

AUTOMOTIVE NEWS

SAN FRANCISCO TO HAVE MOTOR SHOW LAST OF OCTOBER

SAN FRANCISCO, Oct. 16.—The 1938 model motor cars which will be featured at the twenty-second annual Pacific Auto show, opening in San Francisco's civic auditorium on October 30, will more than ever appeal to the fastidious taste of the woman motorist. This was the opinion expressed yesterday by Bill Street, vice-president of the San Francisco Motor Car Dealers association, under whose auspices the auto show is staged annually.

"The motor car designers and builders are directing their appeal more than ever to the woman buyer," said Street yesterday. "It is interesting to look back over the thirty-eight year history of the automobile industry and recall the amazing advancement that has been made in this comparatively short period of time by the automobile manufacturers, designers and builders."

"During the early history of the industry, automobile shows were staged in New York and Chicago primarily as a trade proposition. The manufacturers felt that only in this way could they impress the public with the importance of this new 'gasoline buggy' and they found also that only in this way could they interest dealers in representing their merchandise in the far-flung corners of the country.

"In the early days, dealers from all parts of the United States flocked to New York and Chicago for these annual displays, selected the make of cars that they wanted to sell, and gave the factory cash or their notes for whatever cars they would desire to purchase for the next six month period. It was through this method that most of the factories received their financing in those early days.

"In those days, too, the manufacturers were primarily concerned with producing a car that would run without breaking down, a car that would 'get you there and get you home.' In the years that followed the industry strove for a number of things: first, economy of operation, then power and speed in the motor; then comfort in riding, and finally, style in appearance.

"It is interesting to recall that this year's auto show marks what might be termed the silver anniversary of the self-starter's universal adoption. It was this invention that caused the turning point in the industry and the beginning of quantity production. The old hand crank models were not very popular, even with the men, and were almost impossible for women to operate. In this twenty-five year period the industry has moved from a very unimportant position in American life into the first place, for today the automobile manufacturing business is the number one industry of the country.

"Models that will be shown at the forthcoming auto show which will prove of exceptional interest to the motor shopping public are those which will have automatic shifting and others which will employ vacuum operated shifts, in which the driver merely does the selecting of the gear to be used and the vacuum device does the shifting.

"Several cars will introduce these new gear shifting devices in the 1938 models. They assert that these are past the experimental stage and cite as their advantages easier operation, no gear clashing, and front compartment which, because of the absence of the gear shift lever, provides comfortable seating space for three passengers.

"At the auto show manufacturers will also offer in their new models many refinements and appointments as to the interior finish of the cars. While there will probably not be many radical changes in the lines of the new cars, the bodies will be finished in many striking colors which it is thought will appeal to youthful tastes as well as to the feminine buying public.

"In addition to the complete displays of new model motor cars there will also be an interesting exhibit of trailers, and Manager George Wahlgreen promises that the truck and accessory displays will also have a wide appeal."

5 Motorists Killed
RUSHVILLE, Ind., Oct. 16.—(AP)—Five motorists, including a 6-year-old boy, were killed and another was injured gravely in a head-on automobile and truck crash southeast of here today.

Butter Unchanged
SAN FRANCISCO, Oct. 16.—(AP)—Butter unchanged.

Churning Cream Butterfat
SACRAMENTO, Oct. 16.—(AP)—Churning cream butterfat: First grade, 46%; second grade 35%.

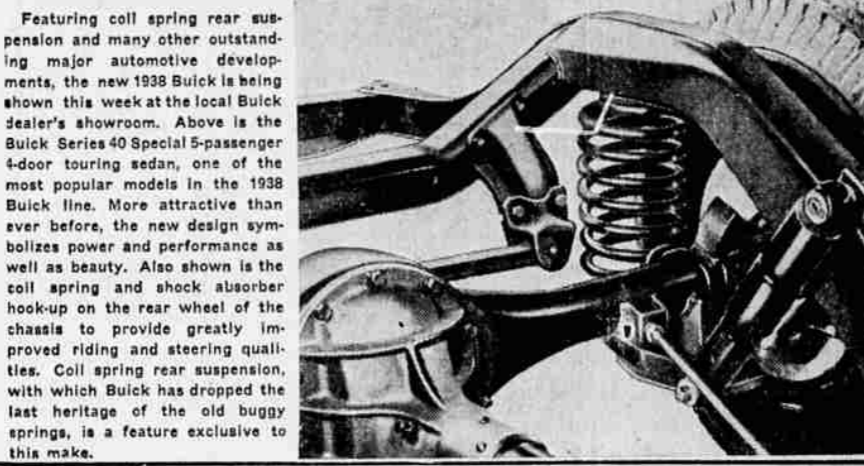
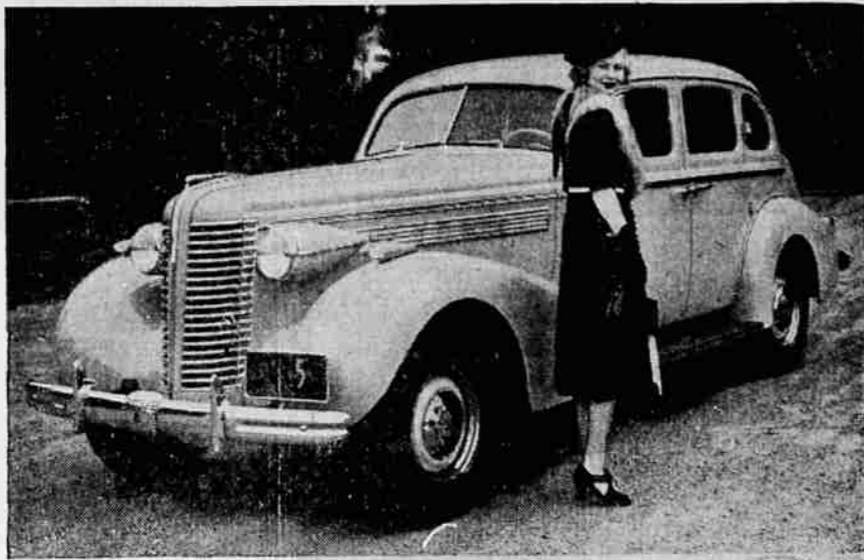
Did You Know
Thousands of people in all walks of life borrow here when they need extra funds. They get the money on their own responsibility and have adequate time to repay us.

PROOF THAT COLUMBUS DID NOT DISCOVER AMERICA IN 1492!

In 1492 Columbus sighted an island which he called San Salvador, since identified with Watling Island. On his 3rd voyage, in 1498, he beheld, for the first time, the mainland of South America. — "Encyclopaedia Britannica."

SANDERSON MOTOR CO.
SALES SERVICE
525 Commercial, Phone 1355

NEW BUICK FOR 1938



Featuring coil spring rear suspension and many other outstanding major automotive developments, the new 1938 Buick is being shown this week at the local Buick dealer's showroom. Above is the Buick Series 40 Special 5-passenger 4-door touring sedan, one of the most popular models in the 1938 Buick line. More attractive than ever before, the new design symbolizes power and performance as well as beauty. Also shown is the coil spring and shock absorber hook-up on the rear wheel of the chassis to provide greatly improved riding and steering qualities. Coil spring rear suspension, with which Buick has dropped the last heritage of the old buggy springs, is a feature exclusive to this make.

Sportsmanlike Driving—Give the Right-of-Way



When there is a serious accident with injuries and property damage, it really doesn't matter who had the right-of-way. It becomes merely a legal technicality. The Sportsmanlike Driver always grants the right-of-way.

A.A.A. SAFETY FEATURES

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NEW AUTO-PLANE ON LONG FLIGHT

SOUTH BEND, Ind., Oct. 16.—America got its first official look at the world's first "flying automobile," the Waterman Arrowbile, when Mrs. Paul G. Hoffman, wife of the president of the Studebaker corporation, christened the auto-plane "Miss South Bend." Mr. Hoffman, Geo. D. Keller, vice-president in charge of Studebaker sales, and other executives of the corporation and seven thousand citizens witnessed the ceremony.

The craft is powered with a Studebaker six-cylinder engine, and is one of five Arrowbiles designed by Waldo Waterman to be used by Studebaker to demonstrate the world's first "flying automobile" to the American public.

Seven thousand were awed by the ability of the plane to fly at a top speed of 125 m.p.h., land easily, detach its wings quickly, and drive like an automobile. Its top road speed is 75 m.p.h.

The first Arrowbile, "Miss South Bend," was piloted by Latham A. Perett, who flew the ship from Santa Monica, Cal., to South Bend, a distance of 2200 miles in only 28 hours. The flight disclosed some startling evidence of Studebaker engine performance and economy, according to Perett. In flying the distance, the vehicle delivered 18 miles per gallon of gasoline and it used only two quarts of oil.

The "flying automobile" has regular airplane wings which may be detached in less than three minutes and left at the airport hangar while the pilot switches his engine's power from propeller to wheels and takes to the highways. While on the streets and boulevards the propeller does not revolve, the two rear wheels of the vehicle being supplied with both forward and reverse power, and are equipped with brakes.

Conditioned Air Auto



First Conditioned Air autos for winter driving make their appearance this year. This compact unit—an introduction of Nash Motors Division of Nash-Kelvinator corporation—does the work. It is installed beneath the cowl, uses the cowl ventilator as an intake, and it purifies, warms and circulates the air in Nash cars, it is reported. In addition, it is said to eliminate drafts and odors, and to end fogging and steaming of windshields and windows. It heats cars so thoroughly and evenly, the announcement says, that you can drive in your shirt sleeves when it's zero outside.

PIERCE TO REPLY TO CHARGE HE IS POWER DEMAGOG

THE DALLIES, Oct. 16.—(AP)—Congressman Walter M. Pierce of La Grande will discuss his position on the Bonneville dam question before a service club on October 29, probably answering criticism voiced here recently by W. D. Dodson of Portland.

Comment contained in a letter received from Mrs. Pierce, the congressman's wife and secretary said: "I noticed Dodson attacked Mr. Pierce as a demagogue and 'public enemy No. 1' in his recent speech at The Dalles, citing the great growth of Niagara under the system of letting industries use the power.

"We made a study in Washington of the population at Niagara, and found that in the last 20 years it had not been equivalent to the normal growth of population of many eastern manufacturing towns and it has a very unfavorable record under the monopoly as compared with the country across the Canadian border under public ownership.

"Apparently congress and the government feel that he (Dodson) did not represent the right side. He says he wanted an Oregon man for administrator at Bonneville. He did not name the man competent for the task; that would be interesting. I presume the power companies have some one whom they might put in."

NO FEDERAL COIN FOR NEW HOSPICE

SALEM, Oct. 16.—(AP)—Federal funds, under the PWA administration, will not be available for the construction of a new state tuberculosis hospital in Portland, C. C. Hockley, Oregon PWA administrator informed Gov. Charles H. Martin today.

The last legislature appropriated \$110,000 for this project and Governor Martin later signed the bill with the understanding that \$90,000 would be raised through other sources. It was estimated that \$200,000 would be required for the construction of an adequate plant.

Goodrich Roundup Ends in Few Days

There are only a few days left of the annual Goodrich roundup of worn tires, and the Lewis Super Service Station, local Goodrich dealer, is making a special tire trade-in offer during the next week, according to Jack Anatey, budget manager.

During the campaign this year the local Goodrich cowboys hope to round up every unsafe tire in Medford. Many tough looking casings are now in the corral in front of Lewis Super, but there are still some dangerous smooth treads that should be retired, according to Anatey.

LINDBERGH KEEPS AIR CORPS BERTH

WASHINGTON, Oct. 16.—(AP)—Col. Charles A. Lindbergh has accepted a renewal of his commission in the American army air corps reserve.

This action, which became known at the war department today, was believed to set definitely at rest reports the noted aviator, now residing in England may relinquish his American citizenship to become a British subject.

Such appointments are for periods of five years.

Lindbergh has retained his military status since his graduation from the army air corps flying school in 1924.

A commission in the reserve entitles the holder to no army pay unless he is called for active service. He is subject to such call at any time during an emergency.

FRY NAMED HEAD HIGH PRINCIPALS

SALEM, Oct. 16.—(AP)—Charles Fry, principal of Roosevelt high school, Portland, was elected president of the Oregon High School Principals association at the closing session of its annual conference here today.

D. A. Emerson of the state education department was elected secretary—treasurer and H. S. Parker, Corvallis, a member of the executive committee from the state at large.

Thomas R. Fowler, Tigard, is the retiring president of the association.

The principal address today was given by Chancellor Frederick M. Hunter of Oregon's higher educational system. He stressed the benefits of a college education.

Reports of Vernon I. Baader, dealing with the professional study plan, and J. F. Swigart, involving transfers of credit, were approved.

Fred D. Wolf, Salem, reported for the reviewing committee.

Getaway

ST. HELENS, Oct. 16.—(AP)—Carl John Butler, awaiting trial on a charge of receiving stolen goods, escaped from the county jail this morning. District Attorney D. O. Bennett said both local and state officers had started a search.

WINDSOR'S VISIT THRILLS GERMANS

DUESSELDORF, Germany, Oct. 16.—(AP)—The Duchess of Windsor had an opportunity today to see how she might look if dressed in "Ereata" material of various kinds.

At the "creative German" exhibition, she examined, fingered and tested artificial silk undergarments, wood fibre wool dresses and synthetic cotton blouses.

She kept up a continuous fire of questions as to costs, durability, manufacturing processes and other details of the materials shown.

A zealous policeman tried momentarily to bar the duke from the exhibition.

Windsor jumped briskly from his car several yards ahead of the rest of his party. When he reached the gate, the policeman there told him: "You can't get in now—the Duke of Windsor is coming."

Snow On Mt. Lassen

MINERAL, Calif., Oct. 16.—(AP)—Snow storms at high elevations in Lassen Volcanic National park today closed the Lassen peak loop highway to travel.

DENIES PLAN TO HELP HAUPTMANN

WASHINGTON, Oct. 16.—(AP)—Mrs. Evelyn Walsh McLean denied today she had promised any payment to Attorney Samuel Leibowitz of New York for helping defend Bruno Hauptmann in the Lindbergh kidnap-murder case.

Through her attorney, Nelson T. Harrison, she said she was "not indebted to Leibowitz in any sum whatsoever."

Leibowitz filed suit in district court yesterday against Mrs. McLean, asserting she had asked him to defend Hauptmann and had promised a "reasonable fee." He asked \$15,000.

Harrison said Mrs. McLean had discussed the case with Leibowitz when he was her dinner guest, but had emphasized "that she did not and could not place herself under any financial obligation."

CO-EDS FLEE IN NIGHT GARMENTS

SLIPPERY ROCK, Pa., Oct. 16.—(AP)—One hundred and sixty-seven coeds escaped in scanty attire early today when fire swept the historic North Hall on the campus of Slippery Rock college.

Nobody was injured. The office of President Charles Miller estimated the damage at approximately \$400,000.

The fire originated in the kitchen where preparations were under way for an ox roast on the occasion of homecoming day, and the annual football game with Westminster college.

Hundreds of alumni and other visitors gathering for the game saw the building, a three-story frame and brick structure, collapse as flames enveloped it.

Allied submarines played their most important part in the world war in the Gallipoli campaign.

Overseas travelers to Europe numbered 290,000 from January 1 to August 15 of this year as compared with 214,000 for the corresponding period of 1936.

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The most complete car on the American market

See this New Air Conditioned NASH for 1938

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at our showrooms

Walter W. Abbey, Inc.

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