

AUTOMOTIVE NEWS

MOTOR INDUSTRY HAS VITAL PART NATION RECOVERY

Output for 1935 Exceeds Four Million Units— Motor Industry Effects Many Business Activities

The automobile industry was again revealed as an outstanding contributor to general business recovery in the report, "Preliminary Facts and Figures About the Automobile Industry, During 1935," released today by Alfred Reeves, vice-president and general manager of the Automobile Manufacturers' association.

Estimating the year's output of American car makers at 4,150,000 vehicles, the report disclosed that the industry collectively again had figured as the largest single purchaser of the products of many of the country's leading raw material industries. Besides absorbing 23 per cent of the iron and steel industry's total output for the year, purchases by automobile manufacturers accounted for 75 per cent of the rubber consumption, 77 per cent of the plate glass production, 30 per cent of the lead consumption, 33 per cent of the nickel, 22 per cent of the copper, 16 per cent of the aluminum, 15 per cent of the zinc and 20 per cent of the tin.

The manufacture of 50,000,000 automobile tires during the year afforded a market for 895,000,000 pounds of crude rubber and 210,000,000 pounds of cotton fabric. In addition, 16,150,000 gallons of gasoline (total retail price, including taxes, \$3,260,000,000) and 495,000,000 gallons of lubricating oil were consumed in keeping the nation's 26,000,000 cars and trucks operating during the year.

The initial effects of the industry's new fall model announcement plan under which 1936 lines were introduced at the shows two months ago are evidenced by the year's production figure of 4,150,000 cars and trucks. Before the shows, when the success of the industry's departure from its traditional policy of introducing new models after the first of the year was problematical, experts were estimating that the year's output would be only 3,900,000 units. The business which has resulted in the last two months has made possible the increased figure.

Of the total output, 3,400,000 were passenger cars and 750,000 were commercial vehicles with a total combined wholesale value of \$2,186,400,000. Production of parts, tires and accessories for replacement purposes and service equipment increased the total wholesale value of the industry's output for the year to \$2,999,800,000.

During the year, the number of commercial vehicles operating in the United States reached an all-time high of 3,350,000 units, while passenger car registrations rose to 22,450,000 units—an increase of nearly a million vehicles. With a total registration of 26,000,000 vehicles, the United States had 71 per cent of all the cars and trucks in the world.

Other interesting facts contained in the report are:

Forty-eight thousand communities in the United States are completely dependent on highways for transportation.

Farmers own 5,035,000 vehicles, of which 500,255 are trucks—the remainder passenger cars.

Car owners paid in special motor vehicle taxes during 1935 \$1,288,000,000—13 per cent of all taxes collected.

The railroads handled 3,422,000 carloads of automotive freight during the year.

Thirteen and six-tenths per cent of the industry's total output was sold in markets outside of the United States.

Motorists' gasoline requirements were served by 320,000 retail gasoline dealers.

CHEVROLET SALES ROOMS OPENED IN SPARTA BUILDING

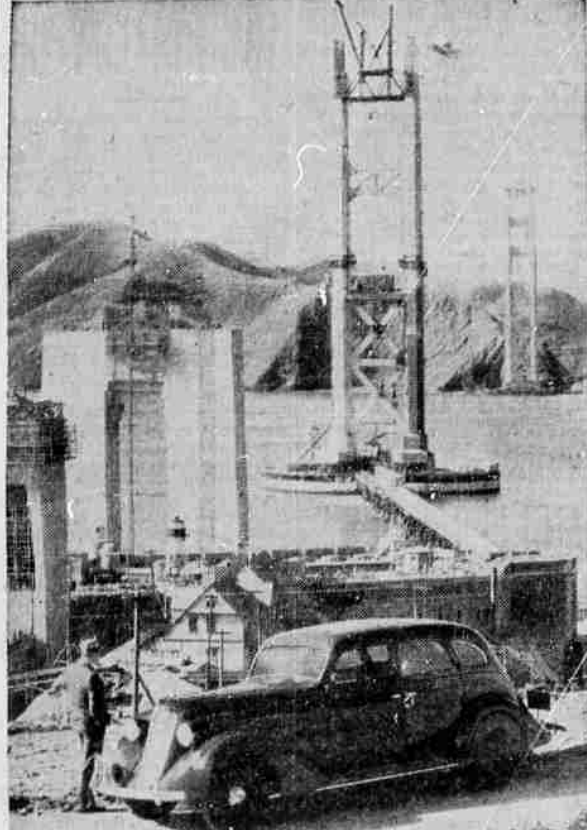
Marking a definite expansion in the sales promotion program of Rogue River Chevrolet, Inc., Medford Chevrolet dealers, new showrooms have been established by this firm in the Sparta building at Main and Riverside streets in this city. The entire front portion of this structure has been converted into a large Chevrolet display room where a full line of standard and master models are being shown. Business offices of Rogue River Chevrolet, Inc., have also been moved to the mezzanine floor of the Sparta building.

"We are entering the 1936 season with considerable optimism," G. M. Hurd, general manager of Rogue River Chevrolet, Inc., said yesterday. "With the difficulties we experienced during 1935 in securing sufficient cars apparently eliminated, prospects for a record Chevrolet year in Medford seem exceptionally bright. Our increased business already has necessitated the expansion program which includes the opening of our new showrooms in the Sparta building."

In announcing the opening of the new display rooms, Mr. Hurd emphasized the fact that the former headquarters of Rogue River Chevrolet, Inc., at 32 North Riverside would be retained as service headquarters for the firm and display room for the new 1936 Chevrolet trucks. Added equipment and improved facilities in this shop are included in the expansion program of this firm.

The used car lot on South Riverside and the Rogue River Chevrolet's warehouse at Eighth and Bartlett streets would also be maintained, Hurd stated, making four downtown locations utilized by this concern.

Two Modern Engineering Triumphs



Triumphs of modern engineering genius are the new \$35,000,000 Golden Gate Bridge at San Francisco and the 1935 Aeroform Nash sedan shown in the foreground. When completed in 1937, the bridge will have a span of 4200 feet, longest in the world. The towers rise 750 feet, the distance between the bridge deck and the water level will be 250 feet, providing ample clearance for even the super-liners now under construction by France and England. The X-bracing principle employed in the bridge towers is also a feature used to give Nash chassis frames their strength and rigidity.

PLYMOUTH OFFERS NEW TYPE LAMPS

DETROIT (Sp)—New developments in automobile lighting that reduce headlight glare and provide more penetrating rays for bad weather driving have been announced. Plymouth introduced the new developments to the public as "Safe Vision" lighting with the formal presentation of its 1936 models last October.

The new Plymouth headlights have two beams, as formerly, an upper beam for clear road driving and a lower beam for meeting other cars and driving in heavy traffic. The new non-glare feature is incorporated in this lower beam, which now deflects the light not only down but also to the right. Thus, the new beam takes the glare out of other driver's eyes and puts it where it is needed most—along the right side curb line.

Glaring headlights cause thousands of accidents annually. The National Safety Council attributes 6,700 automobile mishaps, 680 of them fatal, to this one cause during 1934. Council reports blame an equal number of accidents to poor lighting and motorists "overdriving" their headlight beams.

Non-glare lighting in the new Plymouth is accomplished with a new pre-focused bulb. This bulb has two horizontal "bar" filaments located side by side, instead of the conventional "V" filaments one above the other. The new filaments are pre-focused with respect to the bulb mounting, thus insuring accurate positioning with the reflector. Lens and reflectors are especially designed for the new bulbs.

"Safe vision" lighting provides the more penetrating rays for bad weather driving with a new "fog cap" or opaque coating on the end of the bulb, which eliminates the direct rays from the filament. Normally, these direct rays are projected and illuminate water and dust particles in the line of vision above the main beams. The new "fog cap" feature permits only reflected and controlled rays to leave the headlamp.

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15 plates
Fits all 13 plate sizes with Old Battery

Even at Zero, you get 23% extra power by actual test! That means quick starting in any weather, no recharging! Backed by Wards unconditional 21 months adjustment guarantee. That means it's O.K. for two full winters!

- Heavier plates, extra deep grids
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1-MINUTE SAFETY TALKS

By Don Herold

"Two drivers tried to outthink each other"

NOISY DRIVERS—AND ACCIDENTS

I know that anybody—even the finest person alive—is apt to have an accidental automobile accident.

But I've always had a theory that quiet, considerate, refined, kind, courteous people have the fewest accidents.

There was no way to prove it until recently.

A funny thing has happened in New York City lately. Some time ago that city started an anti-noise campaign.

Strangely, it has helped in a surprising decrease in accidents.

In one month, since the anti-noise campaign has been on, there have been 751 fewer accidents and 791 fewer injuries in New York City than there were for the same period last year.

This, in itself, might have been an accident, if exactly the same result hadn't been achieved by an anti-noise campaign in England. In five months, over there, anti-noise efforts resulted in 17 per cent fewer deaths and 7 per cent fewer injuries.

An official of the Travelers Insurance Company told me a year ago that if all horns were taken off cars the accident rate would go down drastically. He was right.

Don't drive so fast or so recklessly that you have to honk people out of your way. I'm not suggesting that you take the horn off your car—but it's a good idea to pretend that you have no horn.

Incidentally, it does away with a lot of honking.

AGED SAVANT TO BE FATHER AGAIN

NEW YORK, Jan. 4.—(AP)—Dr. Richard T. Ely, 81-year-old economist, and his wife are awaiting the birth of their third child, the Daily News said today.

Mrs. Ely, 39, confirmed that another baby is expected, the News declared, although she declined to announce the date.

Dr. and Mrs. Ely were married in 1931 after they had met at Northwestern university where the economist was teaching. Their first child, William, was born in 1932 and the second, Mary Charlotte, in 1934.

He is president of the Institute for Economic Research, Inc., in New York City. Their home is at Radburn, N. J.

D. CRUIKSHANK LOCAL UNDERWOOD MANAGER

In order to give Medford better service on Underwood typewriters, Sundstrand adding machines and Elliott Fisher accounting machines, a direct company branch has been established here, according to Don H. Cruikshank, local manager. The sales and service branch is located in the Medford Stationery store, 34 North Central Ave.

C. C. Bailey is the local service manager.

Stale V. Standen, M. D., Phoenix, Ore., has reopened her office and is continuing the general practice of medicine. Office hours 9 to 12 a. m., 2 to 5 p. m. Evenings by appointment.

AIMEE FOLLOWERS IN HUGE PARADE

LOS ANGELES, Jan. 4.—(AP)—Led by "Sister Aimee" herself, thousands of adherents of the International church of the Fourquare Gospel paraded through downtown Los Angeles today. The parade was an event of the 13th annual convention of the church.

Mrs. Aimee Semple McPherson rode at the head of the long cavalcade. She wore a white silk crepe dress, with a navy blue satin cape trimmed in red. Her associate, Rhoda Crawford, and her daughter, Roberta Semple, appeared in similar costumes.

There were gaily uniformed drill teams, bands, 42 floats, mounted squadrons, and uniformed marchers from 40 states and eight foreign countries, in the parade.

Epidemic in Alaska
FAIRBANKS, Alaska, Jan. 4.—(AP)—A virulent scarlet fever outbreak here caused territorial health officials today to close the University of Alaska, public schools, theaters and places of assemblage.

Card of Thanks
We wish to thank our many friends and relatives for their kindness during our bereavement, and for the many floral offerings. Mr. and Mrs. H. R. Turpin and family.

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Refined by newest solvent process! Flows quickly in extreme cold yet withstands extreme motor heat! Anti-sludging! Less carbon, super-tough film! All from Bradford Allegheny crude! No finer motor oil in the world, yet you save about 50%!

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LADY GIVEN YEAR FOR KILLING MATE

ASTORIA, Ore., Jan. 4.—(AP)—Mrs. Margaret Hart of Seaside pleaded guilty today to slaying her husband, Sam Hart, last July, and was sentenced to a year in the state penitentiary. She was indicted on manslaughter charges.

Circuit Judge Howard K. Zimmerman in pronouncing the minimum sentence said he would recommend to the state parole board that she be paroled after serving her minimum time.

A family argument preceded the slaying.

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New 1936 Airflow Chrysler Eight Chrysler Leads—Others Follow

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The New Chryslers have all the Safety Features

A Full Line of CHRYSLERS and PLYMOUTH'S On Display

THE CHRYSLER AUTOMATIC SILENT OVERDRIVE effects savings of about one-third in gas and oil consumption

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LANGE MOTOR CO.

CHRYSLER 38 NORTH RIVERSIDE PLYMOUTH

NEW LOW PRICES

... FOWER GRIPS take you through winter!

Get America's Best Extra Traction Tire

WARDS POWER GRIPS

With the tread like "built in" skid chains! Sure Gripping! Self Cleaning! Non-Packing!

Get Wards Power Grips for "bad road" driving. Best for deep mud, sticky clay and snow! Their patented round knobs, tapered from the base, give more traction — are more self-cleaning! Save the cost and trouble of chains and get more traction than tires using them!

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4.40-21	4-ply	8.95
4.50-21	4-ply	9.50
4.75-21	4-ply	10.50
4.75-20	4-ply	9.50
4.75-19	4-ply	9.50
5.00-18	4-ply	11.15
5.25-17	4-ply	11.95
5.50-17	4-ply	12.95
6.00-16	4-ply	15.95

WRITTEN GUARANTEE against EVERYTHING that can happen to a tire in service—WITHOUT LIMIT as to number of months or miles!

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