager of the firm. He states that scores of reduced prices presented in this event mean greater savings for car owners on accessories, tires, batteries and oil.

"One of the outstanding features of the Fall Festival of Values is the introduction of the new and more powerful Western Giant and Wizard batteries, built to meet the increased drain of winter service and extra electrical accessories," the Western Auto manager asserts. "With these improvements and longer life built into these batteries, Western Auto is now able to extend the guarantee on Western Giants to three full years and to two years on Wizards."

"Autolists have always enjoyed full value for their money when buying these batteries, and now the longer guarantee, greater power and the special sale prices make Western Giants and Wizards unprecedented values during this event."

"Economic motorists will also appreciate the extra savings on our entire line of Western Giant tires being offered during the Fall Festival of Values," Charlie Pritchett continues. "For it is a most opportune time to replace old, worn tires with new, safe-treaded ones at an even greater saving than Western Auto's regular low prices afford."

"Of scientific design to give greater traction, longer tread wear and extra blowout protection, Western Giant tires set high standards of quality. Each tire sold is accompanied with a long All Road Hazard Guarantee that is backed by service at all our more than 170 stores in the West. These high standards of quality and long time guarantee have made Western Giant favorites with hundreds of thousands of western motorists, and their reputation for greater value is spreading until today there are more than a million of our tires giving daily satisfaction in every sort of service."

"The current sale event is also an ideal time for automobile owners to change to a winter grade of motor oil, for special low prices will prevail as long as the event is effective. In-

SEE THE NEW 1936 La Fayette

3 Passenger Coupe Delivered **\$825.**

WALTER W. ABBEY, Inc.

Nash, Graham, Willys 77, LaFayette, International Trucks Sales and Service 123 South Riverside Associate Dealer, OTIS E. HACKETT, Grants Pass.

RELIEF LOAD IN STATE DECLINES

PORTLAND, Ore., Oct. 19.—(AP)—The Oregon relief load now has been

reduced to 17,000 cases, or about 55,000 individuals, in comparison with the case load peak of 59,101, roughly 195,000 individuals, in May, 1933, an Associated Press survey of SERA and WPA records showed today.

Reasons cited for the decreased load were the government works pro-

gram, acceleration of private industry and increase in seasonal work.

Fish Suits Filed

PORTLAND, Ore., Oct. 19.—(AP)—The federal government brought suit today to collect \$74,350 from three fish packing companies for use of fishing grounds about Sand Island near the entrance to the Columbia river.

Use Mail Tribune want ads.

New War Radios

ROME, Oct. 19.—(AP)—Guglielmo Marconi, inventor of wireless communications, will sail soon for East Africa to give his country a new and virtually untried system of secret radio-telephone communication between the war front and Rome.

WINDOW GLASS

We sell window glass and will replace your broken windows reasonably. Trowbridge Cabinet Works

Boon for Education

SALEM, Ore., Oct. 19.—(AP)—Education will profit by the increasingly large share of the national income which will be taken by the government within the next few years, Dr. Victor Morris, professor of economics at the University of Oregon, told 125 members of the State High School Principals' association at their annual banquet here.

Use Mail Tribune want ads.

Here's race driver Gus Schrader's 3 year record on WARDS POWER GRIP TIRES!

194 Wins—57—2nds, 3—3rds. In 254 Starts since Jan. '33! No tire failure in 3 years!

Check the low price on your size:

4.40-21 4 Ply	4.40-21 6-Ply
4.50-21 4 Ply	4.75-21 4 Ply
4.75-21 4 Ply		

730

America's Best "Bad Road" Tires!

If you need extra traction... get Power Grips! Best for deep mud, sticky clay and snow, because their tapered round knobs dig in deeper... are more self cleaning!

Extra Carcass Strength!

... is built into Power Grips to stand the strains of the worst roads! Double carcass, insulation, Latex dipped cords and many other extra-strength features enable Wards to back Power Grips with an UNLIMITED guarantee—The strongest written!

Convenient Payments May Be Arranged

"I'm sticking to Wards Riverside tires"

... Says Gus Schrader, world's champion dirt track race driver! Schrader, as well as the other leading racing drivers depends on the safety and performance features that have made the Riverside Power Grip America's Best Bad Road Tire!

Power Grips used by race drivers are RIGHT OUT OF WARD'S STOCK!

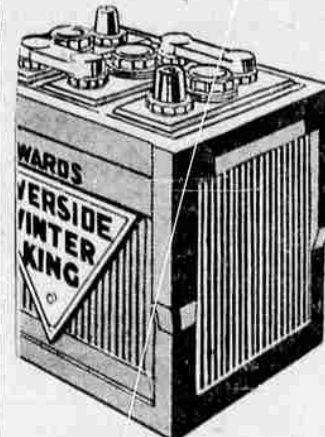
When you buy Wards Power Grips you get the same kind of tires that withstand the terrific strains of the race track... which means more tire stamina than you'll ever need for ordinary bad road driving!

Make Wards Your Headquarters for Essential COLD WEATHER AUTO NEEDS

Guaranteed Quality! Savings of 1/2 and More!

Cost per month REDUCED on **Wards Winter King** ONE OF AMERICA'S BEST BATTERIES

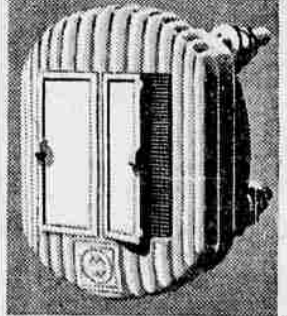
Now—21 Months Guarantee and Service Adjustment **\$545** with your old battery Installed



45 heavy duty plates instead of 39 (15 to a cell) but new battery fits all old 13 plate sizes.

- Cost per month REDUCED to about 23% per month!
- 23% more starting power at zero than SAE requires!
- Meets any peak power demand with plenty of reserve to spare!
- Priced way below comparable batteries!

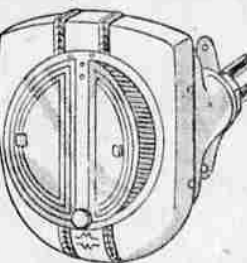
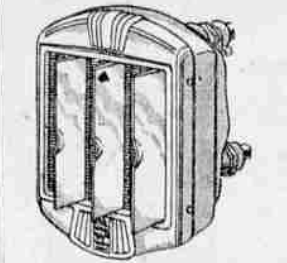
Equals \$16 HEATERS!



WARDS Supreme Quality Hot Water Heater

749 Complete With Fittings

Equal to most \$16 heaters. Oversize core. 48 tubes! Delco Motor! Chrome Plated front. Forget-proof illuminated rheostat switch.



Standard Quality Complete With Fittings **5.98**

Equal to \$13 heaters! 42-tube core, heat enough for all popular cars. Quiet motor.

Our Finest Heater Complete With Fittings **8.95**

Wards DeLuxe compares with \$20 heaters! Oversize for larger cars. Super smart!



Spark Plugs **25c** Each

Wards standard quality. A dependable spark plug at a very low price. Factory-tested.

Radiators For Ford 28-29 **9.95**

For 30-31 Ford \$12.95
For 29-30 Chev. \$11.75
For 31 Chev. \$11.25

Ask for Wards low prices on radiators for other cars and trucks.

WEEK END SPECIALS IN AUTO SUPPLIES AT REDUCED PRICES

Dupont Top Dressing **47c** 1/2 pt.

Famous No. 7 brand. For year round protection on all tops. Seals cracks! Save!

Running Board Material **10c** ft.

Heavy molded black rubber—backed with burlap for long life. Deep non-skid ridges.

Auto Tire Pump **39c**

Comparable pumps much higher! Easy to operate—Throws lots of air. For all tires.

Radiator Cleaner **29c**

Removes and prevents rust. Use to flush radiator before putting in anti-freeze solution.

100% PURE PENNSYLVANIA Motor Oil 17c QT. Inc. Tax. In your own container

None Better! Refined by newest processes to flow easily in coldest weather! Anti-sludging! In all SAE grades. Also 2 and 5 gal. containers.

Strap-on Chains 35c 25x1.75 EA. Other sizes proportionately low! Strap on in a jiffy! Won't slip! Molybdenum steel cross chains for extra long wear!

MONTGOMERY WARD

117 SOUTH CENTRAL TELEPHONE 286