

AUTOMOBILE NEWS

CHRYSLER TO BUILD 4 CARS

What is regarded as one of the most important announcements made in the motor car industry in years, is a statement issued at Detroit by Walter P. Chrysler, motor car manufacturer, that the company, of which he is the head, will definitely proceed with the manufacture of four complete lines of cars of standardized quality to cover the four greatest markets.

What this plan means, according to Mr. Chrysler, is the building of four quality cars, each the finest in its price division, under one name, by one manufacturing organization, in one group of plants and marketed through one unified distributing organization.

Means Greater Values. It further means, he says, millions of dollars to the motor car buying public because of the greater dollar value which the plan makes possible.

The statement of Mr. Chrysler on the resources and facilities of was in reference to the new four-car great plants coordinated and

cylinder car with which he will invade the lower price field in a short time.

"As we are entirely dependent for the success of our product on the attitude of the public toward it, I have always felt that the public is entitled to know the details of our plans and aims."

"I am frank to say that it has been my ambition for years to standardize quality in the manufacture of a group of motor cars, produced by the coordinated efforts of one organization, but designed adequately to meet the wants and desires of the different groups into which the buying public is divided."

"When the last word is said, public demand in motor cars is determined by economic factors—and by the use and value of the car. In other words, people buy the sort of car which will render them the service they require at the price they can afford to pay. It is my belief that they have now reached the point that no matter what the price may be, the car must come up to certain standards of size, comfort, performance and economy if it is to win and hold public confidence and approval."

Under our plan of standardized quality, we not only have the resources and facilities of

Bust of Ellen Scripps Wins Prize



Caroline Scripps, internationally known sculptor, won a \$500 prize offered by the Fine Arts gallery in San Diego, Calif., for the bust of Miss Ellen Browning Scripps. The bust is considered an unusually good likeness of the well-known California philanthropist.

LADY ROSE, SCIENTIST

LONDON, (AP)—Lady Rose is the right hand "mat" of her husband, Sir Jagadis Chandra Bose, F. R. S., the latter husband of India.

Sir Jagadis, who maintains that plants have feelings, has been lecturing in London and often tells how Lady Rose has assisted him in his research work which has attracted world-wide attention.

The scientist dresses in conventional European clothes, but Lady Rose clings to her native Indian costume, with all its splendor of brocade and gold, and says she would not give it up, even if she were to make her home in London.

Teacher: What is the matter with your singing, you are simply screeching?

Student: Only hitting on one tonal—Mugwump.

Young lady (after violent dance): "There! My heel's gone! That's done for me this evening."

Youth: "Oh, bother! Don't you carry spare parts?"

functioning as one factory, but we have engineering under unified control and all of our activities right through to the distribution to the public, working together to the one end of giving the greatest possible value in every class.

Find Tiny White Flower

After 100 Year Search UNALASKA, Alaska, Aug. 14. (AP)—More than 100 years ago a small white flower, declared to grow only on this island of the Aleutian group, was found near here.

During the last century botanists vainly searched for it. This summer the second specimen was obtained here by Prof. George Huley of St. Ignace College, San Francisco.

The bloom was first reported by a Frenchman who accompanied a party known as the Kotzebue expedition to this island in 1815-16. Five other parties came to hunt for it and left empty handed.

WOMEN DRIVER FLIERS

Professional aviators around Los Angeles are agreed that women are less afraid in the air than men. The "why" they cannot give but a canvas of several commercial aviation clubs disclosed many stock excuses that men offer to cover up a reluctance to take some business or pleasure trips in an airplane.

"I'll have to see about my insurance first," led all other excuses in popularity.

It was found that women seldom turned down a chance to fly. They say nothing about insurance, not even refer to their obligations to family, and rarely suggest they will have to talk to their husbands about it.

Most of the hiking is now done from the parking places to where you are going.

If a motor cop stops you for speeding, call him a liar and a blackmailer. He probably will take your word for it and let you off.

Most of the old motor cars have been paid for once anyway.

CONTEST GAINS MOMENTUM, LOCAL DEALER REPORTS

The name contest campaign being held by the General Petroleum corporation is being entered into by hundreds of local motorists reports W. W. Ennis, distributor of General Petroleum corporation products in La Grande. The new gasoline which was placed on the market by local independent dealers on August 1 was developed for hydroplanes for use in the international hydroplane races held at Newport on May 30 and as the hydroplanes using this new fuel, won all races which were entered into, one of them shattering all previous world's records, the corporation commenced at once to change over one unit after another in their refinery in order that this new fuel could be produced on a commercial basis. It is a name for this new product that the corporation is offering \$1000 in cash for and Mr. Ennis hopes that the winning name will be selected by some local motorist.

The local independent dealers handling this product are greatly enthused over its performance and are greatly pleased to be able to supply their customers with it. The General Petroleum corporation is nearing its second anniversary in the state of Oregon and the policy of dealing solely through authorized independent dealers has met with great success since advent into the Oregon territory.

Teacher: What are the three essential ways of caring for the body?

Garage Owner's Boy: Wash, grease and Simolize.

It has been suggested that Monday newspapers would save space by printing a list of the living.

What a world! A man holds up a train and gets \$100. Another holds up a Ford and gets \$5000.

PAVED ROADS LURE DRIVERS

(By Roy C. Hayes)

DETROIT, Mich.—With its toes on the accelerator, road maps in hand, and a well-stocked harder aboard, motoring America looks forward to vacation time this year with a heart full of expectancy.

New ribbons of concrete stealing into the nation's beauty spots—and they are legion—inspire the work-bound citizen with an irresistible urge to climb in and breeze away—anywhere—for every nook in the nation beckons the tourist.

The automobile industry's great gift to the vacationist is a badge of freedom and individuality, a key that reveals to the tourist remote enchanted places, flame-ridden spots and the din and stir of great cities, as well. High, commanding mountains, flower-laden valleys, fields and stream, how to the authority of the motor car.

Tailor-Made Vacation.

The unparalleled flexibility of the automobile allows for a tailor-made vacation. It has spelled the doom of alarm clocks, time tables and vexing whistles, happily substituting the go-as-you-please style that makes for the perfect vacation.

Day and night, in good weather and bad, it stands at attention, awaiting the owner's pleasure. It is the only instrument which the vacationist finds indispensable, the one comfortable means of individual transportation.

Any doubt about its standing as a vacation necessity flickers out in picturing a vacation without an automobile impossible.

To America's 21,000,000 motorists the statement needs no proof. Highways and byways, paved roads and country lanes, rubber-tracked and car-worn, give evidence of the

TO PRESIDE OVER MEN

RUFFALO, (AP)—For the first time in the history of the National Fraternal Congress of America that body's annual convention on August 18 to 19 will be presided over by a woman. She is Miss Nina M. West, Port Huron, Mich., supreme commander of the Woman's Benefit Association and president of the Congress. The Congress is made up of ninety fraternal benevolent organizations having a membership of approximately 6,000,000 men and women throughout the United States.

Paving Increases. Several thousand paved miles have been added to the country's highway system in the last year. Good roads are recognized on all sides as the hallmarks of progress.

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