

## Price Classification of Automobiles As Used by Industry Are Misnomers

Detroit (UPI) — The terms "low-priced car" and "medium-priced car" are used in the auto industry today are misnomers.

The auto industry still uses the term "low-priced car" in relation to the Chevrolet, Ford and Plymouth. It uses the term "medium-priced car" to describe the Dodge, Edsel, Mercury, Pontiac, De Soto, Oldsmobile and Buick.

These terms grew out of an era when cars could be separated into three fairly distinct groups as far as price and size were concerned: the low-priced car, the medium-priced car and the high-priced car.

There was a certain amount of overlapping, but it was fairly easy to peg any car in one of these three groups.

At the top, and fairly well out of the reach of the average buyer, were the Lincoln, Cadillac, Chrysler and Packard.

The bulk of the sales went to the Chevrolets, Fords, Plymouths and, perhaps, Studebakers.

In between, in a distinct area, there was the Mercury, Buick, Oldsmobile, Pontiac, Dodge, De Soto, Hudson and Nash.

The gap between the high-priced group and the low-priced group was so distinct only a person who suddenly came into great wealth could think of switching from a low-priced car to a high-priced one.

But today the main difference between the low-priced

car and the top of the line is how many accessories are standard equipment.

In 1949, the difference between a Ford and a Lincoln, for example, went like this:

**More Leg Room**  
The Lincoln was up to 23.2 inches longer, 14.3 inches wider, had two more inches of leg room and 2.5 inches more hip room. The difference between the power of the top-rated Ford engine and the one engine offered in the Lincoln was 52 horsepower, 52 per cent more in the Lincoln than in the 100-horsepower Ford.

Ten years later the differences were narrowed considerably. The Ford grew 11.2 inches in overall length while the Lincoln added 7.1 inches.

The Ford was 12.1 inches wider but the Lincoln spread out only 1.1 inch. The Lincoln added only 2.1 inches in leg room and one inch in hip room. The difference in horsepower between the two cars narrowed to 18.5 per cent.

Because of the pressure from below, some of the so-called medium priced cars have already fallen by the wayside.

The Nash and the Hudson are no longer produced. Ford is considering abandoning its attempt to push Edsel into the field by making it a small compact car. Dodge and Mercury already have added smaller versions to compete more directly with the so-called low-priced cars. General Motors is expected to add

smaller versions of its medium-priced cars next year for the same purpose.

**Will Settle Back**  
Introduction of the economy cars by the "big three" this year has, in effect, left them with offerings priced below the cars which were once appropriately called "low-priced" models.

Many auto industry sources feel the auto industry will settle back into its old price categorization when all of the shifting caused by the economy car boom is over. They feel the concepts of various cars will be shifted through the use of smaller versions such as those already coming out in the Mercury and Dodge lines.

Once this shift is completed, the economy models like the Corvair, Falcon and Valiant will become the "low-priced" cars, the smaller versions of the current "medium-priced" cars and the current standard-sized "low-priced" cars will become the medium-priced group, and all above that level will be known as the high-priced, or luxury, cars.

## Some Fish Found To Be Equipped Against Freezing

Los Angeles (Science Service) — Some fish seem to have a built-in supply of anti-freeze to keep them from freezing in cold weather.

Discovery some years ago of an antifreeze-like substance in the blood of supercooled shallow-water fishes of Hebror Fjord in Labrador led a group of scientists to make an expedition to this fjord last March in hopes of finding out more about what the substance actually was. A more recent discovery that some frost-hardy insects use glycerol in high concentrations as an anti-freeze and supercooling facilitator also added to their curiosity.

M. S. Gordon of the University of California here; B. H. Amdur of Harvard University, Cambridge, Mass., and P. F. Scholander of Scripps Institution of Oceanography, La Jolla, Calif., told the International Oceanographic Congress meeting in New

York of their findings in Hebror Fjord.

**Below Freezing**  
By fishing with hand lines through holes in the ice in six to 30 feet of water, they caught large numbers of two species of fish, the shorthorn sculpin and the fjord cod. Both the temperature of the fish and that of the water were a few degrees Fahrenheit below freezing.

Once caught, the fish were taken to a heated laboratory where samples of drained blood were centrifuged. Serum or plasma samples were frozen and analyzed at home laboratories.

These tests showed that the amount of anti-freeze added to the blood of shallow-water fishes is variable. The extra blood concentration does not

come from the common inorganic ions, glucose, glycerol, proteins or urea and ammonia. The anti-freeze of the fjord cod, but not that of the sculpin, is possibly a component of the non-protein nitrogen fraction.

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## Small Worlds Around Us

By Lynn M. Watkins

**Red Flannel 'Undies' — There Was Something About It**  
Grandfather was positive in his statement that, "No bait in the world is better for catching bullheads than a gob of worms or a piece of halibut, up red flannel underwear."  
He should have been very wise in the way of the wild things; he lived close to them all his life. But surprisingly enough, I have since discovered his actual information was so cluttered up with what someone else had told him that he refused to credit his own observations. He accepted too many "old wives tales" as gospel truth.

## Columbus Could Have Tasted Beer

New York (UPI) — Christopher Columbus may have been the first European ever to taste American beer.  
The explorer's son, Hernando, disclosed this in an account of his father's explorations quoted in the historical archives of the U.S. Brewer's Foundation.  
The son reported that Columbus, on a return voyage 10 years after he discovered America, purchased from Indians on an island off Central America "a sort of wine made of maize (corn) resembling English beer."  
Columbus liked it and bought several more jars as a treat for his crew, the son reported.

## Hungry for Home Made Bread?

Just what tenacious dye was used back then to attain the redness of the cloth was no concern of grandmother, but whatever it was it was nearly indestructible, for after winter-long washing with strong soft-soap or even a compound containing lye the garments still retained much of their original color, even though they did look a little anemic. This faded, yet still visible red color was supposed to pos-

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