

AUTOMOTIVE NEWS

BELLER TELLS OF CHEVROLET PLANS PLANT EXTENSION

Returning to Medford from a fortnight's trip to Detroit, Mr. Beller of the Chevrolet Motor company with headquarters in this community brought the important announcement released by M. E. Coyle, president and general manager, that \$26,000,000 has been expended in retooling, new machinery, and rearranging the plants and assembly lines of Chevrolet for production of the 1937 models that will be announced early in November.

This is one of the largest sums ever appropriated by the automotive industry for the change-over of machinery for the annual new models, and gives an inkling of what the motorists of America may expect when the cars are revealed to the public. Mr. Coyle stated to 1,000 members of the field force of this company now in session in Detroit.

It was said that the usual procedure in automobile manufacture is to make new models with certain changes one year and other changes the following announcement time, but that this year Chevrolet has produced an entirely new car for 1937.

It is because of the complete re-designing of the 1937 models that such a large expenditure for retooling and rearrangement was necessary. Mr. Coyle pointed out.

Detroit and Michigan shared largely in the Chevrolet expenditure of \$26,000,000. The plants at Flint expended \$10,000,000, and those in Detroit \$8,000,000. Two million dollars were spent in Saginaw, while in Muncie, Ind., and Indianapolis, a like amount was divided between the parts factories and the commercial body division. Bay City, Mich., factories expended nearly half a million dollars. More than half a million dollars were spent by miscellaneous divisions of manufacture.

It was disclosed to the field forces and newspapermen that Chevrolet is now in production on the new models, and that the 10,000 dealers of the company will have display cars for announcement day and an ample supply for immediate delivery to purchasers. Schedules at the factories are increasing, with heavy volume slated for the latter part of October.

November and December will probably see Chevrolet production increased over the high marks set last year for those two months, said Mr. Coyle, for the interest shown by motorists in Chevrolet plans during the pre-announcement time augurs a large increase in buyer demand for the company's cars.

The field forces received the announcement of Mr. Coyle with enthusiasm and pledged themselves to break the selling records they established in 1936 when practically all of the all-time company records were smashed. They viewed the new models at the proving ground, drove them, and had the mechanical and servicing features illustrated, so that they in turn might bring this information back to their territories and at once begin formulating local sales policies for 1937.

The result of Chevrolet's heavy volume sales in 1936, Mr. Coyle said, will be a 1937 product notable for still greater value. "Quantity production always entails savings," he pointed out, "and as the industry's leader in production and sales, in 1936, Chevrolet will naturally be in position to pass along to the public the savings effected by that volume. So the statement that the company will show its appreciation in this concrete way is more than just words; it is solid fact, with sound economic laws behind it."

Phone 542. We'll haul away your refuse. City Sanitary Service

So Help Me, It's True

By E. F. (Woodie) Woodman

1 GAL. GASOLINE WEIGHT 6 lbs

THE GREAT TRANS-PACIFIC FLYING-BOAT CHINA CLIPPER—WEIGHING FIFTY-ONE THOUSAND POUNDS—IS HELD IN THE AIR AND TRANSPORTED ONE MILE BY ONE-GALLON (6 POUNDS) OF GASOLINE. SUCH IS THE STARTLING INFORMATION ISSUED BY TECHNICIANS OF GENERAL PETROLEUM

A GREAT RIVER, 25 FEET WIDE AND 6 FEET DEEP REACHING FROM NEW YORK TO THE PACIFIC COAST—COULD BE CREATED BY THE WATER WHICH, IN ONE YEAR, COMES FROM THE EXHAUST PIPES OF MOTOR VEHICLES IN THE UNITED STATES

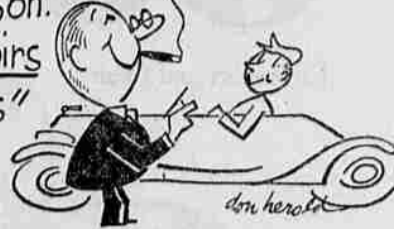
ONE OF THE SMALLEST CARS EVER OPERATED ON THE HIGHWAYS OF THE WEST—WHEELBASE, GOINCHES, HEIGHT 29 INCHES—IS OWNED BY W.P. BRUCE, GENERAL STATION OPERATOR. IT GOES 100 MILES ON A GALLON OF MOBIL GAS AND MAKES 25 MILES AN HOUR

HE FLIES THROUGH THE AIR WITH THE GREATEST OF EASE. DOES COBEY GUSTAFSSON, CAPTAIN OF CASCADE SKI CLUB, TRAVELING BETWEEN 50 AND 60 MILES AN HOUR AT MHOOD OREGON MOUNTAINS. THIS CLASS A JUMPER EMPLOYS THE STREAMLINE EFFECT WHICH NEW AUTOS USE TO REDUCE WIND RESISTANCE

1-MINUTE SAFETY TALKS

By Don Herold

"The makers of that car have put a lot of brains into it, Son. Match theirs with yours"



DON'T GET "OFF" THE AUTOMOBILE

The automobile is here to stay—and I'm glad of it.

There isn't a greater crank in the world than I am on the subject of careful driving, but, at the same time, there isn't a greater friend of the automobile.

The automobile puts zest into modern life. It gives the city dweller the country and it gives the country dweller the city. I thoroughly enjoy a long motor trip. And I don't need to defend the motor car as a pure transportation device for transaction of business and movements of merchandise.

Automobiles are away ahead of most of the people who drive them. The mounting toll of automobile

killings and injuries leads some folks to say that "something will have to be done about automobiles".

I say that something will have to be done about people.

Statistics gathered by The Travelers Insurance Company show that in a relatively small percentage of accidents it is the car's fault. A car is not to blame if its owner has neglected its brakes, lamps or tires—or if he drives like a wild Indian on a rampage.

A car is not to blame if its owner abuses the power it gives him, regards it as a toy instead of a fine transportation instrument, or gets drunk on speed instead of practicing caution and discretion and moderation when he takes the wheel.

Abbey Introduces Luxury Features Of New 1937 Nash

The strikingly beautiful 1937 Nash line with many new luxury features was presented to the public Saturday at the Walter W. Abbey, Inc. showrooms.

The new models are proving the same sensation locally that they did at the recent Nash dealers' meeting in Portland, according to Mr. Abbey. Nash is making only three models this year—the Ambassador 8, the Ambassador 6 and the Nash LaPayette "400." All are equipped with cruising gear; the sensational Nash ride stabilizer, which eliminates swaying and stabilizes steering; full pressure lubrication; no-draft ventilation; double acting hydraulic brakes; pre-lubricated spring leaves and an extra large glove or parcel compartment with a clock and automatic light.

Mr. Abbey says: "Built for the nation's most discriminating car owners, the 128-inch wheelbase Nash Ambassador eight for 1937 establishes a standard of value never before approached in the fine-car field. In the flawless beauty of its long, flowing lines; in the graceful sweep of its fenders; in its imposing size; in its striking radiator design, you will instantly recognize

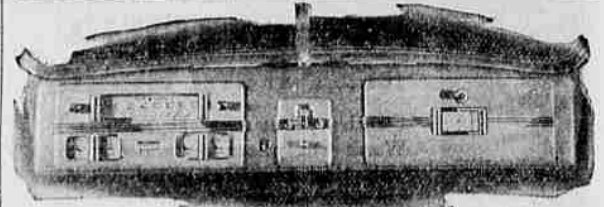
an aristocrat among today's fine cars.

"No car at any price can give you an interior more luxuriously beautiful. No car can give you a power plant more capable than the Ambassador eight's famous 105 horsepower twin-ignition motor.

"In our tests of this new Ambassador over all kinds of highway driving it averaged 18.5 miles to the gallon of gasoline."

Closing time for Too Late to Classify Ads is 1:30 p. m.

New Studebaker Instrument Panel



Illustrated is the new 1937 Dictator instrument panel. It has a built-in ash-tray and large package compartment with an individual lock. Space is provided for radio dial and electric clock. Instrument panels are in rubbed metallic lacquer, in colors to harmonize with the upholstery.

INTEREST GROWS HOUSE TRAILERS

CHICAGO, Oct. 18.—With Spain embroiled in a brutal class revolution and its neighboring European countries feverishly arming in preparation for another war, the American people, enjoying a remote geographic position, remain philosophically aloof from the madness which seemingly has engulfed the minds of a major portion of the world's population. A contributing factor to this enviable American position is the newly arisen house trailer interest in the United States, according to Trailer Travel Magazine, which reveals in its current issue that the ease of mobility in this country has prevented any opportunity for disastrous mobilization of the people.

Citing American history as a record of a nation on the move, the magazine states that the interest in house trailers in this country came at a critical period on the heels of the depression providing a new mobility that offset any depression-born unrest which might have developed into class conflict. Comparing the American with the European, the magazine over the signature of its editor, Karl Hale Dixon, states:

"In Europe and elsewhere throughout the world his brother man is endeavoring by force to break the fetters that deny him his freedom and security. He is resorting to bloody revolution, misguided though these desperate struggles may be in some cases. . . . Here, where we have been suffering from conditions created, or engendered, by the partial failure of our own economic and social systems, we at least have mobility—every third man has it!—the means to move on to new opportunities and new living conditions with a broad expanse of unconquered territory in which to do it—an avenue of escape, a safety valve for pent-up discontent."

Sees Hard Winter
PORTLAND, Oct. 17.—(AP)—Don't let the mild weather fool you—a hard winter is ahead, if the grobeaks know their business. . . . Students of bird life said the arrival of the grobeaks weeks in advance of their usual schedule indicated that King winter was mixing a potent supply of weather.

Medford's Only Downtown Auto Paint Shop
Daily's Auto Painting
33 South Bartlett

WOLF CREEK ROAD SPEED UP DENIED

PORTLAND, Oct. 17.—(AP)—The move of a group of persons described as backers of the Wolf Creek route to the sea from Portland to induce the state highway commission to take over detailed supervision of the project met with a refusal today.

The commission expressed doubt that the WPA, in charge of the work, could relinquish its authority to the commission.

The group seeking the change claimed that relief labor was being used on the Wilson river cut-off, another short cut to the sea from Portland, and that the Wolf creek project was not being pushed on an equal basis. The group asserted that

efficiency could be obtained only if the state applied to the project its knowledge of highway building.

A significant fact was the appeal of E. J. Griffith, Oregon WPA administrator, that the commission take over the Wolf creek work.

Otto Kuehle Joins Schafer Personnel

Otto E. Kuehle, former Los Angeles resident, has joined the organization of the L. C. Schafer Electrical Works in the old city hall building, Sixth and Front streets, according to an announcement Saturday by Mr. Schafer. Mr. Kuehle is a specialist in the installation and maintenance of elevators and was organizer of the Los Angeles Elevator Works. He will continue in that kind of work with the Schafer firm.

Mr. Kuehle and family have already established residence in this city. Psychologists say part of a child's training should be directed toward encouraging powers of adaptability.

The first irrigation by an Anglo-Saxon on the American continent is credited to William Carter in Utah in 1847.

CLEARANCE SALE OF USED TIRES

TRUCK CASINGS

No. of Tires	Size	Worth Each	Will Take Each
2	6.50-20	\$5.25	\$2.50
2	6.50-20	2.25	1.75
1	32-6 (8-ply)	10.00	6.00
2	32-6 (10-ply)	12.50	9.00

PASSENGER CASINGS

1	34-5	5.00	\$3.00
2	4.75-19	.75	.35
1	5.00-19	1.00	.50
2	5.50-19	1.40	.70
1	4.50-20	.90	.45
4	4.40-21	3.25 to 5.00	1.50 to 2.75
10	4.50-21	75c to 4.00	.35 to 2.00
2	5.25-21	.90	.50
16	6.00-16	1.85 to 3.20	1.00 to 1.95
6	6.25-16	2.75 to 7.50	1.35 to 4.00
2	6.50-16	2.70	1.45
2	5.00-17	1.25 and 1.85	.75 and 1.40
1	5.25-17	7.90	3.75
6	5.50-17	1.50 and 4.75	.80 and 2.50
7	6.00-17	1.00 to 4.00	.50 to 2.00
8	5.25-18	75c to 2.50	.35 to 1.25
2	5.00-18	1.30	.65
2	7.00-18	2.50	1.25

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Nash! Nash! Nash! IT'S A RIOT!

Graceful lines and style that you have waited years to see. They fairly dazzle you! Think of the great mileage-saving devices. Our sleeping compartment, fancy panels, tear drop effects, make the car a real picture. Features never shown before in a low price car

Nash, the Sensation of the Age
WALTER W. ABBEY, INC.

123 So. Riverside

Phone 303



The WONDER CAR of 1937

Now In Our Showrooms

This New Fine Car Comes Within the Reach of Everyone Desiring an Up-to-Date Car in the Medium Price Class, the New 1937 Lincoln-Zephyr Presents 54 Improvements Over the Previous Model and All Models are Reduced in Price.

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