

AUTOMOTIVE NEWS

AUTO SHOW OPENS AT SAN FRANCISCO WITH BIG CROWDS

SAN FRANCISCO, Nov. 14.—The doors of San Francisco's civic auditorium swung wide Saturday morning on the twenty-first Pacific Annual Automobile Show. A late bulletin from George A. Wahlgreen, manager of the show, stated that all exhibitors had their displays in readiness and that preparations were complete to receive the greatest throng in the history of the show.

With all major automobile companies represented and a fine lineup of talent assembled, Wahlgreen declares that this year's exhibit is the most diversified on record. Visitors from all parts of northern California are expected to visit the auto show during the week of November 14 to 21, inclusive.

It is estimated that twenty-two automobile exhibitors will have on display more than 200 models; that fifteen trailer companies each will have at least one new 1937 model trailer on exhibit; that more than 30 different truck models will be shown in the special truck exhibit. In addition, oil and accessory companies have prepared ingenious exhibits.

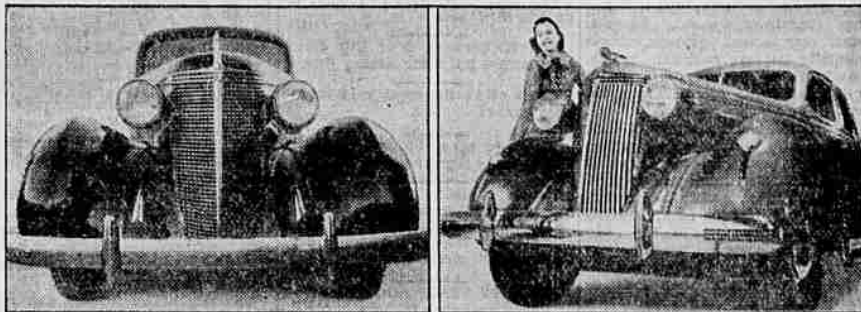
A rich and varied program of entertainment, starting the youthful Bobby Breen of radio fame and featuring the talented Meredith Wilson and his orchestra is declared by Wahlgreen to be the finest in auto show history. Added to the line-up this week, Syd Chanton, impersonator and Edna and Dina, accordion duo, bolster an already impressive entertainment.

In speaking of the new 1937 models which will be seen in full array, Wahlgreen asserts that the two leading qualities on which manufacturers have concentrated their attention in designing the cars are comfort and safety. "Spectators will note that the new cars are roomier, longer, wider, and easier to drive," he said. "Exhibitors will also point out to auto show visitors that safety has been emphasized in the new cars. Bodies have been further strengthened, fenders have been constructed with a view to safety. Besides these points," continued Wahlgreen, "knobs and gadgets have been rounded or completely removed from instrument panels."

Highway Tragedy
OREGON CITY, Ore., Nov. 14.—(AP)—The new super-highway between Portland and Oregon City added to its list of victims today with the death of Mac Richter, 60, and William Arthur Zeek, 42, both of Portland.

Remember—you can get Saturday prices on Sunday at the Riverside Market.
Closing time for Too Late to Classify Ads is 1:30 p. m.

Nash LaFayette Introduces 1937 Models



Three distinctive new lines of modern motor cars have been announced by the Nash Motors Company for 1937. Bigger and roomier, smartly styled, each series is a leader in its price class. While retaining all popular Nash features and built to conform to the high Nash standards of quality, the new models have been improved and refined in body, chassis and motor. Every feature adding to safety, comfort, performance and

economy has been engineered right into the 1937 Nash LaFayette cars. Leader of the line is the aristocratic Nash Ambassador Eight. Next in size and price is the Nash Ambassador Six. In the low price field is the Nash LaFayette "400." Pictured above at the left is a head-on view of the Nash LaFayette "400." At the right is the front view of the Nash Ambassador Six. Below is shown a side view of the Ambassador Six four-door sedan.

HAWKINSON TIRE COMPANY AGENTS GENERAL TIRES

The Hawkinson Tire Tread company, located at 204 North Riverside in this city, has been selected as Medford dealers for the well known line of General tires, according to an announcement Saturday by C. M. Bismark, owner and manager of that firm. A complete, fresh stock of General blowout-proof tires and tubes has been secured, including the famous "Dual-8," the Steamline Jumbo and the popular "Dual-Grips." Bismark said.

HOMEMAKERS TO MEET MONDAY

A meeting is being arranged for Medford homemakers who are interested in a home economics program, at the court house auditorium Monday, November 16, at 1:30 p. m. Projects which may be carried in a home economics organization for the year will be explained at the

Daily's Auto Painting

After thorough investigation I have selected the General Tire for my customers. Its patented low air pressure construction results in exclusive advantages not found in other tires. With this remarkable tire and our unusual service facilities I can do a better job for my customers. Come in, investigate this combination and judge for yourself.
C. M. BISMARK.

New 1937 Ford V-8 Coupe



THE smart new front, new bar-type bumpers, slanting V-type windshield and smoothly flowing lines of this five-window coupe, pictured above, typify the advanced design of the new Ford V-8 cars for 1937. The coupe, which is offered both with and without de luxe equipment, is the only single-seat closed body type. Its seat is full width, with folding divided seat back. The spare tire is carried in a compartment back of the driver. The deep luggage compartment can be reached either through the rear deck door or by tilting down the right seat back. New "finger-tip" steering and new early action safety brakes are featured. Two engine sizes are available.

Packard Offers a Balanced Line of 1937 Automobiles

Packard for 1937 has taken some of the longest steps in its entire history to bring about a balanced line of cars, or rather several lines, with which it now completely covers the field in logical and consistent steps, from a completely new six to the big, ultra-luxurious Packard Twelve. The instant and continuing success experienced by Packard two years ago when it went into a new lower priced field with its One Twenty line of cars has been matched with the reception accorded the Packard Six, the company's newest offering and the car with which it has still further broadened its market by entering the \$1085 price field, according to

Perry Ashcraft, local Packard dealer. In between the new Six and the Twelve are the One Twenty, much improved in all particulars; the One Twenty seven passenger sedan and sedan limousine, completely new to the industry except in the much higher priced brackets; the One Twenty DeLuxe, a new line of richly equipped and fitted One Twenty cars; and the Super Eight, another new car which Packard believes will still further strengthen its position in the field of larger, more costly cars. In addition to these there is a depot wagon on the Six chassis and eight passenger sedan and sedan limousines mounted on the Super Eight chassis. Mr. Ashcraft says, "There is consistency of engineering running all through the 1937 Packards. Each car bears the unmistakable identifying Packard lines and the fine precision

manufacturing for which Packard has long been outstanding runs through all models. Long style life of each is balanced with long mechanical life."
Pocatello Shaken
POCATELLO, Ida., Nov. 14.—(AP)—Officers scoured nearby foothills today for the source of an explosion that shook this southeastern Idaho city of 20,000 last night and caused an estimated \$1000 damage by cracking window panes, plaster and chimneys.
F. D. R. Cheers Boy
TORONTO, Nov. 14.—(Canadian Press)—A personal letter of "good cheer" from President Roosevelt today brightened the life of a 14-year-old American boy, slowly recovering from infantile paralysis here.
Mail Tribune want ads.

THE 'plane FACTS

Supercharged Performance...
Supercharged Economy...

Every record on land, on sea and in the air for speed, development of power, fuel economy and reduction of engine weight is held by a supercharged engine. Graham leads with the only standard production supercharger made in America today.

Using one third less gasoline for every explosion in a cylinder, the Graham supercharged engine produces more power than any comparable engine ever built. It drives the Graham Supercharger... faster and faster on a gallon of gasoline than any car in America!

Graham

'595 to \$1025, list at the factory

Pennington's Battery Service & Garage

121 N. Bartlett Phone 903

When you're out to win - you can't afford to coast!

"During the past year Nash and LaFayette won thousands of new buyers because we offered the public 'more car' for the money... But we're not coasting on the success we've had... We're out to win!... We want still more new customers. When you see our new cars for 1937, I'm confident you'll agree we're giving you more real value, beauty, luxury for your money than any other manufacturer today." C. W. Nash



NASH LAFAYETTE-"400" ... 117-inch Wheelbase ... 90 Horsepower Motor!
Today, Nash is showing America how big a low-priced car can be. It's the Nash LaFayette-"400". 117 inches of wheelbase! More than sixteen feet long from bumper to bumper! 90 H.P. gas-saving "400" motor! See this beautiful, big low-priced car before you decide to buy any car this year!
\$595 AND UP*

NASH AMBASSADOR ... Beauty and Luxury never before found in cars costing less than \$2,000!
Nash has found a way to build into this car that thousands can afford—every important advantage of the most expensive cars. See the big, luxurious 121-inch wheelbase Ambassador Six and the 125-inch wheelbase Ambassador Eight! Drive behind the Ambassador's famous "Twin Ignition" engine!
\$755 AND UP*

NASH for 1937
WALTER W. ABBEY, Inc. Phone 303
123 S. Riverside

HAWKINSON TIRE TREAD SERVICE



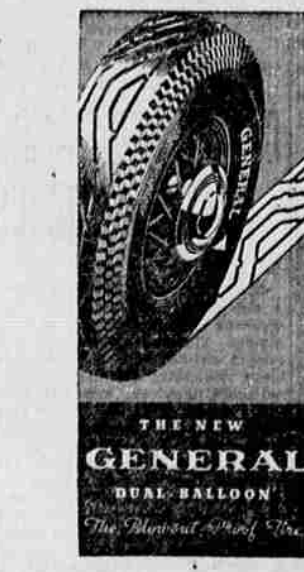
is proud to announce its appointment as distributor for the **GENERAL Blowout-Proof Tire**

After thorough investigation I have selected the General Tire for my customers. Its patented low air pressure construction results in exclusive advantages not found in other tires. With this remarkable tire and our unusual service facilities I can do a better job for my customers. Come in, investigate this combination and judge for yourself.
C. M. BISMARK.

WE OPEN now with a complete, fresh stock of Blowout-Proof General Tires. No matter what car you drive, large or small, or how much mileage you need for the life of your car, you will find just what you are looking for in my big selection of General Tires. Blowout-Proof "Dual-8" Generals, the Steamline Jumbo, the famous General "Dual-Grips"—in my stock there is the right tire for your greatest economy and satisfaction.

The way to avoid blowouts is to buy THE BLOWOUT-PROOF TIRE

- Tire blowouts cause thousands of fatal accidents yearly. For your protection you should know that there is only one BLOWOUT PROOF tire. It is patented and made exclusively by General. No other manufacturer has been licensed to build it.
- General's patented Blowout-Proof construction eliminates dangerous heat from every ply—and permits the use of 30% to 40% less air pressure than other tires require.
- Ordinary tires require as much as 45 pounds of air to give satisfactory mileage. This terrific pressure is ready to burst through the carcass walls with explosive force when the tire is punctured or struck a sharp blow. But you can't have an explosion from low pressure. That's why only a low-pressure tire—only a GENERAL—can be blowout-proof.
- And think what General's soft, low-pressure means in skid-safe winter driving! Let us explain our special change-over plan. You'll be surprised how easy it is to have the genuine Blowout-Proof Tire.



The Blowout-Proof Tire

... noiseless, ribless, skidless
• Now... a brand new kind of non-skid tread has been added to the famous Blowout-Proof Tire! A winding, twisting tread that is far more skid-safe than anything you've ever known. A tread that is silent because there are no old-fashioned spots and knobs to pound and wear off... and lasts much longer for the same reason! Entirely different and safer than conventional smooth, parallel ribs. You need the safety and economy of the strikingly beautiful, low pressure General Dual-Balloon on your car... bring it around today!

GENERAL JUMBO SEZ

You ought to find out how much a General JUMBO American will save you. It's a giant of power built for long, hard service without recharging expense. They'll tell you all about it at...

HAWKINSON TIRE TREAD SERVICE
204 NORTH RIVERSIDE PHONE 147