

### DEMAND FOR CARS IS NOT LIMITED

#### So Says President W. J. McAneeny of the Hudson Motor Car Company.

"I do not believe that it is within the power of man to say that demand for any commodity is limited," said W. J. McAneeny, president of the Hudson Motor Car Company, in his first statement since becoming Hudson's president. "That depends upon the purchasing power of the dollar and the more we can increase that purchasing power the greater the demand will be. Anticipating for instance the future of the lower prices that exist before and their value has increased immeasurably. When we admit there is a limit to production, progress will stop. This country presents at least an opportunity today as it ever did. American business is increasing and we are making heavy investments in foreign trade. This offers a chance for every man—For American business is not without capital. The personal element and owner responsibility for management have not, despite the transportation participation of the public in stock ownership, been replaced by the investor, who with no responsibility, continues his interest to dividends and stock value. In cooperation between the elements of industry and capital, we have a structure based upon the recognition of human values which has created a new industrial order wherein industry, of necessity, misery and competition should have no place. Any individual business must be based upon ability, unity and confidence, and this means that ability, loyalty and willingness to accept responsibility will be rewarded."

### Buicks Come To Aid Of Caravan From Portland

Appreciation, life both in and out of the automotive industry only a few years ago and appreciation of automobile development ultimately resulting in the motor car, is now no more confined to the observation of Xen Jennings, La Grande, Buick-Mercury dealer. At this stage in the development of both types of carrier, he pointed out, definite, separated fields have evolved for plane and car to illustration of his point he cited attention in the recent plane exhibition of the Portland Ad club in the Oakland convention of the Pacific Advertising club association. When Ernest B. Hunt, president of the Portland Ad club and William E. Merck, chairman of the advertising club, outlined appreciation for the "first official club caravan" they found themselves faced with the very vital

provision of safe and adequate land transportation to Bevon Island airport near Portland again at Portland where a shipper to attend a luncheon was planned and finally from Oakland airport to continuation headquarters in the city.

From the assistance of the Howard Automobile company, dealer organization, Buick-Mercury dealers, was initiated, especially fitted to participate in the Ad club undertaking through the scope of their dealer network, extending from southern Washington to the Mexican border, the coast Buick assembly joined enthusiastically in the venture.

Accordingly, early on the morning of the start of the air journey a fleet of 1929 Buicks picked up the participants at their homes and arrived at the airport in time for a prompt start of the flight. Arriving at the southern Oregon city of Medford the sky passengers were greeted by another fleet of 1929 Buicks and were especially advised that these Buicks like the city where they were being used by the Medford Chamber of Commerce at a luncheon. One hour and forty-five minutes after arriving the Buicks deposited the ad folk back at the airport. Then and for the next few days were encountered on the business of the night in Oakland, where another waiting fleet of comfortable, economical Buicks was promptly greeted.

### NEW RECORD FOR USED CAR SALES

#### Chevrolet Dealer Organizations Dispose of 157,624 During May.

What is believed to be a new record for the sale of used cars in the United States was established in May when the nation-wide Chevrolet dealer organization sold 157,624 used cars. This was in addition to the record volume of new car business which amounted to a new level during the month.

In commenting on the achievement, Chevrolet factory officials point out that it was made possible through the tremendous amount of public confidence that has been built up by Chevrolet dealers through the general policy of offering for sale only dependable merchandise. They explain that through the strictest selection of the best quality cars at the best prices, properly used, car buyers can be assured that every vital part of the car has been properly reconditioned and put in shape to offer thousands of miles of untroubled transportation.

Compared with the corresponding month of a year ago, when 143,199 used cars were sold, the May 1929 total showed a gain of more than 23 percent. It also outstripped the April 1929 record of 133,857 used cars.

In accomplishing this feat, the Chevrolet dealer organization sold an average of 6,000 used cars a day during the 26 business days of the month. This was at the rate of more than 200 cars and four-and-a-half more than the cars a month. The May record demonstrates that the Chevrolet dealer organization is doing more than 23 percent more business than in any other month of the year.

In accomplishing this feat, the Chevrolet dealer organization sold an average of 6,000 used cars a day during the 26 business days of the month. This was at the rate of more than 200 cars and four-and-a-half more than the cars a month. The May record demonstrates that the Chevrolet dealer organization is doing more than 23 percent more business than in any other month of the year.

### Use Car Boxes For Homes Over Seas, Is Report

KENOSHA, Wis., July 6.—When the greatest of all transportation mediums—the automobile—first reached transportation, the problem of protecting cars for shipping in the most intricate and delicate systems developed by the motor industry.

More than one and one-half million feet of lumber are used each month in the huge economic shipping business in Kenosha where the Nash Motors company has evolved one of the most efficient and painstaking systems of protecting cars for export known in modern shipping. Some sixty trained men send the cars along the progressive assembly which boxes them in perfectly that neither rough handling at seaboard, open roadstead unloading nor extraordinary conditions can injure them in any way.

The export cars, bound for ports all the seven seas, are so well boxed that their packing cases are often used for garages and houses in lands where good lumber is scarce, and travelers in far countries are apt to see the famous Nash nameplate emblazoned on hotel bars and seaside cabins in some of the world's most out-of-the-way places.

Plus, army warms and gunpowder are the only goods packed in the wheat cases. There are a couple of others working on the piece.

### 6-WHEEL TRUCK CUTS WEAR AND TEAR ON ROADS

WASHINGTON, (AP)—The probability that all heavy trucks in the future will have six wheels is seen by the department of agriculture as the result of experiments by the United States bureau of public roads.

The experiments show that the effect on roads of the six-wheel truck is only half as severe as that of the four-wheel truck of the same weight. Also, the department says, on a six-wheel truck larger loads might be carried on a single vehicle.

### Hoosier Driving 28-Year-Old Car

NORTH MANCHESTER, Ind., (AP)—New models in automobiles do not interest Thomas A. Probst, 67, of this city, who has not worn out his car which was built in 1901. Probably recently had the car

completely reconditioned in California and declared it runs as well as it ever did. It has a low curved dash, a padded leather seat, a bulb horn and the lever type of steering.

It might not make much difference if they change the names of the months and add one more, but how in the world would we know when to eat oysters?

### Body of Aviator Is Washed Ashore

ABERDEEN, Wash., July 6 (AP)—The body of Floyd Lenz, 24, whose airplane fell into the sea near Copalis Beach, Wash., July 3, was washed ashore two miles south of Copalis Friday. The plane also was washed in by the tide.

The craft went into a tail spin shortly after Lenz, a Hoquiam mechanic, took off from the beach for Hoquiam. Spectators reported that the motor was missing and some said that the plane acted as if the steering apparatus was broken. A report that the motor had fallen from the plane proved false.

### A WARM WELCOME THAT HAS NEVER WORN OUT

"The nation-wide acclaim with which the Chrysler is heralded is due to the quick appreciation of a motor-wise public that here at last is a car which is a marked departure from all earlier practice and performance. \* \* In distinctive appearance, in performance ability, in economy of operation, in fine standards of manufacturing, in roadability, in driving convenience, in supreme quality, motor car experts give the Chrysler a place apart. \* \* For the Chrysler is more than a great engineering feat—it is, literally, the culmination of all past engineering experience."

—Advertisement Saturday Evening Post May 3, 1924

### TRUE FIVE YEARS AGO AND STILL TRUE

Daring to go back five years when the first Chrysler appeared, Chrysler can read without apology every promise made then, for every promise has been fulfilled.

In 1924 Chrysler was new. Its claims for performance, economy and stamina had not been proved valid by the hundreds of thousands of cars and millions of miles of driving that support today's leadership.

True, the automotive industry was started by Chrysler innovations. The public trend was to Chrysler if only because Chrysler instantly out-moded other cars. Comprehensive tests had convinced Chrysler engineers that they had built a superior

product. Chrysler owners before long discovered that the car upheld every promise made for it, and their eagerness to testify to its speed, its power and its strength resulted in the prevailing worldwide acceptance of Chrysler.

Now, in 1929, the public's confidence in Chrysler is still unwavering. You, too, will discover the reasons for this increasing acceptance of Chrysler leadership in quality and value if you will test the car yourself.

CHRYSLER "75"—\$1535 to \$1795—Eight Body Styles. CHRYSLER "65"—\$1040 to \$1145—Six Body Styles. All prices f. o. b. factory. Chrysler dealers extend convenient time payments.

# CHRYSLER

L. W. WEEKS  
Greenwood & Jefferson

## We can--

### Make Your Car Look Like New

We are equipped to do expert lacquer work. Drive your car around—We will make an estimate without obligation on your part.

If you don't need a complete job we will touch the rough spots.

## Auto Body and Fender Shop

209 Greenwood P. O. Daniels

for Economical Transportation




## Another Record!

over

# 800,000

## New CHEVROLET Sixes

on the road since Jan. 1st!

Today's Chevrolet is scoring a huge nationwide success because it represents one of the most sensational achievements in automotive history—a Six in the price range of the four.

The Chevrolet six-cylinder engine delivers its power freely, quietly, and easily throughout the entire speed range—delightfully free from annoying vibration and rumble. Combined with this remarkable six-cylinder smoothness are equally remarkable speed, power and acceleration—and an economy of better than twenty miles to the gallon.

In addition to such sensational performance the Chevrolet Six offers the outstanding advantages of Bodies by Fisher. And no car ever provided a more impressive array of modern convenience features—adjustable driver's seat and VV one-piece windshield in closed models, easy action clutch and gear-shift, ball bearing steering, and instrument panel complete even to theft-proof Electrolock and electric motor temperature indicator!

The ROADSTER.....\$525	The COACH.....\$595	The Convertible.....\$725
The FLEETON.....\$525	The Sedan Delivery.....\$595	The Sedan.....\$595
The Coupe.....\$595	The Light Six.....\$400	The Light Six.....\$400
The Sedan.....\$675	The Six Ten.....\$545	The Six Ten.....\$545
The Sport Cabriolet.....\$695	The Six Cabriolet.....\$650	The Six Cabriolet.....\$650

All prices f. o. b. factory. Plus, Michigan.

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Larison Chevrolet Co.  
Next to Observer G. L. Larison, Mgr.

A SIX IN THE PRICE RANGE OF THE FOUR

Many Bargains Listed on Want Ad Page

### Read 'Em and Weep!

If you wait to read your fire insurance policies the morning after the fire it may seriously be a case of read 'em and weep. Fire insurance policies have been found mighty interesting reading, interesting and even exciting, but not satisfying—when read for the first time after the fire.

You would laugh at a man who would come in and ask you to put up fifty dollars or more on a deal and sign a contract binding you, without giving you any chance to read the contract. And yet you accept contracts involving the conditional payment of thousands of dollars and you assume, perhaps without even asking, that there are no loopholes in the contract and no obligations you do not understand.

Don't make the mistake of thinking a fire insurance policy is just a promise to pay you a certain sum of money in case you have a fire. It is a little more complicated than that. It is a contract by which you agree to do certain things, in consequence of which the insurance company agrees in its turn to fulfill certain obligations. The obligations you assume are just as binding upon you as those assumed by the company are binding upon it.

Your agreement (see policy) to keep not more than a certain number of gallons gasoline in your building is just as much a part of the contract as the company's agreement to pay you a thousand dollars in case of a fire.

If you withhold information you possess about conditions increasing your fire hazard, beyond your actual statements, you are just as much guilty as if you actually gave false information, with intent to camouflage.

Don't go to bed tonight until you have assured yourself, by reading a policy, that you are in no way invalidating your insurance.

### Are You Fully Protected?

LA GRANDE INSURANCE AGENCY  
R. V. COPSEY, Mgr.  
La Grande, Oregon

# ESSEX THE CHALLENGER



## Challenging Variety at our Color Show

COME see at our Color Show the beauty and variety of color which Essex offers at no extra cost.

With its open challenge, that accepts no car—

- with its 24% greater power, greater beauty, adult-size capacity, riding ease and economy—
- Essex establishes also an outstanding leadership in proven VALUE.
- Essex offers standard fine car equipment, formerly identified only with costly cars, available only at extra cost on cars of Essex price.

At no extra cost—these features include: 4 Hydraulic shock absorbers—Starter and electric gauge for fuel and oil on dash—Radiator shutters for heat control—Adjustable seats, front and rear—All bright parts chromium-plated—saddle lamps—controls on steering wheel—electrolock—New type double-action 4-wheel brakes uniformly effective in all weather—Patented Super-Six advantages eliminating vibration.

A Wide Choice of Color AT NO EXTRA COST

## \$695

and up at factory

The H. M. C. Purchase Plan offers the lowest terms available.

BLUE MOUNTAIN GARAGE  
M. A. HARRISON, Mgr.  
Opposite P. O.