

DEALERS EXPECT A BUSY AUTUMN

Business Conditions Generally Good Over Nation, Chevrolet Says

That business conditions throughout the country are exceedingly good, with every indication that they will continue this fall, is one of the high lights of a statement issued by Chevrolet dealers by C. E. Barth, vice president in charge of manufacturing of the Chevrolet Motor company.

The statement followed the announcement that on August 12 Chevrolet topped its entire output for 1926 by turning out 722,147 cars and trucks since last January 1. Everything now indicates that the factory will attain its objective of a production of 1,000,000 Chevrolets in 1927.

"There is ample evidence of country-wide prosperity," said Mr. Barth. "Crop conditions are considerably better than last year. In the northwest alone the yield is expected to be substantially above the average for the last 10 years. In Minnesota, the Dakotas and Montana the grain crop is estimated at north of \$125,000,000 more than in 1926. Other healthy signs include heavy railway shipping, unusually large postal receipts, exports and imports above last year's high figures, and—perhaps the best business barometer of all—dividend increases for outstanding corporations."

"The automobile, like every other staple commodity, is sensitive to any change in the economic situation. Although Chevrolet may not be regarded as representative of the industry, because the phenomenal demand for our cars is shattering all previous production records for year-shift cars, their even distribution shows that healthy conditions prevail from coast to coast and from border to border."

"We are proceeding under the heaviest production schedule in our history. Our August schedule was for 59,474 units, an increase over January, February and July of this year, and a large gain over August, 1926. Every month so far this year we have increased by a wide margin our own high mark for the corresponding month in 1926. If the past may be used as a yardstick we will set still more records before the close of 1927."

"With so many auspicious signs pointing in the same direction there is every justification for the manufacturer of and the dealer in a dependable product to look into the future months with confidence."

ILLITERATES?
NEW YORK—No greater menace to modern progress exists than the 60,000,000 "social and economic illiterates" in this country who do not know how to use their income intelligently. In the opinion of Orrin C. Lester, vice president of the Boxer Savings bank.

In the Old "Gas Buggy" Days



Doesn't this take you back to the days when you had to get out and hold your horse to let the motorist pass? Photo is of "Old Number One", the first Chevrolet ever built. It ran under its own power in a recent "dress" parade at Detroit.

ANIMALS APPEAR ON CORNS

LONDON (AP)—The new Irish Free State coins which have been approved and will be issued shortly are intended to portray the distinctive characters of the Free State industries.

The coins and the subject depicted upon them will be: half crown, a horse; florin, a salmon; shilling, a bull; sixpence, an Irish wolfhound; threepenny piece, a harp; penny, a hen and chicken; halfpenny, a pig with water; farthing, a woodcock.

HEAVY GRAPE CROP

Within the next three months about 50,000 carloads of California grapes will go to market, according to government estimate. In addition, many thousands of tons must be disposed of, locally, by drying or other manufacturing process. This season's total grape crop of some 2,500,000 tons probably will be at least eight per cent heavier than last year's large crop.

DROP FIGHT SPECIAL

PORTLAND, Ore., Sept. 3 (AP)—Plans to run a "fight special" from Portland to Chicago for the Dempsey-Timney fight with a special round trip fare, including meals, sleeper and ringside ticket, has been abandoned. It was announced Friday, because not enough applications were made for reservations.

SUSPECT RELEASED

CORVALLIS, Ore., Sept. 3 (AP)—Having convinced police of his identity, James Parker, who was held here under suspicion that he might be Harry Hill, alleged Streator, Ill., matricide, was released Thursday. Parker was on his way to California, when a traveling man told police that he resembled the Streator fugitive.

PUBLIC UTILITIES MERGE

SACRAMENTO, Sept. 3 (AP)—The Mackay Radio and Telegraph company which will merge the services of the Federal and Postal telegraph companies, Friday filed articles of incorporation with the secretary of state. The concern, a San Francisco enterprise, is capitalized at \$2,000,000.

NEW PUNCTURE SEALING TUBE ARRIVES HERE

A limited stock of the new Polson Super Tubes has been received by the La Grande store of the Western Auto Supply Co., according to R. E. Wilcox, manager of this branch, and friends of the company and those interested are invited to visit the store and examine these tubes where cross sections are available to illustrate how the tube functions to seal punctures.

The new tube is made entirely of pure gum rubber and compressed rubber seals ordinary punctures by virtue of the design of the tube, there being no tricks or liquids used. The tube may be used for either ball or high pressure casings and is especially adapted for heavy duty truck work.

The tube in other respects represents the latest improvement in automobile inner tube manufacture, according to Mr. Wilcox, and is designed to give a service life of sufficient length to out wear four sets of good casings. Other features of the tube enable it to increase the mileage of a casing and permit freedom from most tire difficulties during its use, including blowouts and under inflation.

Owing to its pure gum material the tube does not need reinforcement nearly as often as inner tubes now in common use and this eliminates the bother of filling the tire every few days with air. As air pressure is one of the principal determining factors of the mileage, the ability of Polson tubes to hold air a long period of time assists in giving maximum tire mileage. It is claimed by the Western Auto Supply company.

In the Polytechnic Institute of Zurich, Switzerland, is a clock which does not need to be wound. Its running power is provided by a mechanism set in motion each time there is a change in temperature of two degrees.

Women may drive cars with oversize tires, but they never will wear over-size shoes themselves.

Roadside Markets Increasing In Importance—1927 Estimate Large

WASHINGTON, D. C., Sept. 2.—Roadside markets have done a roaring business during this touring season and a conservative estimate places at \$100,000,000 the produce that motorists will play direct from the farmers in 1927. This estimate is based on reports from road cars of the A. A. A. and from many of the individual clubs of the national motor federation. Reports disclose that while roadside marketing has received more intensive development in some states than in others, the growth of the movement is essentially on a national scale.

"This is an aspect of the national business created by motorizing that is assuming major importance," Thos. P. Henry, president of the American Automobile association, declared. "At the present rate of growth it should become a half-billion dollar business within a few years."

Some abuses seen. Mr. Henry called attention to the fact that in order for the farmer and his cash customers, the motorists from the city to reap the full benefit from the facilities afforded by the roadside market, certain abuses had to be eliminated. He said:

"The farmers, as far as our reports indicate, deal honestly with their clients and is in not their fault if dishonest traders from the city rear corners at country cross-roads and sell to unsuspecting motorists produce purchased in city markets, and at much higher prices than that produce could command in the city. This is still going on but it can easily be eliminated if all the states follow the example of states such as New Jersey, Massachusetts, Rhode Island, and others, in which roadside marketing associations have been set up. These organizations will not only increase business but they will be able to eliminate the dishonest trader."

The A. A. A. executive believes that roadside trading has done much in the past few years to modify the lingering antagonism of the farmers toward the city motorists. There is still, however, he says, room for improvement in their relations.

"No class of property owners," he said, "is more jealous of the rights of property and the sanctity inherent in such rights than the American farmer. Bearing this in mind, it is not at all surprising that the occasional depredations of

the unthinking city motorist into the rural community provoked the fierce resentment of the farmers. "This has been rather unfortunate from the standpoint of the motorist and the farmer alike, since it has hampered the development of contracts which could not fail to result in very substantial advantages to both. The motorist is today one of the farmer's best cash customers. For one thing, serving the motorist at the roadside is the only way he has ever found of eliminating the middleman of whom he has so bitterly complained."

Keep Farms on Exhibition

"This is not all by any means. There is good reason to believe that the farmers would greatly increase the potential market for their land if they renounced petty antagonisms and maintained their farms on exhibition, as it were. Here is where they could well afford to take a leaf from the realtor's book of sales psychology."

Dr. A. W. Gilbert, the Massachusetts commissioner of agriculture, has done exactly this. He went out and persuaded the farmers to show place to permit him to print a pamphlet giving the names and locations of model farms and inviting the motorists to call. The beginning made by Dr. Gilbert is capable of enormous expansion.

"It would soon destroy the long-

ering belief of the farmer that many city motorists are vandals; it would accelerate the growth of good feeling and understanding between the different elements of the population, which should be one of the most valuable by-products of improved transportation."

"What it can do in the realm of work-a-day life is amply proven by the great increase in roadside marketing. This form of trading is just in its infancy. The extent to which it will grow depends largely on mutual trust, understanding and fair dealing."

She: What are you stopping for? He: I've lost my bearings. She: That's refreshing, anyway. Most of them say they've run out of gas.

An electrically operated motor horn that imitates the human voice and utters "warning" words has been invented. We suggest that a carefully selected vocabulary be provided.

The News and Critic, Laconia, N. H., Sept. 2 (AP)—A roadside notice posted in New Hampshire: "By order of the selectmen, cows grazing by the roadside or riding bicycles on the sidewalks is hereby forbidden."

—Norway (Mc.) Advertiser.

Headlights Are An Issue In France

PATHE (AP)—Blinding headlights on automobiles are again an issue in France.

The practice of shutting off the lights when passing another car at night is said to be responsible for many accidents. Leaders in the driving world suggest it would be safer to let the lights alone rather than drive in comparative darkness for two or three seconds.

The law requires headlights to be so directed as not to blind other drivers, but this has been found difficult. One solution has been to direct the light right well to the right and to shut off the left light only when meeting other cars.

Professor de Lapersonne, of the Academy of Medicine, a noted expert on optics, says most people suffer a sort of blindness for several seconds when the brilliant headlights are shut off suddenly and during these seconds each car travels usually a dozen or more car-lengths.

SUNDAY TURNS IT DOWN
OCEAN GROVE, N. J.—Billy Sunday says he has refused \$1,000,000 to go into the movie and \$10,000 a month for vaudeville.

for Economical Transportation



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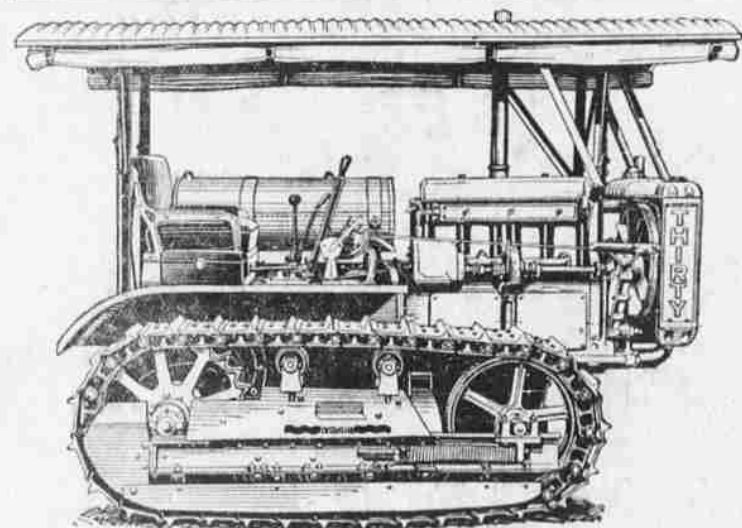
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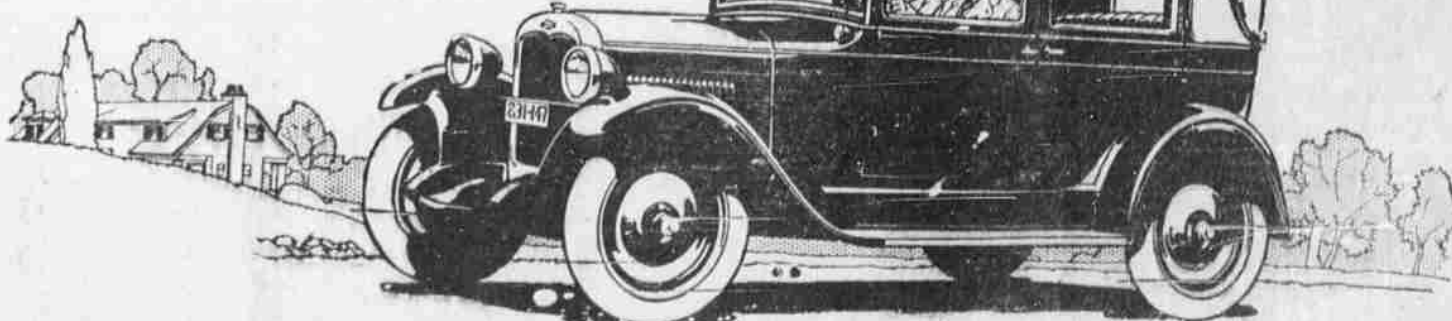
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