

AUTOMOTIVE NEWS

CHRYSLER SALES HEAD IS WORKER

David A. Wallace, newly-appointed president of the Chrysler sales division of the Chrysler corporation, brings to the job exceptionally complete and varied equipment. Ever since he was a boy, Dave Wallace has been making things with his hands. He has come a long way since he started his working life as an humble apprentice in the Santa Fe railroad shops out in Kansas, and there have not been any short cuts. Step by step he has learned the manufacturing business in all its phases.

So now when he finds himself in complete control of some 11,000 workers, he knows how to speak their language. He knows the problems of the man at the bench because he, too, has worked at the bench. He's the boss and a very forceful one when it comes to making decisions and enforcing them. But at heart he is a working man. It's easy for any one of the workers in the Chrysler plant to approach Dave Wallace. The door always is open to anyone who has business with him. Being an extremely busy man he hasn't much time for fanning bees during office hours, but he always has time to talk about anything that will improve the product or the working conditions.

There is an interesting parallel in the early life of Dave Wallace and Walter P. Chrysler, head of the Chrysler corporation. Both are Kansas boys—small town boys who had to fight for whatever they got out of life. Dave was born in a little settlement in southern Kansas. Very early in life he decided that mechanical things were more interesting than the farming career that most of his associates had thrust upon them. His first job was in the Santa Fe shops, a hard school but a thorough one. Mr. Chrysler started in the Union Pacific shops at Ellis, Kas.

Dave Wallace's creed might be summed up in five words: "The product must be right."

PRICE BOOST FOR NEW AUTOS DUE

DETROIT, Mich., July 31.—(AP)—Automotive trade circles speculated today over the possibilities of a general car price increase in the wake of a first definite announcement by the Ford Motor company and producers' complaints of "rising costs."

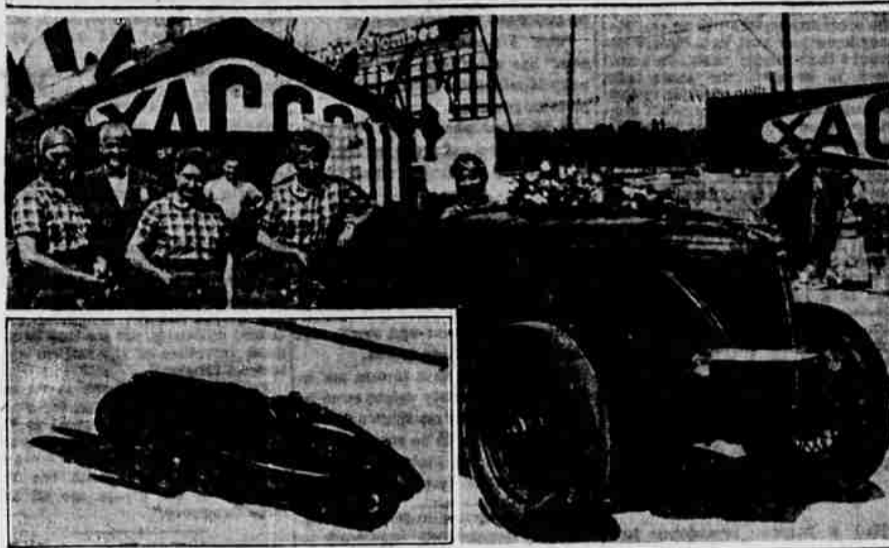
Ford's announcement, in the nature of a surprise, stirred all directly whether the other two members of the automobile field's "big three"—General Motors and Chrysler—may follow suit.

It was recalled that only last Tuesday, Alfred P. Sloan, Jr., chairman of General Motors corporation, had broadly hinted an increase in prices. Price increases of \$15 to \$25 effective Monday, on several passenger models of the 1937 Ford line were announced last night, with the terse explanation: "Rising prices." The "base price" will remain unchanged. The increase excludes five types of passenger cars and all trucks and commercial cars.

CLOSED SHOP ON COULEE JOB NEAR

GRAND COULEE, Wash., July 31.—(AP)—The gigantic Grand Coulee dam construction project moved toward a "closed shop" status today, with signing by the construction company of a contract with the American Federation of Labor, and a prompt protest came from the rival C.I.O. camp. The dam project, scene of sharp union organizing rivalry, was listed as the first major government-spon-

Ford V-8 Sets Ten World Records



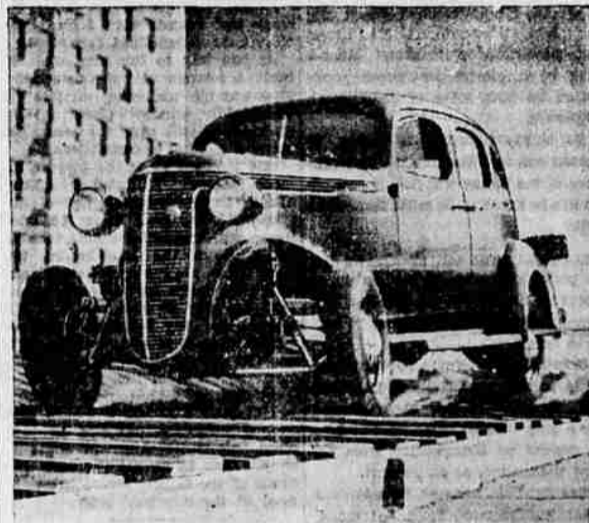
The Matford car in full speed on the track of the Montlhéry Autodrome.

FOUR French women, driving a Ford V-8 continuously for 10 days and nights on the track of the Montlhéry autodrome, near Paris, established 25 new world and international records which have just been accepted officially by the International Association of Recognized Automobile Clubs. The drivers, who alternated at the wheel, are shown in one of the accompanying pictures with the car, which was equipped

with standard \$5 horsepower engine and was built by the French Ford company. The other photo shows the car taking a curve.

Cable messages, recently received at the home offices of the Ford Motor Company at Dearborn, Mich., reported 10 new world records and 15 new international class C records had been ratified. Through this action by the association, the women drivers became the first members of their sex in the history of automobile racing to establish world records in eight classifications.

Among the approved records are new marks for all distances from 10,000 to 20,000 miles, inclusively. The latter mileage was reeled off in 229 hours and 27 minutes, or at an average speed of 87.10 miles an hour. The old record, which was held by men, was at the rate of 83.67 miles an hour.



In order to successfully demonstrate the remarkable performance of Studebaker's independent planer front wheel suspension, one Studebaker dealer on the Pacific coast has built a corduroy road of railroad ties on the roof of his two-story building. Here is shown a

Studebaker Dictator sedan, with front fenders removed, traveling at 30 miles an hour over this extremely rough road. With this type of wheel suspension, tire tread always remains at the same point of contact with the road regardless of the position of the wheel, according to factory engineers.

sored undertaking to enter the "closed shop" list.

A statement from C.I.O. headquarters retorted: "According to the Wagner labor act, the A. F. of L. must have 51 percent of the employees in its membership to be permitted to bargain collectively. We of the C.I.O. claim a larger membership than the A. F. of L. at the dam. Workmen should know they are protected by the Wagner act and cannot be forced to join any union."

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

Medford's Oldest and Finest AUTO PAINT SHOP
Daily's Auto Painting
29 South Bartlett

To Publicize Community



Tourist attractions of this section will be studied by the Shell Tourist Service trailer scout, who is seeking first-hand information and photos of beauty and recreational spots. The data will be used to help increase the number of tourists visiting here annually. Photo shows a Pontiac car, to which is attached a "Road-home" trailer being used on the tour. It will be here soon.

MORTON MILL BUYS 1937 DODGE TRUCK

The Morton Milling company has just taken delivery of a 1937 Dodge truck, the fourth new Dodge to be purchased by that firm during the past three years, according to L. C. Taylor of the Pierce-Allen Motor company, local Dodge and Plymouth dealer.

The new Dodge truck, a 1 1/2-ton heavy-duty model equipped with a capacity of ten tons, will be used for grain hauling between Medford, Grants Pass and Crescent City where the Morton Milling company has associate stores.

"During the past ten years we have purchased 12 trucks and have found Dodge the most satisfactory in performance, economy and upkeep of any of the various makes of trucks purchased during that time," says O. O. Morton, owner

of the Morton Milling company. Among the many advancements that make these Dodge trucks set all-time records for operating and upkeep economy are new "Fore-point" load distribution that greatly increased hauling efficiency, engine advancements found on no other low-priced truck, genuine hydraulic brakes, roller bearing universals and many other economy features which save money on every mile the truck is driven, Taylor said.

Hood Fruit Canning Upheld By Decision

HOOD RIVER, July 31.—(AP)—Circuit Judge Carl Hendricks upheld the Applesowers association's right to engage in the fruit canning and vinegar business today and rejected a \$41,000 damage suit filed by H. F. Davidson, former fruit grower. Davidson said the big cooperative infringed upon its by-laws by engaging in other than the fruit package trade.

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

A LITTLE TRAGEDY, BUT...



There's no need to cry over split ice cream or deny children their favorite refreshment when driving, if the car is equipped with Catalina water-repellent seat covers from Western Auto, observes the firm's local manager. He adds that despite many minor accidents like the one in the top photo, the trade-in value of a seat cover-protected car is always higher than one not so equipped.

Coos Loses Redskins
COQUILLE, Ore., July 31.—(AP)—Unable to provide 150,000 acres where refuge Indians from the drought-stricken areas of Kansas and Oklahoma could hunt and fish, Coos county passed up a chance for the additional population.

SWITCH TO DODGE

SCORES AGAIN!

MORTON MILLING COMPANY DEPEND ON DODGES FOR SWIFT UNINTERRUPTED SERVICE - OPERATING ECONOMY - LOW UPKEEP

SOUTHERN OREGON DODGE TRUCK OWNERS REPORT GAS SAVINGS UP TO \$95.00 A YEAR

SWITCH TO DODGE

FOR—

- Style
- Value
- Economy
- Performance

PIERCE-ALLEN MOTOR CO.

112 SOUTH RIVERSIDE L. C. TAYLOR, Managing Owner TELEPHONE 150

PRICED WITH THE LOWEST Dependable DODGE TRUCKS

ATTENTION!

We now have the **FINEST STOCK** of HIGH GRADE USED CARS we have ever had. Come in and look them over. Your old car may make the down payment. These cars all have good tires, new paint and are thoroughly reconditioned.

Low Down Payment - Easy Terms

A 30 Day Written Guarantee on every car over \$150.

60 Cars To Choose From

Fords, Chevrolets, Plymouths, Oldsmobiles, Pontiacs, Chryslers, Buicks, Dodges, Sedans, Coupes, Panel Deliveries and Pickups.

DON'T FORGET THE PLACE

Used Car Lot, 25 So. Riverside

LANGE MOTOR CAR CO.

Chrysler-Plymouth Phone 18 38 No. Riverside

Sandy Says It's a Fact!

AN **ELECTRIC FAN** DOES NOT COOL A ROOM!



And We Can Prove It!

Sandy's bargains are heating up the town! Smooth-running, dependable, reconditioned and PLEDGE BACKED used cars at sensational prices—you never saw such bargains! "Breeze" in today for a treat!

You win in a breeze with a 1937 Studebaker! It's a masterpiece of styling, sensationally priced, superbly engineered, luxuriously upholstered, and comfortably roomy! It gives you the gas-saving automatic over-drive, the phenomenal Fram oil-cleaner, and non-slam, non-rattle doors. It gives you the double safety of the automatic hill-holder and triply-sealed hydraulic brakes.

PROOF THAT THERE ARE NO SHOOTING STARS!

The "shooting" and "falling stars" are not stars at all, but meteorites, which are comparatively small masses of rock or iron flying about in space. Their origin is unknown. "L. Nuggets of Knowledge"—Geo. W. Stimpson.

SANDERSON MOTOR CO.
SALES SERVICE
207 SO. RIVERSIDE - PHONE 138