

AUTO SALES RUN HIGH THIS YEAR

Exports Also Breaking Records—Production, Shipments Heavy

National sales, exports, production and shipments of American-made motor cars are breaking new records this year, according to reports from several large companies over the nation.

Below is listed reports from four companies—Dodge Brothers Inc., Willys-Overland, company, Studebaker Corporation of America, and the Oldsmobile company.

In a recent section The Observer printed similar reports from other large car companies, including General Motors.

Dodge Brothers Set Record
DETROIT, March 17—Export of 3,801 units of Dodge Brothers cars and Graham Brothers trucks and commercial cars during February set a record for all time for that month for the company, according to official figures just compiled by the company.

The total of 3,801 units sold compares to 3,013 for February, 1927, and 3,472 for February, 1926. The factory export output for February this year represents a gain of more than 26 per cent over February a year ago.

Dodge Brothers, Inc., views the increased sales volume as a reflection of improved business conditions and increased buying power in the foreign field. Dealers of Europe and the British Isles placed large orders during the month of February and the Victory six models.

In anticipation of a record breaking business this spring, production of cars and trucks in all plants of Dodge Brothers has been adjusted to keep pace with domestic and foreign orders.

Shipments Heavy
TOLEDO, March 17—Shipments of 39,123 Willys-Knight and Whippet motor cars in January and February show an increase of 49 per cent compared with shipments of 26,375 cars during the same two months of last year, according to a statement made here today by the Willys-Overland company.

Despite the heavy shipments of Whippets and Willys-Knights since the first of the year, the company entered March with 11,000 uncompleted cars at the factory, the greatest uncompleted volume at any stage in the history of the organization.

Shipments of 24,017 cars in February exceeds the largest previous February in the history of the company and is an increase of 44 per cent compared with shipment of 16,632 cars in the same month last year.

Factory production has been steadily stepped up and now exceeds 125 a day.

Sales Break Records
SOUTH BEND, Ind., March 17—The number of Studebaker and Kline cars delivered to retail purchasers during the month just closed was the largest for any February in Studebaker history. Deliveries for February, 1928, exceeded the same month last year by 21 per cent.

Studebaker retail deliveries for January also set a new high mark.

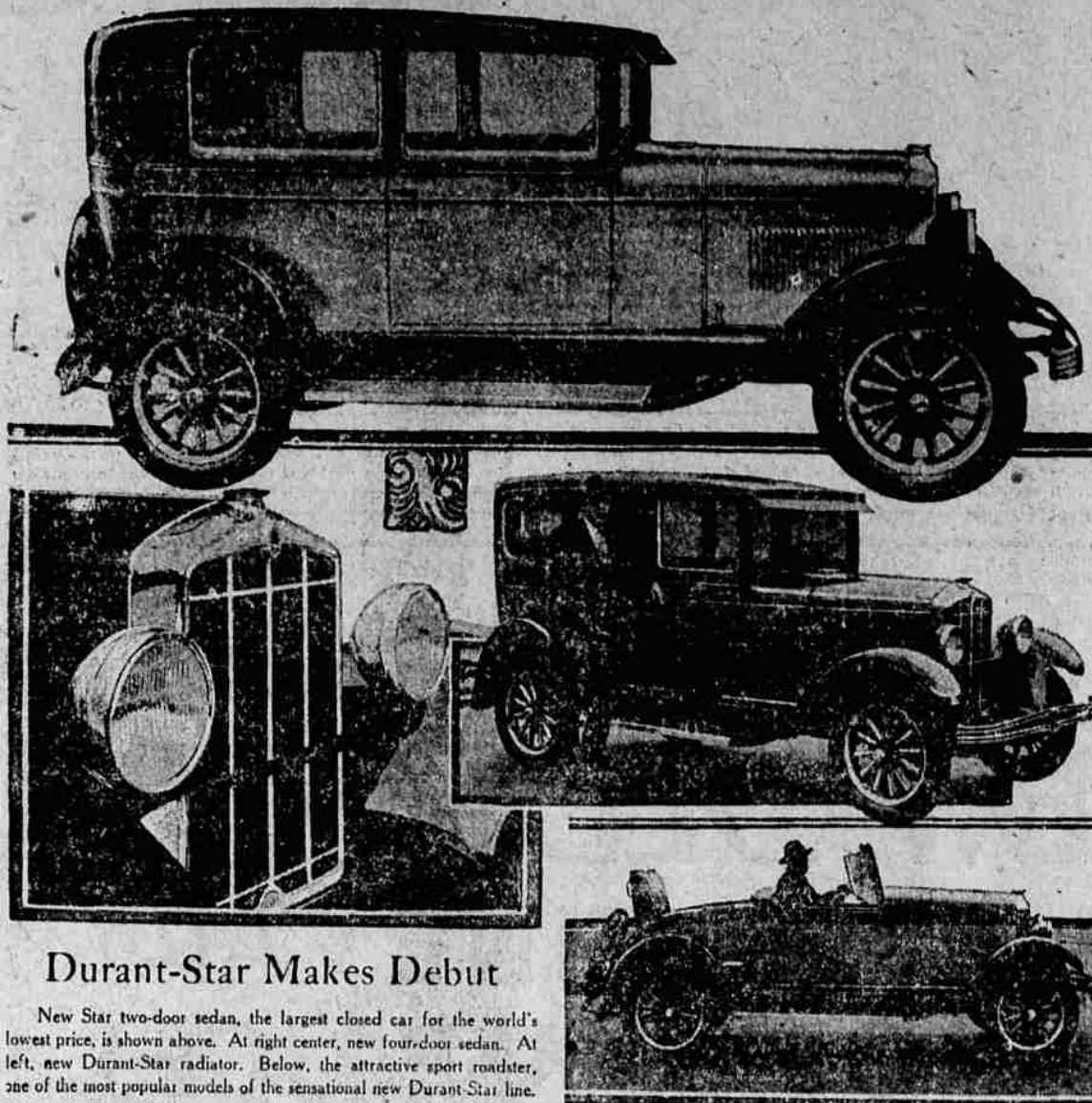
Olds Production High
LANSING, Mich., March 17—All previous production and shipment records of Oldsmobiles in this country are being exceeded this month, according to a statement by Oldsmobile officials. This record production will be required to meet the retail demands.

Factory schedules call for the production of more than 8,000 Oldsmobiles for domestic shipment this month. During the first ten days of March the daily average to total this allotment had been exceeded both in the number of cars manufactured and shipped. Officials reported that the schedule would be filled or exceeded.

The record breaking rate of production and shipments of Oldsmobiles this month follows an exceptionally high mark registered in February. Domestic shipments last month showed a large gain over shipments made in February, 1927.

Large Expansion Program
The new high production and sales records now being made by Oldsmobile have been made possible by the large expansion program.

Triumph of Motor Car Industry Shown Here



Durant-Star Makes Debut

New Star two-door sedan, the largest closed car for the world's lowest price, is shown above. At right center, new four-door sedan. At left, new Durant-Star radiator. Below, the attractive sport roadster, one of the most popular models of the sensational new Durant-Star line.

gram, which was completed the first of this year, and the favor accorded the new Oldsmobile by the public since its introduction at the New York automobile show.

During the last half of 1927 more than \$3,500,000 was expended in new buildings and equipment to enlarge Oldsmobile's production facilities. Without this additional space and machinery the factories would have been unable to meet the demand for cars, officials say.

Without exception, every territory throughout the country has shown substantial increases in retail sales this year. In Detroit, which is termed the pulse of the automobile business, a gain of more than 85 per cent in retail sales was recorded in February.

Spending \$1000 For Improving Service Station

Construction work valued at around \$1,000 which is now underway at the Young service station at the corner of Monroe and Fir, will make that station among the most modern, best equipped and attractive in the city. The improvements include the erection of a large washing rack with concrete foundation and floor and greasing room, both with complete equipment, the owner, Fred Young, announces. The work should be completed about the first of the month, Mr. Young believes.

In addition he announced today that he and Red Williams will have a used car and parts business together in connection with the service station, although Mr. Williams has no interest in the station. They expect to build up a good business and are to have a large adjacent lot for storage of used cars. Mr. Williams will have his service wrecking car headquarters at the service station.

FIRM GRIP IS USEFUL

Modern automobile steering systems are so efficient that the slightest touch turns the car. In consequence, drivers are prone to relax their grip on the steering wheel. In this connection it is well to remember that the front wheels also deflect more easily and that too light a grip on the steering wheel may result in a mishap. This does not mean to clutch the wheel stiffly, but a firm hold will prove a good precaution.

"You say financial troubles brought you here?" asked the hospital visitor. "Why, that's hardly possible!"

"It's a fact, though," retorted the patient. "I was crossing the street one of my creditors and saw another creditor on the other side, while I was trying to escape, a car hit me."—Georgia Motorist.

"Never do that again, John." "Heh?" "Never honk for me to come out of church."

Pioneer Keeps Letter Pitying

Ford for His Faith in Detroit

CHATTANOOGA, Tenn. (AP)—Walter L. Marr, pioneer of the automobile industry, has a 27-year-old letter that Henry Ford would like to get, and which will give Detroit a good laugh.

"What is poor old Ford doing?" the letter asks. "I feel so sorry for him. He is a good man and perfectly capable, and yet cannot get out of the hole because he won't leave Detroit."

The missive was typed March 28, 1901, by Charles G. Annesley, who also had been engaged in the automobile business in Detroit, to Marr, who had left the Buick company temporarily. It advised Marr to "shake the dust of slow old Detroit off your feet, and so east with some responsible house where your abilities will be appreciated."

Marr, who was engineer and chief designer of the Buick company for 20 years, relates that Ford lately sent his secretary here to persuade him to part with the letter. He declined and is keeping it with other interesting relics and treasures of early days in the automobile industry.

Annesley, who achieved a place for himself in the motor world, describes his own success after leaving Detroit, pointing out that his company was "turning out eight complete engines a week" and had put in "\$5,000 worth of the latest machinery."

Marr's name was as prominently linked with the early history as that of Ford. He designed and drove one of the first three automobiles that appeared on the streets of Detroit, the other two having been built by Ford and Packard. During these experimental days he had a bicycle shop on Grand River and Second streets, and Ford's shop was a few blocks away, on Griswold. They frequently visited each other.

Once Marr and D. L. Buick were arrested three times within one block for driving their "horridous contrivance," 20 miles an hour, he recalls. Marr started with the original Buick company and remained with it until a few years ago, when he retired and established a home in the mountains of Tennessee.

With the present traffic congestion and parking problems, he believes a smaller and lighter car offers the solution.

"The idea of having a two or three thousand pound vehicle to convey a hundred and fifty pound man is ridiculous," he says. The designer believes, however, that the standard small car will be an auxiliary of the present family type automobile.

PRACTICE WILL HELP

Quick stops are one of the products of modern traffic. Good brakes, of course, have made them relatively simple. Even good brakes, however, may get out of order. Anticipating such a day, it is an excellent idea to practice simultaneous use of the service and parking brakes.

MORE CARS GET OREGON LICENSES

Gain in Registration During First Two Months of Year Is Pronounced

SALEM, March 17 (Special)—

The number of motor vehicle registrations in Oregon thus far during 1928 is well over that of the corresponding period for 1927. There has been 165,141 passenger cars and 12,652 trucks licensed during January and February, 1928, as against 154,850 passenger cars and 12,469 trucks in those months in 1927. The bulk of the current registrations was made in January, when 145,167 passenger cars and 11,976 trucks were licensed by the secretary of state. The registrations thus far also include 951 motorcycles, 494 dealers, 7,222 chauffeurs and 4,373 operators. The total fees received to February 29, 1928, aggregate \$5,221,950.33, as against \$4,835,079.73 for the same period of 1927. There is every indication that the number of licenses for 1928 and the receipts from license fees, etc., for 1928, will far exceed those for 1927. The receipts on February 29, 1928, aggregated \$386,910.50 in excess of the receipts from such sources during the same period in 1927. During 1927 the motor vehicle owners in Oregon and those of other states who may have visited the state for longer or shorter periods paid an aggregate of \$10,434,492.23 in license fees and gas tax for the privilege of operating their cars over Oregon's highways. In 1928 a total of \$9,555,100.76 was paid for the same privilege. Based on the experience of the past few years and the activities of the past two months of the present year, the prophecy seems justified that by the close of the year motor vehicle registrations will reach between 257,000 and 260,000 and the total receipts from license fees therefor and from the tax on gasoline will over \$11,300,000. In its growth in population and in the use of the motor vehicle Oregon seems to have maintained a place well up in the list of the states of the greatest number of motor vehicles in proportion to population.

Tourist Travel

The 1927 non-resident registration records of the office of the secretary of state show a most interesting total, with a registration of 31,356 cars during the entire year, representing 42 different states and countries. The number of tourists already arriving since the first of the current year gives every indication that the total for the present year will be far beyond the record for 1927, as during the months of January and February 1928, alone, there have been 4,687 visitors' permits issued. This is an increase of nearly 500 over the corresponding period in 1927, when

the registrations for the first two months reached 4,193. A statement showing the various states represented thus far during the year, as well as a statement showing the registrations made at the respective stations maintained by the secretary of state during this period, and a comparative statement showing the total registrations for the past several years, follow:

Registrations, by states, January 1-February 29, 1928:
Arizona 15, Arkansas 2, California 12, Colorado 46, Florida 5, Georgia 2, Idaho 201, Illinois 32, Indiana 12, Iowa 28, Kansas 17, Kentucky 4, Louisiana 2, Maine 1, Maryland 2, Massachusetts 1, Michigan 16, Minnesota 17, Missouri 6, Montana 25, Nebraska 30, Nevada 9, New Hampshire 1, New Jersey 2, New Mexico 7, New York 15, North Carolina 1, North Dakota 6, Ohio 24, Oklahoma 15, Pennsylvania 8, South Dakota 4, Texas 19, Utah 26, Virginia 1, Washington 1,300, Wisconsin 8, Wyoming 8, Alaska 5, District of Columbia 3, Canada 111, Mexico 1.

Registrations, by stations, for the same period:

Albany 147, Ashland 1,197, Astoria 46, Baker 34, Coquille 7, Corvallis 78, Dallas 4, Eugene 213, Gold Beach 14, Grants Pass 445, Hillsboro 7, Hood River 21, Huntington 129, Independence 1, Klamath Falls 152, La Grande 30, Lakeview 16, Marshfield 18, Medford 15, Medford 545, Milton-Freewater 53, North Bend 6, Oregon City 55, Pendleton 60, Portland 828, Roseburg 170, Salem 274, The Dalles 78, Tillamook 11, Vale 2.

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- Dodge Sedan... 200
- Ford Coupe..... 200
- Oakland Tour... 100
- Buick Truck..... 100
- Oldsmobile Tour 100
- Maxwell Tour... 200
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