

# AUTOMOTIVE NEWS

## NEW OLDSMOBILE ON DISPLAY HERE

Oldsmobile, America's oldest manufacturer of automobiles, today announced its 41st series of cars, the Oldsmobile six and the Oldsmobile eight, for 1938.

Distinctly different in appearance and styling, the new models are on display today at the showroom of the Medford Distributing corporation, new local Oldsmobile dealer, located at 32 South Bartlett.

Both the six and eight present much that is new in performance and mechanical design and both now offer as an extra-cost option the new automatic safety transmission, developed and introduced by Oldsmobile. This new development, regarded as one of the major automotive advancements of modern motoring, was first offered as optional equipment on the Oldsmobile eight of last year.

Although both the six and eight are unusually fast and responsive when equipped with conventional transmissions, they attain even higher peaks of performance when equipped with the Oldsmobile automatic safety transmission. This transmission also contributes importantly to both driving ease and operating economy, the latter resulting from a fourth gear direct drive which reduces the number of motor revolutions and improves fuel economy by 18 to 20 per cent.

Operation is extremely simple and control is by a short lever on the steering column. With the automatic safety transmission, the foot clutch is used only to start and stop. At about 28 miles per hour, the transmission automatically shifts on to fourth gear or direct drive, which is the economy or cruising gear.

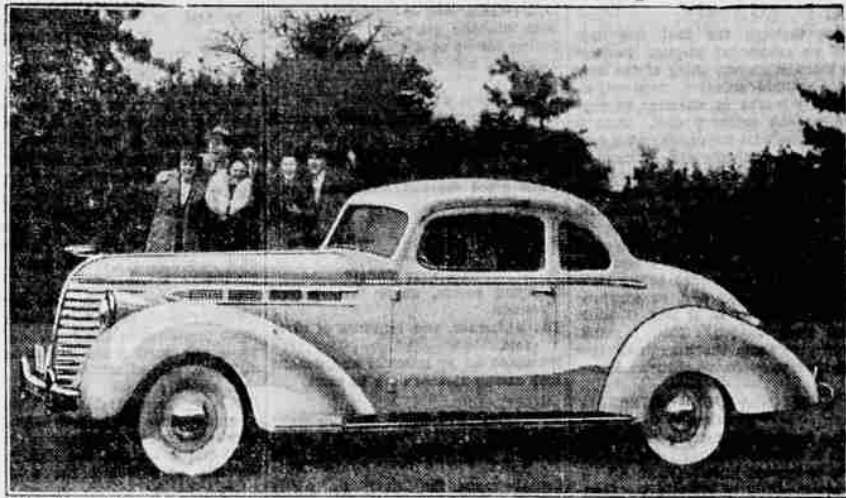
Among other features of particular interest is the new Oldsmobile safety instrument unit and safety dash, a departure in the modern manner from the conventional type of instrument panel. The safety panel, free of projecting knobs, is but one of many details which contribute toward passenger security in the redesigned safety interiors of the new Oldsmobiles. Body lines are lower and cleaner than before. Fenders are of heavier gauge metal than in previous models. Bullet-type headlamps are mounted low on the crowns of the front fenders. While the headlamps appear to the eye as part of the fenders themselves, actually the headlamps are demountable for economy's sake in case of fender damage.

The new automatic safety transmission, which was offered only after five years of development and testing, represents one of the most important contributions that Oldsmobile has made to modern motoring," asserts Rook Emerson, manager of the new firm.

Jerry Ogilvy, who is well known along automobile row, and Bill Austin have accepted sales positions with the Medford Distributing corporation.

LONDON.—(UP)—Even those who have had occasional visions of pink mice might well exclaim at the array of colored mice exhibited at Market Hall. Not only were there pink mice, white mice, and mouse-colored mice, but blue mice, silver mice, black mice, red mice, gold mice, chocolate mice and multicolored mice.

## 1938 Hudson 6 Victoria Coupe



This Victoria Coupe has room for five passengers, all inside—there is no rumble seat. This is one of the 1938 models using the 101-horsepower 6-Star engine. The wheelbase is 122 inches.

### On the Radio Chains

Where to Find Them on the Dial

STATIONS

Where to Find Them on the Dial

KEX, Portland, 1180; KFI, 940; Los Angeles; KPHC, 610; San Francisco; KGA, 1470; Spokane; KGA, 790; San Francisco; KGW, 620; Portland; KJR, 970; Seattle; KNX, 1050; Los Angeles; KOA, 830; Denver; KOIN, 940; Portland; KOMO, 928; Seattle; KPO, 680; San Francisco; KSL, 1130; Salt Lake.

Sunday

5:00—(NBC) concert, KGO, KGA, KJR; Nelson Eddy, KPO, KFI, KGW, (CBS) drama, KNX.

6:30—(NBC) Birthday Party, KNX.

8:00—(NBC) Hollywood Playhouse, KGO, KEX, KGA; Manhattan Merry-Go-Round, KPO, KGW, KFI, (CBS) symphony orchestra, KNX, KOIN, KSL.

8:30—(NBC) Familiar Music, KPO, KGW, KFI, Fischer's Journal, KGO, KOA.

7:00—(CBS) Hollywood Show Case, KNX, KSL, (NBC) Foundation, KGO, KGA; Hawthorne House, KPO, KFI, KGW.

7:30—(NBC) Carnival, KPO, KGW, KFI, (CBS) Headlines & Bylines, KNX, KSL, Edward's School, KOIN.

8:00—(CBS) Lloyd Pantages, KNX (NBC) Irene Rich, drama, KGO, KEX, KGA, KJR; Interesting Neighbors, KPO, GFI, KGW.

8:15—(NBC) sketch, KPO, KFI, KGW; Reader's Guide, KGO, KGA, (CBS) Freeman's orchestra, KSL.

8:30—(NBC) Jack Benny, KPO, KGW, KFI, trio, KGA; Music by Cugat, KGO, (CBS) Callaway's orchestra, KNX.

8:45—(NBC) News, KGO, KOA.

9:00—(CBS) King orchestra, KSL (NBC) Tales of California, KGO; Busse's orchestra, KGA; Night Editor, KPO, KFI, KGW.

9:15—(CBS) King's orchestra, KNX (NBC) Rapp's orchestra, KOA; Treasure Island, KPO, KFI, KGW.

9:30—(NBC) One Man's Family, KPO, KFI, KGW; Bestor's orchestra, KGA, KJR; Hines' orchestra, KOA; Concert Hall, KGO.

9:45—(CBS) Norvo's orchestra, KSL (NBC) University Explorer, KGO; Bestor's orchestra, KEX.

Monday

5:00—(NBC) Concert Petit, KGO, KEX, KGA; Swarthout's orchestra, KPO, KFI, (CBS) Maurice's orchestra, KNX, KOIN; Heidt's orchestra, KSL.

5:15—(NBC) Royalties, KGO, KGA 5:30—(NBC) Vanity Fair, KGO, KGW, KFI, KGA; trio, KPO, KEX, (CBS) Hawaiian Moon Casino, KNX, 6:00—(CBS) Drama, KNX, KOIN, KSL, (NBC) Philadelphia orchestra, KGO, Martin's orchestra, KGW; Reporter, KPO.

6:15—(NBC) Martin's orchestra, KOA; political talk, KPO.

6:30—(NBC) Hour of Charm, KPO, KFI, KGW.

7:30—(CBS) King's orchestra, KNX, KOIN, KSL, (NBC) Black's orchestra, KPO, KGW, KFI, Warden Lawes, KGO, KGA.

7:30—(NBC) Eddie Cantor for Burns & Allen, KPO, KFI, Radio Futura, KGO, (CBS) Concert Hall, KNX.

8:00—(NBC) Amos & Andy, KPO, KFI, KGW; Land of the Wharfedale, KGO, (CBS) Poetic Melodies, KSL; Scattergood Baines, KNX, KOIN.

8:15—(NBC) Lum & Abner, KGO, KGA, KEX; Uncle Ezra, KPO, KFI, KGW, (CBS) Boske Carter, KNX, KOIN, KSL.

8:30—(NBC) Voice of Firestone, KPO, KFI, KGW; Magnolia Blossoms, KGA; newa, KGO, (CBS) Pick & Pat, KNX, KOIN, KSL.

8:45—(CBS) Arden's orchestra, KGO.

9:00—(NBC) McGee & Molly, KPO, KGW, KFI; Stanford University, KGO, (CBS) Heidt's orchestra, KNX, KOIN.

WINDOW GLASS—We sell windows (and will replace your broken windows reasonably) Trowbridge Cabinet Works

10:00—(NBC) Richfield Reporter, KPO, KFI, KGW; Mojica's orchestra, KGO, KGA, KEX, (CBS) Young's orchestra, KOIN; Sam Hayes, news, KNX.

10:15—(NBC) Bridge to Dreamland, KPO, KFI, KGW, (CBS) Tin Pan Allies, KOIN.

10:30—(NBC) Hornik's orchestra, KGO; Jules Radinsky, KGO, KJR; Bridge to Dreamland, KGW.

10:45—(CBS) Bob Crosby's orchestra, KNX, KSL.

11:00—(NBC) Organist, KGO, KGA; Winston's orchestra, KPO, KGW, (CBS) Door to the Moon, KNX, KSL, KOIN.

11:15—(NBC) Organist, KEX.

11:30—(NBC) Reveries, KPO, KGW, (CBS) Young's orchestra, KNX, KSL, KOIN.

9:15—(NBC) Bestor's orchestra, KEX; Danco Hour, KGO; Safety First, KPO.

9:30—(NBC) Vox Pop, KPO, KFI, KGW, Memory Lane, KGO, KEX, KSL.

9:45—(CBS) Tucker's orchestra, KSL, (NBC) Roger's orchestra, KGA, KEX.

10:00—(NBC) Richfield Reporter, KPO, KFI, KGW; Castle's orchestra, KGO, KGA, (CBS) Sam Hayes, news, KNX; Dot & Four Daahes, KOIN.

10:15—(CBS) White Fires, KXX, KOIN, KSL, (NBC) Sports Graphic, KPO.

10:30—(NBC) Grieg's orchestra, KGO, KEX, KFI, KGA; Slumber Hour, KGO, Hornik's orchestra, KPO, KGW.

10:45—(NBC) Grieg's orchestra, KGO, (CBS) McCoy's orchestra, KNX, KSL.

11:00—(NBC) Carson, organist, KGO, KGA; Reichman's orchestra, KPO, KFI, KGW, (CBS) Norvo's orchestra, KOIN.

**ROOSEVELT MAKES COUNTRY JITTERY,**

WASHINGTON, Oct. 23.—(AP)—President Roosevelt took occasion in an Armistice Day proclamation to express again today the United States' wish to pursue a policy of peace.

He said that international "lawlessness and strife" which "now threatens international security and even civilization itself" made it particularly fitting that it should be expressed again at this time.

The president added that the world situation also made it appropriate for this country "to adopt every practicable means to avoid war, to work for restoration of confidence and order among nations, and to repeat that the will to peace still characterizes the great majority of the people of the earth."

## DODGE ANNOUNCES NEW 1938 PRICES

DETROIT, Oct. 23.—Following closely the release of information giving detailed descriptions of the new 1938 Dodge passenger-car models and an enumeration of the forty-seven progressive improvements and refinements which they incorporate, prices for the new Dodge line were announced today by A. vanDerZee, general sales manager of the Dodge division of Chrysler Corporation.

"These prices relate to vehicles which represent in every way increased values to our customers," said vanDerZee in making the price announcement. "These cars are equipped with larger and more costly hydraulic brakes, six-piece die-cast radiator grilles, more luxuriously appointed interiors, simplified driving control and many additional new or improved features which enhance their beauty of appearance and further increase their efficiency, comfort and economy of operation."

"It will be noted that these prices in the \$800 range place Dodge in identical the same relative position, price-wise—at has occupied with such conspicuous success during recent years—just above the cars of lowest price range; the price-leader in its own field, and fourth largest seller among all cars in the market."

The prices on these new models are "ready to run" delivered at Detroit, including federal excise taxes, safety glass, bumpers, spare tire and tube, and fenders and sheet metal colors to match body color; any state or local taxes and dealers' transportation charges to be added; four-door sedan

1938, two-door sedan \$838; coupe \$838; rumble seat coupe \$838; four-door touring sedan \$870. Prices on convertible models and seven passenger sedans will be announced shortly.

Reports received at introductory meetings held in 30 key cities and attended by 21,338 dealers, salesmen and other personnel, indicated that while business activity is at different levels in various sections, the general appraisal of the outlook was good to excellent. This was substantiated by the fact that new model orders already placed at the factory exceed by 40 per cent the number of orders received for new models at this time last year.

The Dodge dealer organization closed its 1937 model year reporting the largest sales year in its history, having delivered at retail \$11,239 Dodge and Plymouth passenger cars and Dodge commercial cars and trucks.

**Lewis Super Shows Deluxe Auto Heater**

Everyone can enjoy comfortable winter driving with the new Goodrich super deluxe heater, recently introduced here by the Lewis Super Service station, local Goodrich dealer. Their modern streamline appearance will blend with any car interior.

The unusual new heater throws hot air to the windshield defroster, the passenger's feet, the driver's feet and the entire car, all at the same time.

The new heaters, as well as all Goodrich products, may be purchased on the Goodrich budget plan, according to Jack Anstey, budget manager.

Women as Referees

NEW YORK.—(UP)—Women are being trained for positions as referees in a new course offered at Hunter college this fall. The students will learn how to handle women's sports and children's games.

**SPECIAL**

Don't Miss This Opportunity to Buy A Real Cheap Used Car

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## INDUSTRIAL PACE AT LOWEST POINT

NEW YORK, Oct. 23.—(AP)—The industrial pace dropped to the lowest level in more than a year this week, 13 per cent under the May peak.

The Associated Press seasonally adjusted index sank to 94.4 per cent of the 1929-30 average from 96.3 the week before and compared with 96.3 a year ago.

Steel mill operations, cotton manufacturing activity, residential building and freight carloadings all moved at a slower rate than in the same period last year.

Steel operations and residential building sank to new lows for the year. The former reflected curtailed buying on the part of automobile producers and railroads as well as slower demand from other consumers.

Freight loadings dipped fractionally as small-lot shipments declined sharply. Industrial freight movement fell less than seasonally expected.

Automobile assemblies continued to show substantial seasonal gains over recent weeks as production of new

models speeded up. Cotton manufacturing also moved ahead of the preceding week.

**MODEL FARM CUTS UPSTATE VALUES**

McMINNVILLE, Ore., Oct. 23.—(AP)—"Yamhill farms," a federal resettlement administration experimental project, gives Yamhill county the nation's largest model farms—but it also cuts assessed valuation totals.

Assessor W. L. Osborne reported the county's total of values is but \$4600 more than last year and land values have dropped nearly \$250,000, despite increasing values and new building activities.

The reason, Osborne said, was because government lands can not be taxed until they revert to individuals.

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PROOF THAT OPPOSITES USUALLY DO NOT MARRY EACH OTHER

Studies of Terman (Stanford University) tend to show the tendency is for like to marry like—that there is a fair correlation between husband and wife in intelligence, appearance, etc.

**SANDERSON MOTOR CO.**

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Delivered in Medford

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**The New 1938 Dodge NOW ON DISPLAY**