

FORD AIR TOUR BEGINS OCT. 1

Two Score Planes to Leave Detroit Airport on 4,800-Mile Trip.

DETROIT (AP)—Some two score planes will leave Detroit airport tomorrow, Oct. 1, on a 4,800-mile journey which will take them to 21 cities in 18 flying days to complete the 10th annual National Air Tour.

The winner will receive the 1929 Ford trophy and a substantial amount of cash. A prize will be awarded on a basis of reliability and efficiency.

This year's tour has drawn the largest entry list of the five years the event has been conducted. Eddie Simpson, George Halstead, Harold Peterson, Amelia Earhart and Mrs. Phoebe Palmer are among the noted pilots who will compete.

W. S. MacCracken, retiring head of the bureau of aeronautics of the department of commerce, and Clarence Young, his successor, have been invited to go along.

Among planes entered by manufacturers are two biplanes, a Ford triplane, a single-engine Ford monoplane and a Curtiss condor. Virtually every important manufacturer will be represented.

Capt. Roy Collins, referee for the previous tour, is manager here. Capt. Frank Hawks will lead. These two have a path-finding flight over the air course.

The itinerary takes the fliers through Canada and down the east coast of the United States for the first time. They will pass at Niagara, Washington, the Potomac, John P. Ward, winner of the 1925 tour, who was killed on his attempted nonstop flight from Los Angeles to Cleveland. At Chicago they will mark the dedication of the new Curtiss-Wright airport.

14 Per Cent Of De Soto Sales Were Overseas

With the production and sale of the De Soto 524 automobiles reaching all records for a first-year car, it is interesting to note that over 14 per cent of the automobiles were sold overseas, according to H. P. Belmont, in charge of sales for the De Soto division of the Chrysler Corporation, division at Chrysler Motors.

A year ago last month, the De Soto 524 was little more than a rumor. It was "starting from scratch," with no dealers, a new name, and with an entirely new product. The first of the first year of production, found the De Soto 524 firmly established among the leaders in the automobile industry. Latest national registration figures for the six months period ending June 28, 1929, definitely establish the De Soto 524 in the first division in a list of forty-one leading companies.

During the first year of production—from August, 1928, to August, 1929—overseas sales totaled 21,483 units—a remarkable record when one considers the fact that during that same period it was necessary to learn the entire overseas distributing organization.

Experts from overseas nations indicate that in the Spanish-speaking countries, the De Soto 524 is enjoying its greatest popularity. South America is particularly a fertile field for the De Soto sales. In the Argentine alone over a thousand De Soto 524s were delivered to customers during the first year. Our distributor at San Paulo, Brazil, is continually ordering new cars to meet the demand for the De Soto 524 in that territory and actually this year conditions exist in Chile, Uruguay and Ecuador. As a typical example of the De Soto acceptance in the export market is the experience of our distributor in Cuba, Colombia, who sold the entire stock within a few days after the time of opening his showrooms after the announcement of his appointment as De Soto distributor.

In New Zealand, too, the sales of the De Soto 524 have far surpassed expectations. Over two units were sold there during the first year and indications are that the remarkable sales figures in this comparatively small country will continue to mount.

Recently an operation, equipped with skilled mechanics under all road conditions, together with numerous and distinctive style accessories in the automobile, that are appreciated overseas as well as in this country. The De Soto 524 is an exceptionally low priced car and is undoubtedly responsible for its remarkably success overseas.

GARAGE GOSSIP

Display at Fair.—A display of the new De Soto 524s will be shown at the upcoming county fair which opens here today. The De Soto 524s will be shown in the new building which is now under construction.

Carload.—A carload of new De Soto 524s was shipped to the De Soto Motor company, it contained 100 new De Soto 524s equipped with wire wheels and also a standard model.

New Truck.—A new De Soto 524 truck, which is now being built, will be shown at the upcoming county fair.

Business Trip.—Albert H. Gering made a business trip to Richfield recently.

Symbols of Service



A western city has solved the old tire problem by placing a totem pole in the center of town. The proceeds from the sale of old tires are given to the Red Cross. Two young ladies from Portland recently visited the totem pole in their Chevrolet coupe.

It is a member of the La Grande Motor company.

On Business.—J. J. McDaniel, agent for the La Grande Motor company, is in the city for a few days.

New Car.—A carload of Pontiacs will be received and displayed in the store of the La Grande Motor company, where the public is invited to view them. Two new cars will be in the store.

From Portland.—A. R. Kuylen, from the Portland Auto company, was in La Grande Thursday on business. He reported on the Chrysler sales.

New Cars Sold.—John Peterson, of La Grande, sold a new De Soto 524 to a local customer. The car was sold for \$1,200.

Eight Cars Sold.—The La Grande Motor company sold eight cars during the week ending September 27.

Light Sales.—A light car was sold by the La Grande Motor company during the week ending September 27.

Five More Sold.—The La Grande Motor company sold five more cars during the week ending September 27.

A Carload.—A carload of Oldsmobiles was received by the La Grande Motor company. The cars were sold for \$1,200.

At Fair.—A display of Oldsmobiles was shown at the upcoming county fair.

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General Motors.—R. M. White, who formerly was general sales promotion manager and, recently, Atlanta Auto sales manager, has been appointed advertising manager, succeeding J. E. Graham Jr., who after occupying the position for 1 year, has been transferred to General Motors.

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Camp Made Sanctuary.—Bromwich Island, near Bermuda, which was the site of the first Big Game camp organized by General Baden-Powell, is preserved by its owner as a sanctuary for animals and birds.

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We sell tires differently here. Unless you're trading in your car soon and simply want one of the good low-price Goodyears, we first "take your measure." In other words, we ask you how far you're going to drive, the kind of roads you'll travel, the loads you'll carry, your usual driving speeds, etc. Then, after noting how the present tires have stood up on your particular car, from our experience we honestly advise you which one of the several types of Goodyear Tires will cost you LEAST TO BUY and give you THE TROUBLE-FREE MILEAGE YOU WANT.

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Building millions more tires than any other company, Goodyear can produce for less. You benefit by getting higher quality tires without paying extra. In addition, you get our year-round service and on-the-ground attention to all your needs.

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With an O. K. that Counts

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