# AUTOMOTIVE NEWS

## DE SOTO OFFERS TWO NEW 'STYLE' MODELS FOR 1936

Boasting refinements in design and appointment and new engine features for increased performance, the 1936 DeSoto custom built airstream models are on display at the Mead Motor Co. The 1936 DeSoto line includes a new Airstream and the Airflow III, according to N. H. Mead.

The Airstream will be presented in de luxe and custom models on 117-inch wheelbase. The following body models will be available in both series: Touring sedan, touring brougham and coupe. The custom line, in addition, will offer a convertible sedan and a convertible coupe.

The Airflow will be manufactured in two body types: Sedan and coupe.

From the massive die-cast radiator of chromium to the speed-line tail lights, the new Airstream achieves the "custom-styled" note claimed by its manufacturer.

The Airstream, incorporating many of the new Airflow features, will be priced just above the lowest-priced cars. The Airflow will be offered in about the same medium low price field as last year. With the two lines DeSoto now embraces the low-medium and low-price fields.

In announcing the new cars, N. H. Mead pointed out that the great success of the Airstream in its first year, and the established popularity of the Airflow, made it wise for DeSoto to offer again cars that covered a wide price range.

"The sales of the DeSoto Airstream since its introduction have proven that there is a great market in America for an automobile that offers more than just bare transportation," he said. "People again are asserting their pride of ownership in their cars and are seeking beauty and comfort in them, in addition to satisfactory transportation."

The 1936 DeSotos, both Airflow and Airstream, have the following features: High compression engine with full-length water jackets; synchro-silent transmission; hypoid rear axles (custom Airstream and Airflow); a new "gas saver" overdrive; new amola-steel semi-elliptic tapered leaf springs; self-equalizing hydraulic brakes; floating power engine mountings; anodic pistons; rust-proofed bodies; safety-steel body.

As in the past, DeSoto engineers have put great emphasis on safety, with safety-steelbodies, hydraulic brakes and safety glass. This year's models add another important feature to this list with "safe vision" lighting.

**New "Safe Vision" Lighting**

These new lights reduce headlight glare on the highways and provide more petetrating rays for driving in rain or fog. The new DeSoto lights have two beams. As in the past, there is an upper beam for clear road driving and a lower beam for meeting other cars. The non-glare feature is incorporated in the lower beam which deflects not only down, but to the right, as well. Thus the new control takes the blinding glare out of the other driver's eyes and puts it where it will really serve a purpose—along the right edge of the highway.

The new Airstream is longer and lower than its precessor, having a wheelbase of 117 inches. The tap measure shows 196 inches from bumper to bumper.

The interiors, too, are longer and wider. Through ingenious rearrangement and construction refinements, the line from the windshield to the rear window is now four and one-half inches longer than in previous models and seats are wider for increased elbow and shoulder room.

The frame of the Airstream has been made 50 per cent more rigid than on previous models, by reforming its members and using a new type of steel construction. The body and frame assembly has been reinforced by mounting the body down over the frame so that it is bolted from the sides as well as the top. This new construction has permitted the lowering of the body and the eliminating of body sills.

By incorporating a new "box" type construction "A" post in the body, the car has become sturdier and stronger than ever.

The Airflow body has been styled for a new smartness without in any way affecting the true aerodynamic design of the car. All windtraps, such as the "valleys" between the fenders and the hood, have been eliminated. The engine is mounted over the front axle. This change of weight slows down the movement of the springs and permits the seats to be moved forward. Airflow passengers ride in the cradled area between the front and rear axles. They are completely surrounded by an armor of steel formed by the single unit body frame of welded truss steel girders, the steel body panels and the steel floor.

**Floating Ride**

The "floating ride" which caused such a sensation when the Airflow was introduced has been incorporated in both cars. The "ride" is not the result of one feature, but many, engineers claim. They cite as the contributing factors — redistributed weight, improved springing, shockless steering and a ride stabilizer.

Weight redistribution plus a new leaf spring has given the term "floating ride" a new meaning this year. These springs made from the recently perfected Amola steel are thinned out at the ends so that more area of each leaf comes in contact with the adjoining leaves.

In the Airflow both the front and rear springs are of this design, while the Airstream models have individual (coil type) springs in front and tapered leaf springs in the rear.

**New Engine Cooling**

The engines, which in all DeSoto models have unusually high compression ratios to increase power, performance and economy, have been made more efficient this year by the addition of full length cooling of the cylinder walls. Engineers found that by adding water jackets that extend the full length of the cylinders, oil temperatures were materially reduced, thereby cutting down oil consumption.

The new engines also provide a new automatic spark control utilizing the vacuum of the intake manifold. This device has eliminated the spark knock which has been an objectionable feature of high compression heretofore.

## Plans Memorial

Burt K. Snyder of Lakeview, newly-elected president of the Shasta-Cascade Wonderland association, recently announced plans to erect a memorial at the Oregon-California line in honor of Bill Hanley, pioneer stockman, statesman and philosopher. Mr. Snyder said the Oregon State Motor association had suggested a small museum in which would be kept historical records of the early Oregon cattle country.

## NORTHWEST FARM RECEIPTS HIGHER

WASHINGTON, Nov. 16.—(AP)—An increase of $39,522,000 in the receipts from sales of principal farm crops of Oregon and Washington for the first nine months of each year from 1932 to 1935 was shown today in a report of the bureau of agricultural economics.

In both states the upturn was continuous from 1932, the report showed, the greatest jump being from 1933 to 1934 when the value in Washington climbed from $51,873,000 tao $68,244,000 and in Oregon from $30,589,000 to $37,649,000. The bureau used the receipts from January to August in each year for comparative purposes and then included separate figures for the month of September for each year.

### *SONS Rehearing Comedy "Candida"*

ASHLAND, Nov. 16.—(Spl.)—Immediately following the last showing of "Seven Keys to Baldpate," Director Angus L. Bowmer of the Southern Oregon Normal school cast and started rehearsals on George Bernard Shaw's comedy, "Candida." The first show will be presented on December 5 at the Lithia Springs Hotel ballroom in a typical "first night" atmosphere.

Normal school students in the cast are:

Prosperpine, Roberta Nourse, Ashland; Morell, Wayne Smith, Bieber, Calif.; Lexy, Ivan Nye, Prospect; Burgess, John Harr, Ashland; Candida, Marjorie McNair, Beverly Hills, Calif., Helen Edmiston, Medford; Marchbanks, Ford Hunnell, Bend.

Be correctly corseted in an Artist Model by Ethelwyn B Hoffmann.

## PUBLIC RESPONSE CHEVROLET NOTED

Capacity production of the recently announced new 1936 Chevrolets throughout the rest of the year is forecast by reports from dealers all over the country, to the effect that sales on announcement day, November 2, broke all records in Chevrolet history.

The same enthusiastic public response was evident at the New York automobile show, according to word received in Detroit from W. E. Holler, vice-president and general sales manager of the Chevrolet Motor Co., who with other executives of the company is attending the annual exhibit there. Chevrolet is displaying its new product, both in Grand Central Palace, and at a special General Motors showing in the Waldorf-Astoria.

"Output will be maintained around 100,000 units a month to keep pace with the demand that is evident," said Mr. Holler. "We had more than 60,000 cars in the hands of our 10,000 dealers on announcement day, but orders taken so far have greatly exceeded the supply. We shall be able to make prompt deliveries, however, for we were in full production before the cars were announced, and they are rolling off the assembly lines at a faster rate than ever before at this season."

In the master deluxe line, the restyling of the body with its new streamlined front end treatment, and the perfected hydraulic brakes, seem to have created the liveliest enthusiasm among dealers and public alike, Mr. Holler reported. In the standard series, a completely restyled Fisher body with solid steel turret top seems to have captured the public fancy more completely than any other single thing. The fact that a full line of body styles is now available in this lowest price range is also making a hit.

"The statement that we are delighted at the outlook requires no qualification," said Mr. Holler. "Viewed from any angle, the situation is highly promising. We introduced these new cars in the conviction that they were the finest we had ever offered. Now we have the satisfaction of learning that the public takes the same view."

### *Parole Denied To Aged Husband Killer*

SAN QUENTIN, Calif., Nov. 16.—(AP)—Mrs. Emma Ledoux, 62, who killed her husband in 1910 at Stockton, Calif., and placed his body in a trunk, was denied a parole from the women's prison at Tehachapi by the board of prison terms and paroles today.

Mrs. Ledoux was liberated several years ago, but was later taken into custody for violation of parole and returned to prison in 1931.

**Delay Capitol Commission**

SALEM, Ore., Nov. 16.—(AP)—The three state officials who will name the new capitol commission have delayed their choice until the middle of next week in order to hold another conference, probably Tuesday.

Use Mail Tribune want ads.

## ALBANY MAN HELD FOR ASSAULT IN HUNTING TRAGEDY

ALBANY, Ore., Nov. 16.—(AP)—James J. Cronin was arrested today on a charge of assault with intent to kill his hunting companion, Claud Hultz, who was blinded by a wound and left exposed in the snow for nearly three days.

Officers arrested Cronin as he emerged from the Linn county jail after serving a 12-day sentence for hunting without a license.

The complaint charged that Cronin shot Hultz in the head, putting out his one good eye. Hultz, in a Lebanon hospital for treatment to the injury, and for frostbite, said he could not remember exactly what happened.

Hultz said he was not lost, and he didn't believe his eye was blinded by underbrush, as first reported.

Cronin, suffering frostbite, returned to a farmhouse and reported he and his blinded companion lost their way on Blaine mountain. Searchers found Hultz near death.

### *Turkey Demand At Portland Increases*

PORTLAND, Ore., Nov. 16.—(AP)—Turkey demand increased further here today, dealers reported.

Prices held firm with as high as 28½ cents paid for small birds at interior points despite the talk here of a top of 25 cents. In spots 26 cents was paid fro select birds.

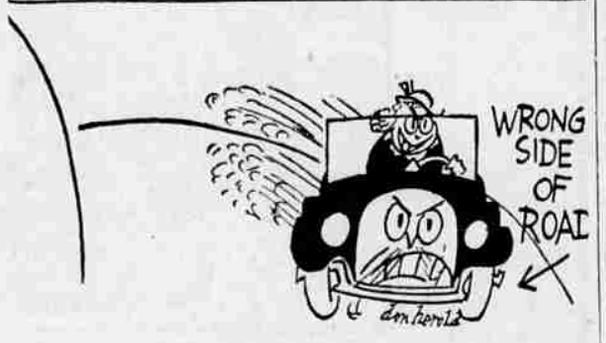
**Radio Hero Honored**

SALEM, Ore., Nov. 16.—(AP)—Navy department officials informed Representative James Mott that a letter of commendation for the heroism of Ernest Dailey, radio operator aboard the ill-fated dirigible Macon, had been sent to Dailey's widow in Chicago. Dailey formerly resided in North Bend, Ore.

Use Mail Tribune want ads.

## 1-MINUTE SAFETY TALKS

*By* Don Herold




### THE FOOL AROUND THE CORNER

Not so long ago, a prominent person whose name is known to millions, and four others in a car met a fool driver on a curve.

She was coming around the curve *on the wrong side of the road* and she was coming fast.

Today, four of the persons in that car are dead. Just one escaped death, although severely injured.

A fool driver, yes. There's one around every corner.

The driver of the car in which four were killed was crowded off on to the soft shoulders of the road, and his car rolled down a steep embankment.

If he had been going a little more slowly himself, he might have given the fool driver time to pull over to her side where she belonged, and four men would not have been killed.

Here's a point in regard to driving: you have to expect a moron coming at you around every corner.

In short, you have to drive carefully enough for two people—yourself and some idiot who isn't. And remember, if you think most fool drivers are women, that brass-tack accident statistics gathered by The Travelers Insurance Company show that the fatal accident record of men drivers is 34 per cent worse than for women drivers.


# An Important Statement by Walter P. Chrysler

**In which he Explains the Plan and Purpose Behind the New Lower-Priced De Soto for 1936 . . Companion Car to the New De Soto Airflow III**

THE NEW CUSTOM AIRSTREAM DE SOTO TOURING SEDAN, WITH BUILT-IN TRUNK. SEVEN OTHER BODY MODELS.

TODAY WE ARE INTRODUCING the new De Soto for 1936. I believe you will be interested in the engineering thinking that went into this car—the planning behind it and how we visualized its market.

As you know, times are getting better. Today people are again thinking of automobiles in terms of style and beauty and excellence of appointments—not only transportation.

As buying power improves and people get more money . . . it is logical that they will want more style, additional room and greater beauty than the very lowest-priced cars have offered.

What we could plainly see for De Soto this year was a market of thousands of buyers who were eager to own a STYLE CAR . . . and could afford it, due to this upturn in business.

So we created for them a brand new De Soto—that is actually a custom-built car—to sell for only a few dollars more than the very lowest-priced automobiles made today.

In the last five years, we have learned how to build cars better . . . and we found ways to bring the luxury and appointments of two and three-thousand-dollar automobiles into this medium-price bracket.

I can say to you sincerely that this new De Soto has as many CUSTOM FEATURES as any car built in the finest custom-body shop.

• • •

THE NEW DE SOTO INTERIORS are most beautiful. The outside styling, you can see for yourself, is distinctive and pleasing. People who have seen this new De Soto have gone out of their way to tell me that they believe it will be *the best-looking, most distinctive car of 1936.*

In addition, it is a marvelous performing automobile. I can tell you, from hundreds of miles of personal experience, that it is a real pleasure to drive. It steers and handles easily, stops quickly, and the engine is one of the most powerful in its price class.

Furthermore, tests have shown that the new Gas-Saver Transmission is capable of giving the remarkable economy of 25 miles per gallon.

I want you to see this new car. It will be displayed this week at Automobile Shows all over America, and it is also being demonstrated by De Soto dealers throughout the country.

*After you have seen it, write me your frank opinion of the car.* The Chrysler Corporation is very proud to present this new De Soto, and I feel sure you will agree with me that it is destined to be an outstanding success.

**NEW 6% TIME PAYMENT PLAN**

Ask for the new Official Chrysler Motors Commercial Credit Company 6% Time Payment Plan. You can figure it out for yourself:

1 Start with your unpaid balance.
2 Then add insurance cost . . . at conference rates.
3 Then multiply by 6%—for a 12-month plan. One-half of one per cent per month for period more or less than 12 months.

In some states a small legal documentary fee is required. NO OTHER CHARGES.

**1936 DE SOTO** DE LUXE MODELS AS LOW AS **$695** LIST AT FACTORY DETROIT SPECIAL EQUIPMENT EXTRA

A PRODUCT OF THE CHRYSLER CORPORATION



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with the famous

CHRYSLER AUTOMATIC SILENT OVERDRIVE

Now On Display — See It! Ride In It!

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38 NORTH RIVERSIDE



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**NOW ON DISPLAY AT**

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