

AUTOMOTIVE NEWS

ALL CHRYSLERS HAVE OVERDRIVE

When Chrysler introduced the automatic overdrive in its Airflow models two years ago and again when it made this feature available in its lower-priced cars in 1935, the public found itself in possession of a new and important adjunct to fine performance and economy in motoring, according to H. F. Lange of the Lange Motor Car company. The overdrive is retained in the 1937 line and is available on all models.

The overdrive is in effect a fourth gear, which automatically comes into action at a predetermined speed of from 35 to 45 miles an hour, depending on the car model in which it is installed. The engagement is effected merely by lifting the foot from the accelerator for a moment. Nothing else is required of the driver to engage or disengage it.

Mr. Lange says:

"It is obvious that by the reducing engine speed required to maintain a given car speed, a great saving in fuel, oil and engine wear is effected. Roughly speaking, a Chrysler in overdrive at 75 miles an hour turns up no faster than a car in conventional drive would have to turn to maintain 80 miles.

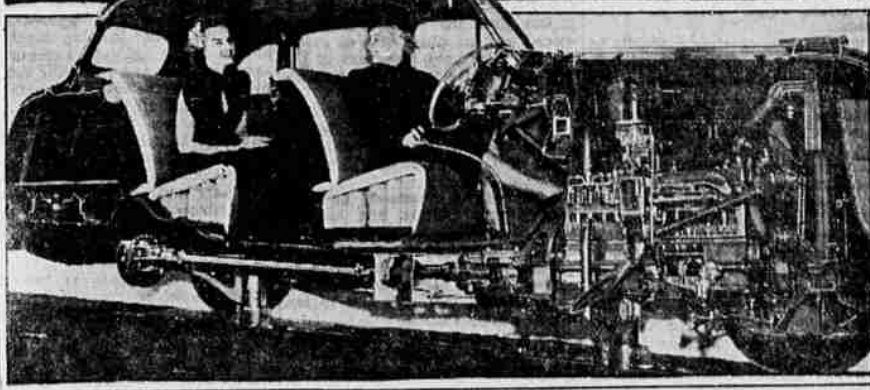
"Not only does the engine save fuel and oil, but vibration is lessened at the lower engine speeds in overdrive, which means that every unit of the car will last longer.

"The quality of performance in the Chrysler in overdrive is the finest yet attained. It is smoother and quieter, producing a sensation that is more like flying than rolling along the road."

Join
ETHEL WYN B. HOFFMANN'S
Hostess Club.
Every 13th pair free.

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

Peak Motor Year Seen as Crowds Jam Auto Show



Right—a small section of the crowds that have been pouring into the New York automobile show. Left—one of the wider, roomier interiors featured this year. It is smartly finished in a rich fawn mohair velvet. Below—a unique cross-section display that gives visitors inside information on the intricate operation of the 1937 models.

NEW YORK.—This will be a banner automobile year, judging from the enthusiasm of New York crowds that have been pouring into the Automobile Show here. Experts say all indications point to sales rivaling boom-time records.

Safety is the keynote this year, with manufacturers stressing new safety developments. In general, the cars themselves are more powerful and more luxurious than ever, with definite price reductions in some cases and revolutionary changes in design on certain makes. Streamlining is advanced another step, with last year's sloping windshields and flowing body lines further accentuated. Hoods are longer and radiators more suggestive of speed.

The interiors have been planned to meet the demand for more and more space and luxury. Luggage compartments have been increased all down the line, with built-in trunk compartments the rule rather than the exception. Interiors are more luxurious than ever, with smart mohair velvet upholstery in new lighter shades giving a luxurious finish to even the lowest price models. More than seventy-five per cent of the cars have now adopted this rich interior finish. Finally, the accessories which once were bought separately have increasingly been made standard equipment.

Automotive observers agree that the new cars give more value for the money than ever before, and that the increased purchasing power of the country will result in record-breaking sales.

Packard Official Predicts Biggest Automobile Year

The automobile industry in 1937 is going to see one of its biggest years, if we can judge at all by present indications, according to W. M. Packer, general sales manager of the Packard Motor Car company. Mr. Packer says:

"Demand for our cars has exceeded our expectations. It has kept up and actually progressively increased from day to day. During the first two months we could have sold twice as many cars as it was possible for us to build. Despite our most intensive efforts to turn out more cars we were able to fill only half of the orders we received from our distributors and dealers in September and October. Important in using our experience to form some judgment of what can be expected by the industry in 1937 is the fact that these orders are growing in volume, rather than decreasing.

"It is true that we have had many things in our favor. We have a completely new car in a new lower price field, the Packard six, a greatly improved One Twenty, another completely new car in the Super Eight and a much improved Packard twelve. However, there can be no question, judging from our experience, that the public is eager to buy new cars and has the money with which to do it."

Precious Panda To Be Given Passport

SHANGHAI, Nov. 28.—(AP)—Chinese customs officials indicated tonight that Mrs. William H. Harkness, Jr., and her precious baby panda will be allowed to sail together for the United States.

The customs statement came after a long day of uncertainty during which the fate of the bear-like creature, which the New York explorer found near the Tibetan border, hung in the balance.

Mrs. Harkness has said she believes the animal, which she hopes to exhibit at the New York Bronx zoo, is the first panda captured alive in northern Asia.

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

CHRYSLER TOPS 'EM ALL.



THIS TIME
Buy a New 1937 Low Priced
Plymouth or Chrysler

The Greatest Value, Dollar For Dollar, In America

A COMPLETE STOCK OF SEDANS AND COUPES NOW READY FOR DELIVERY

Lange Motor Car Co.
Chrysler and Plymouth Headquarters 38 N. Riverside

They All Look Alike Except

PACKARD

See the New 1937 Models now on Display

PERRY L. ASHCRAFT

128 South Riverside

CALL 903
Power Wrecker and Towing
24 Hour Service
PENNINGTON MOTOR CO.

RESEAL YOUR TOP FOR WINTER DRIVING

Hohlweg's Top Shop
8th & Bartlett Phone 657

PROOF of SENSATIONAL ECONOMY of the 1937 CHEVROLET

READ Mr. RISSE'S Letter

Another Unsolicited Tribute To Chevrolet's Economy.

MICKEY MOUSE DINETTE

MEDFORD — OREGON

Mr. C. M. Hurd, Manager
Rogue River Chevrolet, Inc.
Sparta Bldg., Medford, Ore.

Medford, Ore., Nov. 28

Dear Mr. Hurd—

As a Chevrolet Dealer, I believe you will be very much interested in the performance of my new 1937 Master DeLuxe Town Sedan.

I bought this car at Philip, South Dakota while back east. I helped unload the car and as soon as it was serviced I started for Medford. On the way out I ran through snow and soft roads for first 250 miles, and in spite of the fact that the car was new and weather conditions far from ideal, the car performance far exceeded my expectations; although I have driven Chevrolets for the past ten years.

On the trip the total of 1730 miles, averaged 24 plus miles per gallon; there was no precipitable oil used.

As I did not know you, I volunteered to Mr. Brittan to give you a letter, or to give the above information to anyone interested.

Very truly yours,
CHARLES P. RISSE.

More Than 24 MILES PER GALLON Of Gasoline In This 1937 Master De Luxe Town Sedan!

You, too, can get ECONOMY and PERFORMANCE in YOUR new Chevrolet . . . Here are just a few of the many outstanding features of this sensational, new car—New High Compression Valve-in-head Engine—New All-Silent, all steel bodies—Super-safe Shockproof Steering—Safety Plate Glass All Around—Perfected Hydraulic Brakes—Genuine Fisher No-Draft Ventilation—Improved Gliding Knee-action Ride . . .

ROGUE RIVER CHEVROLET, Inc.

Office and Salesroom CHEVROLET SALES AND SERVICE Shop and Service Dept.
Sparta Bldg. Phone 188 32 N. Riverside