

AUTOMOTIVE NEWS

1937 DODGE CARS ON DISPLAY HERE BY PIERCE-ALLEN

Announcement of the 1937 Dodge line—reading which more than the usual crop of pre-season rumor has circulated—reveals an array of interesting features and a singularly impressive combination of eye-filling beauty and mechanical perfection.

The new models are now on display in the showrooms of Pierce-Allen Motor Co., and L. C. Taylor, owner and manager, has extended a cordial invitation to the public to inspect the 1937 line. The Pierce-Allen showrooms have been attractively decorated for this showing under personal supervision of Miss Dee Scheffel, a member of the company's staff.

Entirely New Bodies

The bodies of the 1937 Dodge line are entirely new; they are of all-steel construction, including the roofs which are integral with the remainder of the bodies. Not overly conspicuous yet sure to be appreciated in rainy weather are drip moldings sweeping over door and window openings.

Viewing the car ensemble from the front, one is impressed with the windstream effect that has been achieved. The "facial expression" or head-on appearance is beautified by a grille in which a vertical section is symmetrically flanked by horizontal chromium-plated bars. The fenders, wider than formerly, are attractively rounded, with high crowns and pronounced flares. Forward and rear lines of the bodies have been given new modern treatment, and doors have been dimensioned with evident regard for passenger comfort. The interiors are so roomy as to provide rear seats 48½ inches wide and front seats 47 inches in width—thus giving ample room for at least six passengers.

An exceptionally fine method of trim and upholstery has been worked out in the new Dodge bodies. The seat cushions are of a luxurious type, complemented by body contoured back cushions. The back tops of front seats are upholstered in a novel manner, with a sponge-rubber-padded safety roll which protects rear seat passengers, especially children, in cases where the car is brought to an abrupt stop. Rear floors are level over their entire areas, a result brought about by the adoption of

the Hypoid rear drive with its lower propeller shaft. Tilted foot rests in rear compartments, and front seats capable of being adjusted for individual comfort are among the details that promote driving and riding ease. Dome lights are no longer located in the roofs, where the light strikes the eyes of rear seat passengers, but over the rear divided windows.

Safety Is Keynote

The instrument panel of the new Dodge models is remarkable for safety features of its own. The instruments—speedometer, heat indicator, ammeter dial, fuel and oil gauges—are placed directly in front of the driver who in scanning them does not have to turn his eyes out of the direction in which the car travels. Switches, control knobs, glove compartment and ash tray handles, even the ignition key, are sunk into the surface of the instrument panel with the result that the entire layout presents an unbroken expanse from which nothing protrudes, likely to come into painful contact with the travelers in case of sudden stopping of the car. Inside and outside door handles are curved inward toward the doors, so that nothing can catch them.

Bodies Insulated From Chassis

In addition to insulating the bodies themselves, a decidedly novel body mounting method has been adopted in the newest Dodge models. The improvement involves the use of chassis outriggers equipped with rubber spools through which chassis and body are prevented from being in actual metal-to-metal contact. This unique body mounting system prevents road noises from reaching the body structure and the occupants of the car.

Full-Hydraulic Brakes

The brakes are of the genuine hydraulic type and of the construction that has made them, for a number of years, the feature of Dodge self-stopping tests and demonstrations. Dodge brakes act on air-cooled brake drums of special iron having a high friction coefficient and pronounced heat-dissipating qualities.

Also worthy of note among Dodge chassis details are: Patented floating power engine mountings; the Dodge synchro-silent three-speed transmission; a cowl recess in front of clutch and brake pedals giving extra toe room for the driver's feet; license plate bracket, and illumination in the rear center of the body; air-cooling for the clutch mechanism and a clutch throwout bearing with sealed-in lubrication; automatic engine choke for quick starting; seasonal carburetor adjustment; streamlined steel wheels with provisions for the easy attachment of tire chains; air-cooling and full voltage control for the current generator; an independent parking brake operating on the propeller shaft; arrangements for

the installation of an extra radio speaker in the rear compartments of sedans, and many others.

Economy Again Rates High

Dodge engineers are emphatic in the statement that the operating economy of the company's latest product is fully equal, perhaps superior, to the economy which has distinguished Dodge automobiles in the past and has been the subject of considerable advertising and owner comment.

New 1937 Chrysler Models Unveiled By Lange Motor Co.

In all appointments and engineering the new 1937 Chrysler Royal which was unveiled before a large crowd, in front of Hunt's Craterian theater yesterday, bespeaks its quality heritage.

H. F. Lange, of the Lange Motor Car company, says: "To build and offer this car in the low price field is one of the greatest value achievements in Chrysler history."

The great Chrysler Airflow in beautiful new dress, for 1937, with 128 inches of wheelbase, and styled in harmony with the forward reaching lines of the Royal and Imperial, was also placed on exhibition yesterday at the Lange showroom.

The new radiator design makes the car seem even longer than before. The hood lines, sweeping back from the smart new headlights, create a new look of sleekness. At the side straight, narrow, distinctive—adding still further to the long, low grace of the car. There are two body styles, the six passenger sedan and the five passenger coupe. The engine delivers 130 h.p. Life guard tubes and automatic overdrive are standard equipment.

Mr. Lange says: "With all of the famous Airflow features such as Chrysler's famous patented floating power engine mountings still further advanced and refined, the 1937 Chrysler Airflow is destined to extend still further the most enthusiastic ownership any fine car has ever enjoyed."

CAPTIVE BEAR KILLS INN KEEPER HELPER

ELLSWORTH, Me., Oct. 17.—(AP)—A captive 350-pound bear mangled and killed two men at an inn here today.

The animal went berserk as George Langley, proprietor of the inn, entered a cage to feed it. Langley's helper was killed as he went to his employer's rescue.

DON'T FORGET—Riverside Mkt. is open all day today.

Gates Shows 1937 Lincoln-Zephyr



The "first anniversary" series of Lincoln-Zephyr motor cars for 1937 went on display Saturday at Lincoln dealerships throughout the United States. The local display was in the showrooms of C. E. Gates Auto Company. The showrooms of this firm, at Sixth and Riverside, will remain open today for this initial showing, according to C. E. "Pop" Gates.

Just one year old and a successful year's record written since its maiden bow to the public last autumn, the Lincoln-Zephyr, representative of the Ford Motor company and the Lincoln Motor company and the Lincoln-Zephyr, enters its second year with important improvements which are expected to substantially widen its appeal. There are four body types, including a new three-passenger coupe.

Although basically, the 1937 Lincoln-Zephyr is the "car of the future" announced a year ago, the first anniversary models have substantially smarter appearance and pleasing improvements in interior treatment. Also, as a result of the "road" experience of some 15,000 enthusiastic owners during the past year, a few minor mechanical refinements have been made. Most important among these are a newly-designed luggage compartment reached through the rear deck hatch and a new steering system intended to further facilitate steering and parking.

The new cars continue to pioneer

the Ford-Lincoln conception of advanced motor car engineering. They retain the exclusive Lincoln-Zephyr all-steel welded "bridge truss" design with its popular streamlines; the 113 horsepower V-12 engine and the superbly engineered running gear which contributes so much to the car's unusually comfortable riding qualities and ease of handling.

Still the most completely streamlined car built in production volume, the changes for 1937 noticeably enhance the smart exterior appearance and the beauty of its interior treatment.

The beautiful new frontal appearance is an example of how these refinements have added to the new car's charm. The distinctive sharp nosed radiator grille topped by its "flying wing" is ornamented with horizontal strips of bright chromium. Similar strips border the hood louvers. A body stripe is carried across the length of the car from stem to stern below the belt line. All these add much to the air of motion which the body lines present.

The smart new fittings and the deep divan seats give the interior of the new car the appearance of a cozy lounge. The deeply-cushioned seats are upholstered in new pleated design either in broadcloth or cord. Door treatment is in panel design with narrow chromium strips bordering the pleated panels.

Probably the most striking feature of the car interior is the instrument panel design which includes a new enclosed grille reaching down to the top of the transmission housing and designed to screen installation of a car heater and radio. The grille gives the front compartment a decidedly slantshape appearance, both the panel and grille are finished in the body color. Garnish moldings are in rare wood grain.

The new steering system is the most important change made in the Lincoln-Zephyr "chassis." The car, of course, has no chassis in the usual sense of the term. The body itself forms the usual chassis frame. To this the running gear is attached. Transverse cantilever springs, which are unusually soft, are mounted forward to the front and back of the rear axle. The wheelbase is 122 inches, the springbase 133 inches. Brakes are of the cable-controlled fully-energized mechanical type which found much favor during the past year with Lincoln-Zephyr owners. Pressed steel wheels are of artillery type, with 7.00x16 inch tires.

OREGON GAS TAX OVER 8 MILLIONS

SALEM, Oct. 17.—(AP)—Receipt today of the largest individual check for gasoline taxes recorded at the secretary of state's office, \$302,425 from one of the large oil companies, brought the year's total gasoline tax collected to \$8,010,034.

The increase for the first nine months over the same period a year ago was \$1,153,403, the state department reported. Gasoline consumed in that time was 150,200,680 gallons.

The month of September saw consumption of 22,060,040 gallons of gasoline, or more than was consumed during July. Tax collected for the month was \$1,109,452.

John ETHELWYN B. HOFFMANN'S Horary Club Every 15th pair free.

A FULL LINE
of the New
1937 BUICKS
will be on display
in our showroom
SOON
Skinner's Garage
BUICK, PONTIAC SALES and SERVICE

HERE! THE MOST SENSATIONAL ECONOMY CAR IN DODGE HISTORY

A Sparkling New DODGE for Every Pocketbook and Purpose!

BIGGER - MORE LUXURIOUS - MORE SMARTLY STYLED THAN EVER BEFORE—AND IT

Costs Just a Few Dollars More than the Lowest Priced Cars

WHAT'S THE DIFFERENCE?

As your Dodge dealer, we'd like to answer the questions with facts—facts that prove there IS a difference.

RIDE In The 1937 DODGE!

Enjoy yourself the pleasure of ACTUALLY DRIVING this amazing new car. Check, point-by-point, the many advantages of DODGE!

- Here Are A Few Dodge Features—
- New Windstream Lines . . . Instantly Accepted as America's Most Beautiful Automobile!
 - New, Greater Comfort in Dodge Chair Height Seats—Scientifically Shaped!
 - Beautiful, Safe ALL STEEL Bodies with "High Safety" Interiors!
 - Improved Transmission—Gears Shift Quickly—Easily—Silently!
 - Powered by Dodge's Famous "L" Head Motor . . . Owners Report 18 to 24 Miles to a Gallon of Gasoline . . . Saves up to 20% on Oil!
 - World's Finest Hydraulic Brakes . . . New Airplane-Type Hydraulic Shock Absorbers . . . Balanced Weight Distribution!
 - New, Quick-Emergency Steering Eliminates Wheel-Fight and Road Shock!

SEE THE NEW DODGE NOW!

PIERCE-ALLEN MOTOR Co.

DODGE AND PLYMOUTH DISTRIBUTORS
L. C. TAYLOR, Managing Owner
112 South Riverside Phone 150



New Driving Joy for Dodge Owners!

Showrooms Open Today. Come, See This Amazing New Dodge — 1937 Best Car "Boys"