

AUTOMOTIVE NEWS

ADVANCED STYLING FEATURED IN 1937 FORD CAR MODELS

DEARBORN, Mich., Nov. 7.—A new Ford V-8 for 1937, presenting definite advances in modern streamlined styling, and powered either with the 85-horsepower V-8 engine now in use in more than 3,000,000 motor cars, or a brand new 60-horsepower V-8 "economy" engine, which is a smaller counterpart of its elder brother, was announced today by the Ford Motor company.

The new cars will be shown for the first time publicly at the Ford-Lincoln automobile show opening next Wednesday (November 11) at Hotel Astor, New York City. The cars will go on display next Saturday (November 14) at Ford dealer showrooms throughout the United States. They were shown here for the first time yesterday at a huge Ford dealer meeting, the first general rally of Ford dealers from all parts of the United States ever held with Henry Ford, founder, and Edsel Ford, president of the Ford Motor company.

Disclosure of the new lighter "economy" 60-horsepower engine as an optional power plant for the new Ford V-8 for 1937 will set at rest definitely rumors of a new "baby" Ford which have been circulated in the automobile industry for the past several years.

The new engine, today's statement said, will give surprising fuel economy of a type new to present-day motoring in the United States, although it has been available to motorists in Europe for some years. The new cars will be available in both de luxe and standard body types on the single Ford V-8 112-inch wheelbase chassis. De luxe types will be powered only with the improved 85-horsepower engine. In standard types, either the new 60-horsepower engine or the 85-horsepower engine is optional.

The new standard types with the lighter engines are expected to carry the lowest base list price quoted by the Ford Motor company since the V-8 engine car was introduced by Ford to the popular-price field nearly five years ago.

The 7,000 Ford dealers who gathered here yesterday for the meeting with the Fords predicted that the two new cars, one intended to give the public maximum performance, the other maximum economy, would widen substantially the Ford market and narrow still further gaps left uncovered by the Ford V-8, and the V-12 Lincoln-Zephyr and Lincoln motor cars, all produced by Ford.

New 1937 Ford V-8 Announced



KEYNOTE OF LINES of the new Ford V-8 for 1937 is sounded by the frontal appearance, pictured above. The nose is sharp and rakish like the prow of a speed boat. The upper part of the radiator grille is carried back in a pleasing curve deeply into the hood side. Head lamp are in "tear drop" form, faired into the streamlined fender aprons. The hood top is hinged at the back, lifts from the front, locks with an airplane motif radiator emblem.

Beyond the appearance and the two engine sizes, two other important features mark the new 1937 cars. One is a new all-steel body, with new one-piece steel top, as well as steel structure, panels and floor. The other is a new braking system, designed by Ford to give "soft" easy-action control. The brakes are actuated through a cable-and-conduit system and have controlled self-energizing action, providing the safety of steel throughout the entire mechanism.

A new club coupe is the latest of the 11 body types which will be available. The five most popular types will be offered with or without de luxe equipment, and with either engine. The other six will be available only with de luxe equipment and only with the 85-horsepower engine.

The new 60-horsepower V-8 engine is not entirely new, except to the American continent. Ford has built in England and France for the European market have been powered with this V-8 engine for more than a year. Since their introduction abroad they have demonstrated remarkable endurance and have won numerous awards in open competition with cars of European makes. The engine is rated at 21.63 horsepower, for tax purposes, as against 30 horsepower S. A. E. rating for the larger Ford V-8.

The new Ford V-8 cars, from a design standpoint, are by all odds the most beautiful ever put on the market. Their exterior styling is entirely new, utilizing the streamline treatment to a much greater extent than formerly. The frontal appearance is sharp-nosed and rakish, the radiator grille being curved back deeply into the hood sides.

For the first time, bodies are all-steel, including a new steel top, as Milwaukee, Washington (D. C.)



Auto Briefs

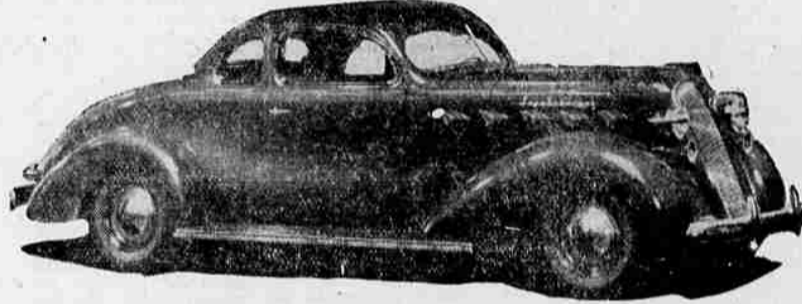
Mr. and Mrs. Walter W. Abbey are leaving Wednesday on an extensive business and pleasure trip. They expect to be gone a month. They will visit in Salt Lake City, Kansas City, Chicago, Detroit, Kenochea, Racine, Milwaukee, Washington (D. C.)

Rogue River Chevrolet Company Banquet Is Held Here



Members of the staff of Rogue River Chevrolet, Inc., dealers for Chevrolet in Medford, are shown assembled at a banquet at the Hotel Medford preceding the presentation of the new 1937 line. The banquet followed a large Northwest Chevrolet gathering at Portland, attended by C. M. Hurd, general manager of the company; Charles C. Darnell, sales manager; B. C. McFarland, J. Wayne Loveless, Homer J. Bringle and Chet Crawford of the local organization. The smartly styled Chevrolets for 1937 were on display yesterday for the first time at the showrooms of Rogue River Chevrolet, Inc., in the Sparta building here, and hundreds of southern Oregon people crowded the room for a glimpse of the sensational new cars.

Smart Lines Mark New 1937 Line of Grahams



1937 Graham Series 116 Supercharger—Business Coupe.

Charleston, Jamestown, New Orleans, Miami and Los Angeles. They will take delivery of a new Nash Ambassador 8 at the Kenosha factory, which they will drive back to Medford. Mr. Abbey reports that orders for 1937 Nash automobiles are coming in faster than they are able to deliver them. They received a cartload of new models Friday.

A new sleet-removing device, called Sleet-Master, is making its appearance in accessory stores and service stations. It is a "spare" wiper blade, to hook on any windshield wiper in a second, in place of the regular "rain" blade, whenever sleet strikes. It melts and removes sleet. Automatic in operation, entirely self-contained, not a heater, it requires no connections, puts no load on battery or motor. Complete with two extra refills, in a handy box to tuck in car pocket, Sleet-Master provides positive, convenient, sleet insurance for the car owner, according to the manufacturers, the Anderson company, of Gary, Ind.

Barney Brock has accepted the position of outside salesman with Wilson's Motor Parts, located in the Fluhrer building, 27 South Riverside. Barney was formerly with the Deaver and McCurley service station.

ceived by the Pierce-Allen Motor company this week were delivered to M. P. Galliger, Gold Hill; O. B. Almoig, R. L. Case, G. E. Case, W. A. White and Casper Thompson, all of Medford.

We wish to thank the following merchants for their co-operation and donations given us in helping to make our frolic a success: Shirley Brothers, Court Street Grocery, Shady Nook, Bungalows, Holloway's, Swens, Western Thrift (Sixth Street), Lamports Hdwe., Hubbard Brothers, Oakdale Grocery, Husons, Safeway (Main Street), West Side Pharmacy, Alexanders, Mason Ehrman, Heath's Drug Store, Medford Book Store, Newberries, Western States, Hansen Hdwe., and Montgomery Ward, Lincoln School Service Club.

CARD OF THANKS
We wish to express our sincere thank to our friends for their kindness and sympathy and the beautiful floral offerings during our bereavement.
Mrs. John Cantrill and family.

Synthetic Enamel • Duco
• Simontizing • Plating
Daily's Auto Painting
32 South Bartlett

Ex-Solon Near Jail
RICHMOND, Va., Nov. 7.—(AP)—United States Commissioner Melvin Plegenheimer remanded Representative John W. Hoepfel of California and his son, Charles J. Hoepfel, to jail today to await a hearing Monday on their request for a writ of habeas corpus.



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HAVE JUST SEEN THE NEW FORD V-8 FOR 1937 HERE IN DETROIT
IT IS A KNOCKOUT SOMETHING ENTIRELY NEW IN APPEARANCE
PRICE AND ECONOMY WILL CALL YOU WHEN I GET BACK WANT
YOU TO SEE IT NOVEMBER 14TH.

C E GATES.

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3. REDISTRIBUTION OF WEIGHT—Introduced by Chrysler in the first Chrysler Airflow designed three years ago and still five years ahead.
4. SYNCHRONIZED SPRING ACTION—Three years ago.
5. GENUINE AUTOMATIC OVERDRIVE—transmission . . . three years ago. First used in Chrysler Airflow.
6. RUBBER ENGINE MOUNTINGS—twelve years ago.
7. FLOATING POWER—Five years ago. Used only by one other car, the famous Rolls Royce.
8. FULL FORCE OILING SYSTEM for low priced cars. Twelve years ago.
9. RUBBER SPRING SHACKLES—Twelve years ago.
10. TUBULAR FRONT AXLE—Twelve years ago.
11. AIR CLEANER—Ten years ago.
12. HIGH COMPRESSION ENGINE—Twelve years ago and now used by all others.
13. SMALL DIAMETER WHEELS—Twelve years ago.
14. BALANCED WHEELS—Five years ago.
15. HELICAL CUT GEARS throughout transmission. Silent operation. Six years ago.
16. HARD STEEL VALVE INSERTS—Four years ago.
17. RIDE STABILIZER—Three years ago.
18. UNIT FRAME AND BODY MOUNTING—Three years ago.
19. VENTILATED CLUTCH—Two years ago.
20. RUST PROOFED FENDERS and sheet metal parts.
21. RUST PROOFED BODY—Two years ago.
22. CENTRIFUGE, CAST IRON BRAKE LINING
23. LIGHT WEIGHT ALUMINUM PISTONS.
24. DOWN DRAFT CARBURETION—Six years ago. Now used by all others.
25. VACUUM SPARK CONTROL—Five years ago.
26. SHOCK ABSORBERS on low priced cars.

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