

AUTOMOTIVE NEWS

France Acclaims Lincoln-Zephyr



THIS REMARKABLE photograph, transmitted by radio to the United States, shows the first display of the new Lincoln-Zephyr in France. The new car was shown for the first time at a Salon held at the famous Ambassadeurs restaurant in Paris. Reports to the Ford home offices in Dearborn, Mich., said that the new car was enthusiastically received

by Parisians, prospective buyers actually bidding a premium over the French price in order to obtain immediate delivery. The photograph was rushed to London by telephoto and from London to New York by RCA Photo Radio. In the photo, the new Lincoln-Zephyr cars are shown surrounded by continental Ford units, including the French-built Ford V-8.

Become Familiar With New Models Autoists Advised

All motorists who change over from an old car to one of the latest models should take it easy until they have become thoroughly familiar with their new automobile's quiet operation and deceptive speed. This word of caution was voiced in a statement today by the safety department of the Oregon State Motor association, declaring that many motorists fail to realize the great advances in power and quick acceleration achieved in the new models. The statement was in connection with an intensified effort

being made by the association to combat the rising trend of traffic accidents.

"The wide gap between the road performance of the 1935 cars, for instance, and the highly efficient ones of 1933 and 1934 is such that the old car driver becoming accustomed to his new car is apt to underestimate his speed and invite trouble unless he carefully watches his speedometer," the statement said.

"The latest models are undoubtedly safer to drive than any which have been produced, but the increased forces masked under the hood, and the smooth operation need to be clearly realized so that the driver will exercise complete control at all speeds and under varying driving conditions."

BAN USE OF FUND ON NEW CAPITOL

SALEM, Jan. 4.—(AP)—The balance of the state restoration fund which at the time of the capitol fire last spring was \$150,000 cannot be used for construction of the new capitol, Attorney General I. H. Van Winkle today told the board of control.

office equipment. To date the fund exceeds \$100,000 because of the recent addition of the usual \$25,000 which is paid annually.

Usually money in the restoration fund is used to replace state buildings damaged or destroyed by fire in lieu of the state carrying insurance. Van Winkle ruled the balance of the money could not be used for the new capitol since it was wholly inadequate.

SPOKANE, Jan. 4.—(AP)—The Chronicle was advised from Washington, D. C., today that the Inland Waterways corporation, a government agency, will study feasibility of barge operation on the Columbia river.

The board used in excess of \$75,000 of the fund for clearing the site and replacing much of the burned

Klamath 'Snow Clan' Plans Winter Parley

KLAMATH FALLS, Jan. 4.—(AP)—The Klamath 'Snow Clan' last night was adopted as the name of the winter sports club in this section of Oregon. Nearly 200 names were entered in the competition.

Tentative plans were announced for a meeting with the Bend Skyliners and the Rogue Snowmen, January 19 was proposed as the date if the other two organizations are able to attend. The event will be held at Crater Lake park.

SEMI-ANNUAL SALE Now in progress ETHELWYN B. HOFFMANN.

ADJUSTABLE SEAT AIRFLOW FEATURE

The "all-adjustable" seat that is standard equipment on Chrysler Airflow cars for 1936 is proving one of the most popular features of this line. This seat is so designed that be the driver a giant or a midget, short or tall, long-waisted or short, long-legged or short, he can adjust it to a position where he will be perfectly comfortable at the wheel and where his vision will be perfect, according to H. P. Lange, head of Lange Motor company.

The seat can be moved forward or backward, as can most driver's seats now in use. The total distance of movement is 3 1/2 inches, which means that it will accommodate either very long-legged or very short-legged persons. In addition to the lateral movement, there is an adjustment of 1 1/4 inches in the height of the seat. This up and down adjustment can be made independently at the front or back of the seat, which means that by lowering the front or raising the back or vice versa, a different tilt to the seat-back is accomplished, contributing greatly to a comfortable position.

The forward and backward movement is effected by means of a simple latch within easy reach of the driver's hand. The raising and lowering of the seat are accomplished in a few turns of a crank working on a rack and pinion. Either adjustments may be made in a few seconds and the result is that the driver is able to be as comfortable as if he were in his favorite armchair.

Small women are particularly appreciative of the "all-adjustable" seat as it makes possible a comfort not found in any other type. In conventional cars the woman under medium height sometimes finds that the seat is too low for her to drive at ease and with full vision. The Airflow seat adjustment is provided with pointers and numbered scales so that the driver who has changed it to accommodate someone else can easily restore it to exactly the position that he has found most comfortable for his own use.

Passengers other than the driver also ride comfortably in the Airflow's chair-height seats, with cushions and backs designed to conform to the human body. The result is that fatigue is banished. These seats, together with the general riding ease of the Airflow, enable one to travel hundreds of miles in a day in complete comfort.

TELEPHONE RATE CASE BEFORE COURT MONDAY

SALEM, Jan. 4.—(AP) The Multnomah county circuit court will hear arguments of attorneys in the appealed rate and valuation case of the Pacific Telephone and Telegraph company at Portland next Monday, the public utilities commission announced.

The proceedings originated several months ago when Charles M. Thomas, former utilities commissioner, ordered the rates of the company reduced approximately 10 percent.

The company held the reduction unfair and unreasonable and appealed to the circuit court.

K. F. Townsendites Prepare To Vote

KIAMATH FALLS, Ore., Jan. 4.—(AP)—Several persons registered for the January 21 special election as "Townsend Democrats," "Townsend Republicans," or merely "Townsend," the county clerk's office reported today.

One elderly man asked for a check for \$200, apparently deluded that the proposed revolving pension plan was in effect.

TRAFFIC TRENDS ENDANGER YOUTH

During the lives of every 100 youths 16 years old, 12 will be killed or hurt seriously and 65 will sustain minor injuries if the present national trend of automobile accidents continues, it was revealed in an article appearing in the October issue of the Oregon Motorist, official publication of the Oregon State Motor association.

The figures were based on a study of national motor vehicle statistics, which show that approximately 36,000 persons lose their lives annually in automobile mishaps. Although Oregon has shown a decrease in traffic fatalities, the trend in the country, as a whole, is believed continuing upward.

"It is this sort of thing that has made traffic safety work as important as it is today," read the article. "What normal, sympathetic person wouldn't make an effort to remedy conditions if he knew that only 23 out of every 100 youths would escape injury or death some time during the normal span of life?"

Early in the fall of 1934 the Oregon State Motor association inaugurated a campaign for traffic safety. It was pointed out. At that time little or nothing of an actually constructive nature was being done either in Oregon or the United States as a whole.

Within a few months the astounding records of traffic deaths, and the gruesome facts behind nearly every serious automobile accident, were brought to the foreground.

They had their effect not only upon the public as a whole but upon the sponsors of the campaign, who realized more than ever that something must be done.

"After months of development the Oregon State Motor association has broadened and intensified its safety program. It has passed the campaign stage into permanency. A safety department has been created, definitely a new addition to the motor club's services to motorists."

No longer do motorists scurry from the road at the first sign of snow and put their cars up on blocks until the spring thaw, according to the touring department of the Oregon State Motor association. Not only are people continuing to use their cars throughout the winter, but more and more they are planning long motor trips, usually southward to more balmy weather.

Portland public schools are leading the state of Oregon in the adoption of safety education in the regular high school curriculum, according to the Oregon State Motor association. School officials have agreed to teach a course in "Sportsmanlike Driving," prepared by the American Automobile association.

PROTECTION
for the Upholstery of Your Car

SEAT COVERS

TAILORED TO ORDER

ALSO

Tops, Side Curtains and Cushions
Repaired or Made to Order

HOHLWEG'S TOP SHOP
Bartlett at Eighth Phone 687
The Shop That Gives You More Than Price

NEAREST TO EVERYTHING IN SAN FRANCISCO

HOTEL MANX

New in dress, beautifully finished rooms, with colored tiled baths and showers, located on San Francisco's famous Powell Street opposite Union Square - Restaurants - Coffee Shop - Cocktail Room - Circulating Ice Water.

RATES: \$1.50 - \$2.00 - \$2.50 - \$3.00 SINGLE
\$2.50 - \$3.00 - \$3.50 - \$4.00 DOUBLE

GARAGE SERVICE AT SAN FRANCISCO
POWELL AT O'FARRELL STREET - SAN FRANCISCO
HARVEY M. TOY, MANAGING OWNER

"MEET ME AT THE MANX"

Ford

ANNOUNCES \$25-A-MONTH TIME PAYMENTS AND A NEW UCC 6% FINANCE PLAN

Any New Ford V-8 Car Can Now Be Purchased for \$25 a Month with Usual Low Down-Payment

This \$25-a-month time-payment plan enables you to buy a New Ford V-8 car through your Ford dealer on new low monthly terms.

After the usual low down-payment is made, \$25 a month is all you have to pay for any type of new car, including insurance and financing.

Your cost for this extension of credit is only one-half of 1 per cent a month on your original unpaid balance and insurance. This plan reduces financing charges for twelve months to 6 per cent. For example, if you owe a balance of \$400 for your car and insurance, you pay \$24 for the year of credit; if the balance is \$200 you pay \$12. Your credit cost for one year is the original unpaid balance multiplied by 6 per cent.

UCC plans provide you with insurance protection at regular conference rates. You have not only fire and theft insurance, but \$50 deductible collision, and protection against other accidental physical damage to your car.

The Universal Credit Company has made these plans available through all Ford dealers in the United States.

FORD MOTOR COMPANY

See the New 1936 FORD Now On Display

C. E. GATES AUTO CO.

Sixth and Riverside YOUR FORD DEALER Phone 141