

ESSEX THIRD IN NATIONAL SALES

Only Ford and Chevrolet Top the Challenger, Dealers Point Out.

Registration figures for the first six months of this year show Essex the Challenger in third place. Essex has held this rank consistently month by month and the June figures (latest complete figures available) show it established in this place by a wide margin.

New car registration, all makes, in the United States for the first six months of 1929 show a gain of 24.8% over the same period in 1928. Recently compiled figures show that June, 1929, registration exceeded those for June, 1928, by 22.5%, there being 386,441 cars registered in June, 1929, as compared with 315,132 for June, 1928.

The registrations for June show the following first ten cars in the order of their standing with the number of cars registered:

Ford	129,158
Chevrolet	74,626
Essex	51,299
Whippet	17,251
Pontiac	17,147
Nash	16,025
Dodge	16,967
Huick	16,443
Plymouth	16,356
Oldsmobile	16,159

The six months figures show little or no variation between the findings of the leaders. These are as follows:

Ford	627,672
Chevrolet	427,460
Essex	127,769
Whippet	112,677
Pontiac	97,884
Huick	71,885
Dodge	62,169
Nash	64,797
Oldsmobile	53,823
Plymouth	46,246

Essex the Challenger having proved its right to its militant name in every conceivable test, under official newspaper observation, throughout the country, now turns to sales for verification of its further right to be called the Challenger, its dealers declare.

De Soto Brakes Comply With Law In All States

DETROIT, Sept. 7.—With fast acceleration and deceleration, the very heart and core of traffic control, adequate braking systems are perhaps the biggest factors in public and individual safety in automobile transportation today, according to L. G. Peck, General Sales Manager of the De Soto Motor Corporation.

"With traffic officers everywhere urging motorists to speed up in an effort to clear congested traffic arteries and intersections, the matter of adequate braking is a factor over which owners of De Soto Sixes can smile with satisfaction," declared Mr. Peck.

One important is the "contestation of brakes" that in many sections of the country, state legislatures have enacted laws specifying the types of brakes that can be used on automobiles. In every instance, the De Soto Sixes have met with the unqualified approval of state lawmakers and owners of De Soto Sixes need have no fear of molestation or embarrassment through conflict with laws in any state in the Union.

"De Soto Six brakes are of the internal expanding, hydraulic, four-wheel type built especially for this car," by Chrysler engineers," Mr. Peck stated. "They are simple in construction, self-equalizing, and easily adjusted. Outside agencies cannot affect their operation, the brake supports forming a housing over the drums so all dirt, water and foreign matter is kept away from the working parts."

Farm Pointers

The punctured blister, beetle, is common on many varieties of flowers, and occasionally is sufficiently abundant to damage flowers, reports the Oregon experiment station.

Experienced poultrymen are careful not to feed enough protein to force the birds into laying before maturity. For chickens this is about six months of age, and for Ducks and Geese about a month later. If the laying season is gradually introduced before this maturity date, the birds will be ready to go into the laying house as full-laying fowls, says the Oregon experiment station.

Worthless dockage, such as weed, root, chaff, dirt and straw can be kept out of the wheat by proper tillage and cultivation practices and by proper adjustment of the threshing equipment, says the Oregon experiment station. It is best to remove the valuable dockage, such as oats and wild oats, vetch, etc., before marketing.

The practice of discing land for fall grain is an undesirable one, believes the Oregon experiment station, unless the land has been spring plowed and is in good physical condition in the fall, or unless the ground is being prepared for such crops as vetch and mixtures of vetch and oats for hay. For the production of fall wheat in barley or even oats for grain, it is believed best to plow.

Method Saves Time
Oversow a method in the distribution of your time. Every hour will then know its proper employment, and no time will be lost.—Bishop Horne.

One Point of View
All wants, beyond those which a very moderate income will supply, are purely imaginary.

Blank verse sometimes is called blankety-blank by the editors.

NATIONAL CAR CLUB MEETS IN ZONE OFFICE

Monday of last week saw some 600 members of the National 52 Car Club of the Oakland Motor Car Company gathered at 25 zone office headquarters to be honored for company officials for having exhibited superior sales ability during the last fiscal year.

Zone office officials acted as hosts during a day of elaborate entertainment. Members of the 52 Car Club are from large and small cities thus demonstrating that sales activity is not necessarily confined to metropolitan centers, according to Oakland Motor Car company officials.

As the name of the club implies, membership is awarded to salesmen who have sold and delivered 52 or more new automobiles during the designated twelve month period. Competition is said to have been among the Oakland-Pontiac salesmen stationed throughout the United States.

Particularly honored is the West zone because of the salesmanship of Frank Ponton, who sold 153 cars to qualify third position in the United States. Ponton was elected National Secretary of the organization.

The day's program was followed by the different zone offices conferred all types of entertainment, least rides, flying, athletic contests and a number of other games contributed to the day's festivities. Valuable prizes were awarded to the winners.

In the evening at a banquet attended by 52 Car Club members, company officials and civic leaders, officers for the coming year were elected and talks were made by the different winners.



The teacher had the letters e-a-t on the blackboard and was trying to teach little Fanny French to pronounce the word, but Fanny couldn't come to it. "Think," said the teacher, "what it is that has some whiskers and comes up on the porch late at night when it is cold and goes to come into the house." "Oh, I know!" exclaimed little Fanny, a great light dawning. "It's papa!"

"One should pay his grocer first for food and his doctor next for treating him for overeating."

Bo: "Know how people first started swimming?"
Zo: "Yeah, when a Scotchman came to the first toll bridge."

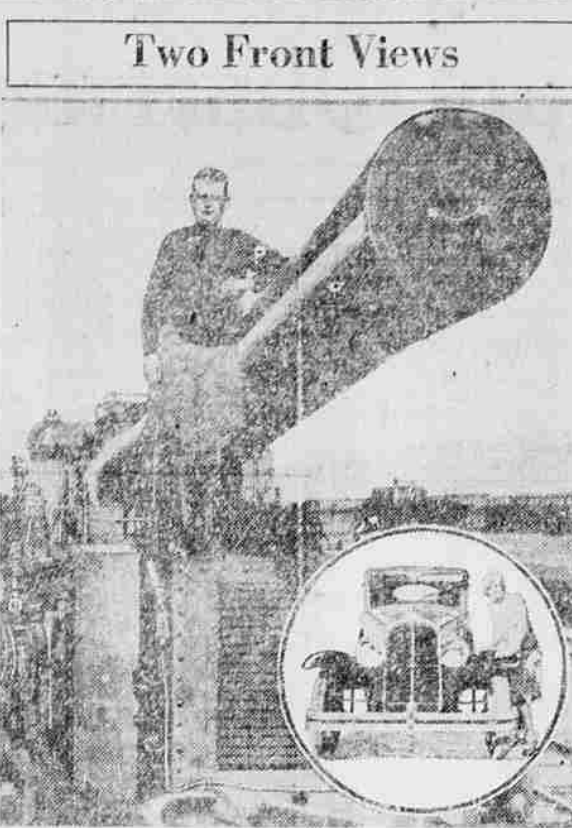
It is foolish for old men to worry about the frightful tendencies of contemporary youth. Each generation sets to eat its own oats, and also has the pleasure of worrying about the next crop.

What has become of the old-fashioned wife who felt sorry for her husband because he had to work too hard?

ONE GUESS LEFT
"My new girl is like an onion to me."
"How come?"
"I always feel like kissing her or spanking her."
"Which do you do?"
"Well, she's too nice to be spanked."

A free country is one in which each man submits to tyranny in order to make his neighbor brave.

An Englishman arriving home after an extensive tour in America, was asked about the road conditions there. He testified as follows: "Nearly all the roads in America are badly good. The Lincoln 'highway,' Washington Boulevard, Jefferson 'highway,' and all the roads built by the great



The giant mobile coast defense gun pictured above was recently installed in a Pacific Coast fort. The gun has a range of 25 miles. Miss Natalie Blake recently visited the fort in her Pontiac sedan.

Americans are really 'excellent' only to the passage: "Henry, you got some blooming Frenching by the name of DeTour built a lot of branch roads that are simply 'horrible, doncha know!'"

The cock of the walk down town is usually made to walk a chalk line when he gets home to the old hen.

First Dean: "Does she wear thin this shirt?"
Second Dean: "No, only one."

First Thomas Girl: "You ought to eat plenty of fish. In a great health food, dearie."
Second Thomas girl: "Who needs any brains when they have calves like mine?"

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CHINESE FAMINE AREA IS GROWING

Failure of Crops Discouraging—Little Relief in Sight This Fall.

Associated Press International—CANTON, China, (AP)—There will be little relief for the Chinese starving millions this fall if the crop situation is as correct in their calculations.

This will be especially true in the South China province of Kwangsi and Kwangtung, where the normal crop rice is below normal. There are 45,000,000 people in the province and the normal rice crop is about 4,000,000 short tons.

Spring rainfall this year was 55 per cent less than average in Kwangsi and Kwangtung, so the farmers have passed through one of the most severe droughts in 50 years. Large portions of the rice seedling have died for their water supplies have dried up. The water supplies have dried up. The water supplies have dried up.

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Conditions Worse
Each in the interior, conditions were worse. And now the Chinese famine is spreading. The Chinese famine is spreading. The Chinese famine is spreading.

Irregularity helps
Floods have been rivers and lakes overflowed to irrigation and in some fields the crop is practically assured. But the flood, however, has been and far between and the crop they produce will be small compared with the normal yield.

The most lamentable fact about the situation is that the farmer will have two or three years to recover, meaning that 1929 and 1930 are crop years. The majority are too poor to carry over seed and they must year after year, trusting to luck that they will produce enough grain to furnish food for the winter, seed for the next planting and, if extremely lucky, a surplus for sale.

Mouse Brought Death
Frightened at a mouse, Mrs. John Sullivan threw her into a threshold and it died. She is dead, recently, and was killed.

Vice President's Job Isn't Bad; Government Pays His Auto Bills

By Rodney Ditcher
(NRA Bureau Writer)
WASHINGTON—Some persons still wonder why anyone wants to become vice president of the United States.

But after reading the most recent report of the secretary of the Senate it becomes a little easier to understand.

One refers particularly to those seven pages of fine type wherein is listed the expense incident to the maintenance of the vice presidential automobile, which is one of the various expenses of government.

The allowance is one of \$4000 and the expense account referred to runs up all but \$28.91 of that sum. If the cost of maintenance were general, of course, hardly anyone would be able to afford automobiles and most of the factories would have to close down.

One pities poor Mr. Charles G. Dawes, besides understanding more easily why he would have been willing to take over the vice presidency again, for his new operating his car at his own expense in Louisiana and the expense account about to be detailed is one from Mr. Dawes rather than from his successor, Mr. Curtis, covering the recent year 1927-28.

It appears that the averages and figures shown had to do just about 182 separate and distinct things to this automobile in 12 months, each one of which shows cost money.

Of course, the largest item of expense is the chauffeur, who by act of Congress is paid \$2200 a year. But so, too, the little things do mount up. Here are a few of the supply items:

One bar of soap	\$ 1.75
Ten yards of vicemacloth	1.50
One chauffeur's uniform, with extra pair of trousers	7.00
One chauffeur's cap	5.00
One white blouse	.75
One pair gloves	2.50
One chauffeur's side	1.50
One cushion	1.50
One pair gloves	2.50
Wiping cloths	.50
Cleaning, pressing and repairs	11.50

More in keeping the car clean, according to the report.

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and counting polish, paint, wiping cloths, and so on, cost a total for the year of \$271.25. This includes the 60-cent which broom.

In September, it was decided to reproduce the government seal on the rear doors of the automobile and the bill for that was \$50.

Brutality Charge Will Be Heard

PORTLAND, Sept. 7 (AP)—Hearing of brutality charges against Mark Landers, police patrolman, will be held next week. Chief of Police Jenkins announced today. Landers is accused of mistreating E. R. Haynes, 73, a prisoner who was brought in Wednesday night.

Jenkins appeared at emergency hospital Thursday morning after spending the night in the jail "tank." X-ray examination at the hospital showed he suffered four broken ribs. He declared the patrolman had beaten him severely with his fists.

Chairs have been provided now in the library at Sing Sing so the prisoners can read sitting down. Still, that's not such a great improvement.

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