

JANUARY SALES SHOW BIG GAIN

General Motors Sell 104,488 Compared With 107,278 in January, 1928

NEW YORK, Mar. 9.—During the month of January General Motors dealers delivered to consumers 104,488 cars according to an announcement by Alfred P. Sloan, Jr., president. This compares with 107,278 for the corresponding month last year. Sales by General Motors manufacturing divisions to dealers totaled 127,539 cars as compared with 125,181 for January, of the year previous. Dealers sales to consumers in January were influenced by the scarcity of cars in the field, particularly in the Chevrolet, Pontiac and Oldsmobile lines naturally following the change in models made in December. Sales by General Motors car divisions to dealers were likewise influenced by limited production for the same reason. This condition will be remedied, to a large extent, in the month of February, in which month it is expected that actual sales will reflect more nearly the existing demand.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers:

Dealers Sales to Users	1929	1928
Jan.	104,488	107,278
Feb.	127,539	125,181
Mar.	133,796	146,275

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

Western Beans Avert Shortage; Call on Trucks

The fame of the West as food purveyor to the world took on new luster this week with the receipt of a mammoth order from a group of Spanish-American countries for Western beans to relieve the shortage caused by recent crop failures. The bean is a staple article of diet in Central America where it appears under the name of friole and its scarcity was threatening the popularity of the ordinarily ubiquitous chili con carne.

Enough beans went out on the Panama Mail liner Venezuela when she departed for New York via the lands between to avert the impending famine temporarily, and sufficient cargo space has been reserved on succeeding Panama Mail steamers to insure an adequate supply until the new crops come in.

The receipt of the order here created considerable stir in commercial circles. Stocks on hand were sufficient for ordinary business needs only and it became necessary to send agents into the field to negotiate for reserve stocks wherever they could be found. Farm warehouses were reached in all sections of the West, and when the torrent began to flow in for transportation almost every available inch of space on the Panama Mail dock was filled to overflowing.

Beans came by barge from the priver countries and by automobile and express from all parts of the West. In one place a whole fleet of new Chevrolet trucks was commandeered and tons of beans were moved directly from the field warehouses to the ship's side, and loaded.

GARAGE GOSSIP

Purchased Nash Sedan—
Mrs. Nora Webb, of Union, has purchased a de luxe Nash sedan from the McKennon Nash Motor company.

Mr. Chrisman Buys Car—
Robert V. Chrisman, of Enterprise, is the owner of a 75 Chrysler coupe purchased this week at the Chrysler garage.

Buyer Sedan—
Mrs. Dorothy Smith, of this city, purchased a 65 Chrysler sedan this week.

Mr. McKennon Away—
R. D. McKennon, of the local Nash garage, is in Portland this week.

Dr. Kirby Buys Car—
Dr. E. G. Kirby purchased a community Studebaker sedan this week from the M. J. Goss garage.

Has New Essex—
L. C. McClend purchased an Essex coach this week at the Ledbetter garage.

New Service Manager—
Tave Hendrickson, has accepted a position as service manager of the La Grande Motor company. Mr. Hendrickson was formerly with the M. J. Goss garage.

Buyer Pontiac—
Bill Wilson, of La Grande, has bought a four door Pontiac sedan.

Buyer Coupe—
John T. Turner, agent for the Pacific Fruit and Express company, is the owner of a Pontiac coupe.

New Positions—
Howard Twiford has gone to Portland where he will be in business with his brother, Mr. Twiford's place as bookkeeper at the Perkins Motor company has been taken by Miss Helen Britts and Miss Evelyn Falconer.

The Difference

The difference between a pedestrian and a jaywalker is this—when you're walking among them they're pedestrians; when you're driving they're jaywalkers.

WRONG NUMBER!

"Why did Maizie lose her job in the office leasing automobile license plates?"

"They found out she was a telephone operator."

ed from the trucks into the hold. According to officials of the Panama Mail Steamship Company the bean cargo was the largest of its kind ever to leave San Francisco. Occasionally shipments go out to all local markets in the United States but this time there was a concerted demand in every country from Mexico to Panama participated. Deliveries will be made by the Venezuela at every port of call between Mazatlan and Colombia, and will be followed by the Steamer Guatemala of the same line with a bean cargo almost as large.

Development of Automobile From Early Form Is Inspiring Record

The development of the automobile from its early form to the present offers one of the most inspiring records of engineering achievement in industry, according to M. J. Goss, Studebaker-Kirkline dealer here.

"The evolution of the modern motor car has been wrought primarily by steady engineering progress," he declares. "There have been other factors, lack of which would have seriously retarded the growth of the infant industry, but the engineer has been consistently in the foreground."

"In reviewing the history of this amazing progress it is interesting to note how consistently the oldest name in transportation stands forth as the originator and sponsor of many improvements which are taken for granted in the car of today."

Studebaker First.
"Studebaker engineers were the first to make extensive use of pressed steel for lightness and strength in many parts of the car. They were the first to make six cylinder motors with single castings for the cylinders, or, as we now say, with cylinders cast 'en-bloc.' They were first to design six cylinder cars to sell for less than \$2000; first to produce a car with crown fenders, and first to produce a car in which molybdenum steel was used."

"Studebaker was first to use cord tires as standard equipment on a car selling for less than \$2,000 and first to use plate glass windows as regular equipment in place of rolled sheet glass which distorts the vision."

"A Studebaker metallurgist was the inventor of one of the most important and widely known steel alloys used in modern motor car construction. Studebaker was the first to use—in fact, the inventor of—the internal 'hot spot' for increasing the efficiency of carburetion."

"Later on, Studebaker was the first quantity builder of quality cars to adopt the armored steel body for strength and safety. More recently Studebaker led the way in building the first popular priced car capable of being driven 40 miles an hour when new without damage to the motor."

"The first manufacturer to succeed in reducing theft insurance rates for its owners was Studebaker, due to its pioneering the coincidental lock to steering and ignition."

"As final evidence that the oldest name in transportation is still in the forefront of progress, Studebaker has recently pioneered two important improvements; the ball bearing spring shackle and the semi-automatic choke control. Considered by many motor critics as the greatest improvement in riding comfort since the development of the balloon tire, the new shackles give 'unprecedented' riding tones, eliminate squeaks, rattles and wear, and need inspection only at 20,000 mile intervals, when lubricant may

be added if required. By preventing the over-choking of the motor, and insuring the proper amount of gasoline to the motor at all times, Studebaker's new semi-automatic choke is a step ahead of the field. It greatly facilitates the ease of starting in cold weather, and eliminates wear on the motor caused by too great a use of the choke."

KING OF THE HIGHWAY
"My father's Mayor," bragged a small boy, "and when he rides in a parade the motor cops go ahead and he doesn't have to pay any attention to any traffic rules."

"That's nothing," sniffed his friend, "My father's a truck driver."—American Legion Monthly.

NOW FRONT DRIVE TIRES
Some special racing tires are being built up in the Firestone experimental department particularly to withstand the driving stresses of front drive cars at Indianapolis. As soon as weather permits, Tommy Milton, long a speedway "ace," has agreed to test them and determine whether the right combination has been obtained.

HIS LAST LAUGH
"Ha, ha, we're doing fifty now and that crazy motorcycle cop back there is trying to race with us."—Pitt Panther.

SCOTCH
Sandy: Did ye see my new automobile, Jack? It has reflectors instead of headlights.—Sidney Goldberg, N. Y. U., '21.

Income Tax Pointers

No. 29
Charitable contributions and gifts are deductible within limitations provided by the revenue act of 1928. In order that a deduction may be made, contributions to a corporation, trust, community chest, fund, or foundation must meet several tests. Such organizations must be operated exclusively for religious, charitable, scientific, literary, or educational purposes or for the prevention of cruelty to children and animals. No part of this income must inure to the benefit of private stockholders or individuals.

Contributions made to a missionary fund, to church building funds, and for the benefit of other activities of the church are deductible. Few rents, assessments, and dues paid to churches are regarded as contributions. Gifts to any corporation or association organized or devoted to the advancement of learning are exempt.

Gifts to an individual are not deductible, but if made to a charitable organization, as defined by the revenue act, may be deducted, even though the organization distributes the funds among the individual beneficiaries.

This is DURANT OPEN ROAD WEEK

You are invited to
participate...
March 9 to 16

DURANT DEALERS everywhere
invite you to Thrilling Demonstrations and Beautiful Displays

See the DURANT FOUR Out-climb all other Fours and many Sixes, except the Durant Six.
See the DURANT SIX Out-speed & Out-pull all other Low-priced Six Cylinder Cars.

TAKE a demonstration. Then choose any five competitive Sixes... absolutely no exceptions! and compare the amazing performance of the Durant Six with their performances.

Be Our Guest... TUNE in on the coast-wide American Broadcast program direct from the Western Durant Factory... Monday Night, March 11, 8:00 to 9:00 p.m., Pacific Standard Time. An inspiring Radio program awaits you.

DURANT FOUR

TWO-DOOR SEDAN

695

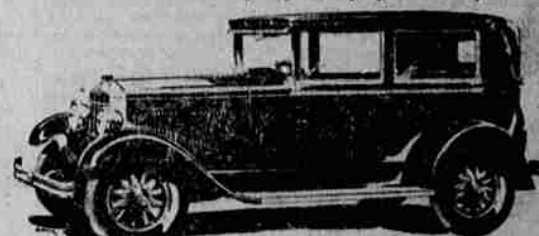
Delivered Here Fully Equipped

DURANT SIX

TWO-DOOR SEDAN

795

Delivered Here Fully Equipped



A WEEK FOR COMPARISON

Morelock Auto Company

1115 Wash. Ave.

J. P. Morelock, Mgr.

MONDAY

March 11th
will be

**A NOTHER BIG DAY IN
DURANT
Open Road
Week**

A Week For Comparison

Drive the sensational Durant Six and all other low-priced sixes... no exceptions! See and feel Durant's advantages. Convince yourself of Durant's superiority from every viewpoint.

TAKE THE WHEEL TODAY

**WORLD'S FINEST
LOW-PRICED CAR...
DURANT FOUR**

\$695

Two - Door Sedan

DURANT SIX

\$795

Delivered HERE Fully Equipped Two-Door Sedan, Coupe or Sport Roadster

MOST SENSATIONAL SIX EVER BUILT

SPECIAL RADIO PROGRAMME AT OUR SHOW ROOMS,
1115 Wash. Ave.

MORELOCK AUTO CO.

1115 Wash. Ave.

J. P. Morelock, Mgr.

LOOK OVER OUR WANT ADS FOR BARGAINS

Still Kicking

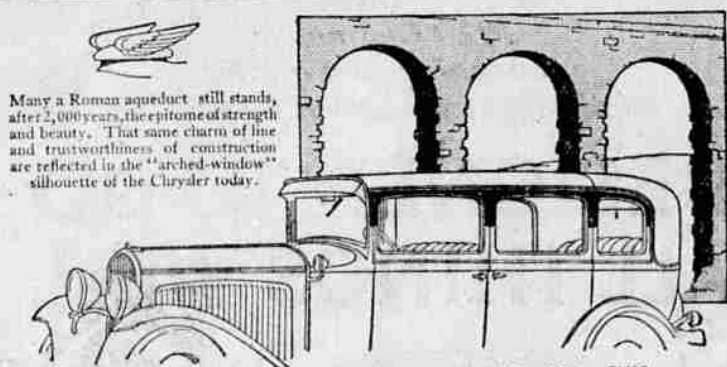
We have heard—Our Competitors are passing it around among Our customers that we were quitting, couldn't meet their prices, etc. We wish to advise our old friends that we are still here and can sell them the same high quality Gasoline & Oils as in the past—at competitive prices.

Get our prices and terms before you sign up for Gas and Oils you are not sure will do the work as well.

T. R. MAXWELL

"Distributor"

Veltex Gas, Oils & Greases.



CHRYSLER "75" Royal Sedan, \$1535

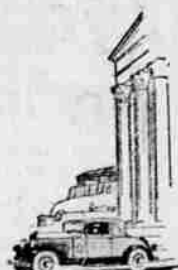
**Beauty—ages old—
yet new as the dawn of today**

In producing a motor car equally matchless in appearance as it is in performance, Chrysler designers substituted *laurel Style* for fleeting styles by going back to the ancients who established the changeless principles of art—the age-old laws of beauty, of balance and of symmetry.

Such is the kinship between the beautiful and the useful that strength and grace, power and

charm, sturdiness and loveliness combined naturally; scientific engineering principles conforming to the time-proved standards of proportion and balance.

Thus the studied canons of ancient art have been translated into modern terms and epitomized in the Chrysler. Its appearance is now only rivaled by its performance, and it is as pleasing to observe as it is satisfying to drive.



New Chrysler "65"—Six body styles, \$1242 to \$1745. New Chrysler "75"—Six body styles, \$1535 to \$2345. New Chrysler Imperial—Five custom body styles, \$2675 to \$3355. All prices f.o.b. factory.

CHRYSLER

CHRYSLER MOTORS PRODUCT

L. W. WEEKS

Greenwood & Jefferson

DUNLOP TIRES

Finer and Stronger



You people who have never used a Dunlop will agree with us that it is a good-looking tire. Ask those who have used Dunlops and they will tell you that these tires are full of inbuilt mileage. Dunlops are made by the oldest rubber company in the world, with factories in every civilized country. The name of Dunlop has been on good tires ever since the bicycle days.

Come in—let us show you this tire. You will be interested in learning about the very strong guarantee bond that goes with every tire.

EXPERT CAR WASHING

All Small Cars
\$1.50 to \$2.00

All Other Cars
\$2.00 to \$3.50

Depending on size of car and type of body
NOTE—These prices are for "Mud" jobs. Oil and tar covered cars—prices on request.

PLAYLE OIL CO.

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