

Large Spy Setup Operates in Nation's Automotive Industry

Detroit—The auto industry operates one of the largest espionage setups in the world outside of official government circles.

Right now almost any auto company could tell you—but won't—what its competitors have on the drawing boards for 1962.

All of the auto companies are making advertising plans and adjustments in their own products to offset the innovations their competitors plan for 1961, secrets which will not be revealed to the public until next fall.

For example, last fall Ford came out with an advertisement showing how an arrow weighted in the rear went astray while an arrow weighted in the front went directly to the target.

The advertisement, which took several months of preparation, appeared just before Chevrolet introduced its new Corvair, with the engine in the rear.

Ford knew far in advance of the public introduction of the Corvair that it would have the engine in the rear and planned its advertising campaign accordingly.

Actually, spies for the various companies exchange information among themselves long before the auto companies are willing to make the same information public.

They know it generally requires a production lead time of about three years to build a car. Even an expensive crash program can't bring out an entirely new car in less than two years to 18 months.

So in the later stages of development of a car, the auto companies aren't too worried about their competitors matching their offerings.

But the auto makers feel they can be severely hurt by information leaking to the public too far in advance of introduction of new models. They feel many prospective customers for their current

MAIL TRIBUNE, Medford Or. Monday, May 2, 1960

models might delay their purchases a year if they knew what was coming up in the future.

Fear of Retaliation
If competing companies know about another company's product and advance information will hurt the other company's sales, why doesn't the highly-competitive auto industry reveal all it knows about the opposition?

One answer is fear of retaliation. Another is that it would be like advertising their competitors' product once it is introduced. And a third is that they may have some misinformation.

This happened to Ford three years ago. At a press preview of the 1957 Fords, that company suddenly decided to show its retractable hardtop convertible to reporters. The very next day, Chevrolet announced its new fuel injection system at a press conference.

Neither development was a complete surprise. Ford had had the retractable on the planning boards for years and everybody saw fuel injection on experimental engines before it was introduced.

But Ford hurried its decision to show the retractable because of some stray piece of misinformation that Chevrolet was planning to unveil something really startling the day after the Ford introduction.

Spies Seldom Miss
The industry's spies—many of them former FBI agents who joined the auto industry for higher pay—seldom miss, however.

Still, spying can sometimes work to the advantage of the company spied upon even when the information is accurate.

About nine months before the 1949 Pontiac was introduced, George Walker, Ford's chief stylist, discovered the Pontiac featured a spinner arrangement on its grille. So did the Walker-designed 1949 Ford.

Walker called Pontiac and told them of the coincidence and Pontiac, which was to be introduced later than Ford, avoided the possibility of appearing to copy Ford by making a minor change which corrected the situation.

SHORTWAVE SET
Illinois Valley—Police Chief Phil Kellar has placed a shortwave set in his home at his own expense. The set supplements the one in the police car and enables him to keep in touch with the sheriff's office and Grants Pass police at all times.



Any Good "Chef" will tell you it pays TO PACK OUR



FRIENDLY PLEASERS!

The Finest in Meats, Produce and Staples from your Friendly

3 Big Y's

Fresh - Lean

PLUS ADDED SAVINGS With SILVER DOLLAR TRADING STAMPS



Ground Beef 45¢ lb.

Nebergall's **PURE LARD** 2-lbs. SNOW WHITE **29¢**

Country Style **Pork Sausage 39¢ lb.** A Real Outdoor Breakfast Treat!

LOOK WHAT'S COOKING! Ready To Go!

Bar-B-Q Fryers \$1.39 each

SPECIALS FOR "EAT-OUT" DAYS!

- CORN No. 303 Kounty Kist Cream Style 5 for 49c
- PORK & BEANS Van Camp's No. 300 5 for 49c
- GREEN BEANS Cottage Cut No. 303 5 for 49c
- Chicken Ravioli No. 1 IXL 5 for \$1.00
- SPAM Luncheon Meat 12 ex. can 39c

Pillsbury **CAKE MIX** White, Yellow, Chocolate Fudge, Caramel, Spice, Orange, Pineapple and Double Dutch 4 Pkgs. Reg. Size \$1.00

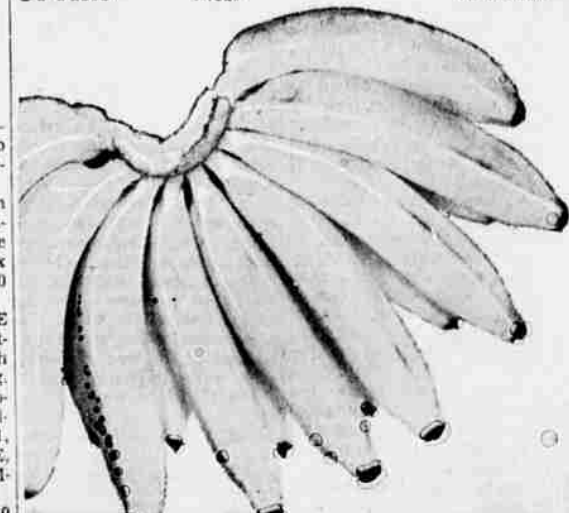
- PEAS No. 303 Cottage 5 for 49c
- JELLO Reg. Pkg. 10 Flavors 12 for \$1.00
- ORANGE JUICE 12 oz. Minute Maid 3 for \$1.00
- TIDE Giant Size 69c
- CLOROX BLEACH 1 Gal. 49c

IF YOU CAN'T FIND YOUR NEEDS, ASK ANY BIG Y GROCERY CLERK.

BANANAS

Firm, Golden Ripe **SPECIAL 12¢ lb.**

And Many More Big Y Produce Items Ask a Clerk!



PHILCO SUPER VALUE

FREE!

2 FULL WEEKS FREE TRIAL! In Your Own Home!

Absolutely NO Obligation On Your Part

If you are in doubt about a combination Washer-Dryer, NOW is your opportunity to see for yourself!

For Full Particulars — Come in and See Us Now.

NEW 1960 **PHILCO-BENDIX DUOMATIC WASHER-DRYER** Saves Space



Fits Anywhere a Washer Will! Only **26 3/4" wide \$385 A WEEK**

Washes and dries in as little as 1 hour

- Washes and dries in one continuous operation ... or separately
- Automatic Liquid Dispenser
- Safe for all fabrics
- Automatic Power Soak
- Hot, warm or cold water wash
- 3 dry settings

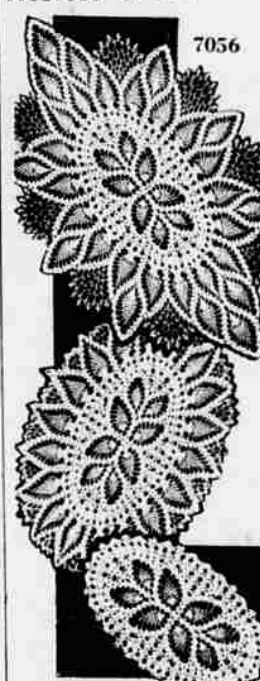
Philco Duomatics priced from **\$329.95** EASY TERMS

Even Less With Trade-in

COUEY'S APPLIANCE STORE

225 East 6th Phone SP 3-5433

Hostess' Pride



by Alice Brooks

It's a pleasure to crochet—a delight to display this trio in the popular pineapple design.

Lacy oval for a luncheon set or incidental doilies. Pattern 7056: directions large doily 20 x 30, medium 15 x 20, small 8 x 13 inches. No. 30 cotton.

Send THIRTY-FIVE CENTS (coins) for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune, P. O. Box 168, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS, PATTERN NUMBER.

JUST OUT! Our New 1960 Alice Brooks Needlecraft Book contains THREE FREE Patterns. Plus ideas galore for home furnishings, fashions, gifts, toys, bazaars—exciting, unusual designs to crochet, knit, sew, embroider, huck weave, quilt. Be first with the newest—send 25 cents now!