

LATIN AMERICA PLANNING ROADS

"See Americas First" Is Expected to Be Mot- orist's New Slogan

WASHINGTON, D. C., Oct. 18.—"See the Americas First" will soon become the revised slogan of the motorist of the western hemisphere, in the opinion of Senator Tasker L. Oddie of Nevada, member of the United States delegation to the second Pan-American Congress of Highways at Rio de Janeiro last August, who reported on the congress to the United States senate.

Senator Oddie, a member of the committee on post office and post roads of the upper house, was the representative of that body appointed by President Hoover to attend the congress.

As the resolutions and recommendations adopted by the congress are followed out and incorporated in national highway programs of Latin American countries, the senator said, facilities for motor travel will increase to the point where the scenic splendors and the natural resources of all countries of the Americas will be accessible to the international motorist.

"Latin American countries are today where the United States stood in the point of road construction prior to the federal aid road act of 1916," Senator Oddie said. "There is one important difference, however, and that is that the social and economic influences exerted by motor transportation are much more clearly understood and the period of trial and error through which the United States had to pass has been largely eliminated because of the great work of the engineers of the federal and state governments."

"Everywhere there is an urgent demand for more and better roads, but thus far there has been little legislation in Latin American countries which would consolidate the road programs," the senator said. "The remarkable results which have been obtained in the United States through enactment of our federal aid road act are clearly understood and appreciated by leaders in Latin American countries and there is more than passing evidence that it will not be long before national governments of these countries accept in greater degree their responsibilities in this endeavor."

Chevrolet Six Gives Proof Of Its Popularity

The phenomenal success registered by the Chevrolet Six offers ample proof of the performance and smart appearance for which the car was praised when it was first placed on the market at the first of the year, according to G. L. Larson, local dealer. Critics are uniform in the opinion that the introduction was one of the greatest forward steps in the automotive industry, symbolizing as it does the introduction of a six cylinder car into the two-priced field.

Various factors of which the Chevrolet Six can rightfully boast—such as ease of handling and smooth riding, as well as economy of operation, combined in gaining the public approval for the product. Public appreciation is the secret of the success of any automobile and the public has responded beautifully to the Chevrolet Six.

1,500,000 Cars Delivered

Early in August the one millionth car left the assembly lines at the factory. At this date over 1,500,000 cars have been delivered to their owners. The tremendous popularity of the Six indicates that it is not at all impossible that 1,500,000 cars will be sold this year.

Those students of national sales are paying tribute to the policies of General Motors in the handling of the Chevrolet Six. Those students point that General Motors experimented over a long period of time before obtaining the results they desired. The effect is that the public is convinced of the fact that General Motors has produced a truly remarkable au-

tomobile in the Chevrolet Six. Engineering authorities who recently visited the Chevrolet factory stated that the new valve-in-head six cylinder engine, which in tests developed 46 horsepower at low engine speeds, is undoubtedly the most forward step in automotive engineering. They point out that the Chevrolet boasts of ample flexibility which provides plenty of power for all occasions, whether it be a steep grade or a quick get-away in traffic.

More Problems

The modern automobile faces more problems than the car of five years ago. The traffic situations in the cities and towns demands a car that will "go" when the lights flash "go." A car that retards traffic is not good for a fast-moving traffic system and Chevrolet engineers looked years ahead in designing an engine which would speed the driver through traffic snarls.

For years drivers taking long trips complained of "riding fatigue." To overcome this, the Fisher body craftsmen devised an adjustable front seat, which permits the operator of the car to change position and hence give him relaxation at various times. It is not unusual for an operator to drive 500 miles a day at the present time because of the adjustable front seat. The adjustable front seat is found on all closed models and has been successfully in fact, unthinkingly resented.

Must Be Smart

The modern car must be smart in appearance. Fisher bodiers are smart and Chevrolet has been judged as an extremely smart-looking car. There is a certain symmetry of body-line and beautiful blending of fender, hood and top that makes the Chevrolet virtually glow with "class."

Chevrolet dealers all over the country are enjoying a harvest this year. The introduction of the immaculate Imperial sedan and the classy sport coupe are sales incentives. The Imperial appearance for town driving while sedan payments an unusually smart sport coupe is finding favor with the younger folk who want appearance and power in their selections. The comfortable and roomy rumble seat in the sport coupe is just one of the spish features that "flaming youth" finds so appealing.

**DOLLAR VALUE
STAYS UP IN
CAR INDUSTRY**

A comparison of 15 years ago with today finds that the purchasing power of the dollar has shrunk as applying to practically every business excepting only the automotive industry, according to L. C. Smith, local Dodge Brothers dealer.

"The dollar invested in an automobile today represents more actual value than at any time in history," said Mr. Smith. "Never have performance and appearance of motor cars been at a higher standard, and never has it been possible to buy such comfortable and dependable personal transportation at such low cost."

"Contrast this situation with other commodities such as food, clothing and household goods. Here the price scale is greatly advanced over that of 15 years ago. Quality has improved, it is true, but the average citizen could buy only the cheapest brands of these necessities if he were still paid the 1914 wage scale. On the other hand, if the modern car in price and quality had been available 15 years ago, it would have been within the financial reach of millions."

"A clearer idea of automotive values may be gained by comparing the first Dodge cars of 1914 with the latest models offered by the company. A sedan at that time sold for approximately \$2000 at the factory, and the owner usually spent considerably more for extra equipment by the time the car reached him. The latest descendant of these cars, the Dodge Brothers six, costs approximately half that amount delivered with complete equipment."

Husband: Darling, I forgot to buy you a birthday present.
Wife: That's all right, dear; I bought a new car for you to give me.

First Colleague: Let's sell the old fiver and buy an airplane.
Second Colleague: Now, how could people read the newspapers when we're up in the air?

MOTOR INDUSTRY GIVEN WARNING

Problem of Over-Production Is Faced, L. A. Miller Declares.

PHILADELPHIA, Oct. 18.—Annual forecasting of production schedules on the part of automobile manufacturers has resulted in the entire industry being faced with a serious problem, which not only threatens the welfare of the automobile dealer, but if a halt is not called, may affect the entire business and economic structure of the industry. This was the substance of a statement made by L. A. Miller, president of the Willys-Overland company.

"The industry is faced with a serious problem," said Mr. Miller. "Year after year motor car manufacturers have set their production schedules at higher figures. The company that produced 200,000 cars last year had set its mark at 250,000 for the current year. If last year's sales totaled 250,000, the goal for this year was set at 400,000, and so on. The ability of the public to absorb an indefinitely increasing number of cars is constantly over-estimated. As a result, from the first month of this year, we have seen automobile plants running at record production. Dealers have had cars shipped to them in excess of the purchasing power of their communities, creating a problem of meeting loans from banks and finance companies. Long trades, with the selling of cars at net loss to the dealer, is the result. And dealers find that while they have done an increased volume of business, their profits have dwindled or losses have been sustained. The used car problem of today is the direct result of this policy of over-building on the part of manufacturers."

Says Industry Falls

"And," continued Mr. Miller, "this has been done on the theory that increased volume meant decreased costs. Up to a certain point this is correct, in so far as manufacturing economies are concerned. But the theory falls when the volume is not maintained. Sales forces are expanded, plants equipped and tooling and materials bought to carry out these increased production schedules. In the closing months of the year manufacturers usually find the market unable to absorb the number of cars they intend to build. Output is curtailed, with the result that at the end of the year a considerable number of units have been actually built on which the average overhead expense has taken a decided upward trend and materially affected the producer's profit per car for the year."

To Watch Step

"That Willys-Overland, with the dealers' interest in mind, intends to be the first big producer to apply corrective measures and to adopt a policy which, he predicted, would become the practice of the industry, was the assertion of the Willys-Overland president.

"This year we will produce in the neighborhood of 300,000 cars. We do not plan to increase this total next year. We believe it is the conservative number of cars our dealers can move without the need of forced selling, unprofitable trades, excessive used car stocks, and with turnover in their capital to assure a sound return on their investment at the end of the year. We will keep our productive capacity absolutely flexible, so that as dealer outlets increase, and resulting increased retail demand warrant expanding our output, we can do it promptly and efficiently."

"I am confident that the result will be a large increase in our own profits."

"With this policy such new car sale will not our dealers a substantial profit. They will be able to keep used car stocks at a minimum and turning over regularly, and their net for the year will be substantial."

"The flood of new cars from the

DE SOTO CARS DEFY RUST DUE TO TREATMENT

The effect of rust on the fenders and other metal parts of automobiles, especially along the seaboard states where the salt air from the ocean causes an unusual deteriorating effect on these parts, has long been a problem of paramount importance to automobile engineers.

To correct this condition and to insure owners of De Soto a more permanent finish to these metal parts, it is announced by the De Soto Motor corporation that the De Soto six has been added to the Chrysler Motors line of cars using a rust-proofing process which eliminates to a great degree this cause for rust.

The new rust-proofing process, known as "bondizing," applied to parts such as fenders and splash guards, adds another operation to the finishing of these parts. It was developed after many months of experimentation at the factory in Detroit.

The protective influence of this new rust-proofing process is particularly noticed at points of contact of two or more parts and along edges where enamel may show a tendency to chip and become unsightly after a few months of service.

Ford Cars Win Races Abroad; Six In Hungary

More reports of the marvelous performance and enduring qualities of the new Ford car continue to arrive at the Dearborn offices of the company from all parts of the world.

Ford cars won the first and fifth prizes in a "tourist race" staged by the Budapest Automobil club in

Hungary, an important city in Hungary, just across the Hungarian boundary. Three other prizes were won by cars of foreign make. The "tourist race" is unique in that it sends automobiles over routes formerly traveled by horsemen. The strain on both driver and car is heavy. The cars are driven over broken ground, dikes, bogs, dry river beds and over poor dirt roads. At night the cars are driven without lights at other times a signal to stop is given unexpectedly and the cars must be brought to a halt as quickly as possible.

The winner of the first prize was driven by Paul Kueses and obtained a maximum of 1097 points. The nearest rival obtained 1075, the next 1054 and the fourth had 1045. The Ford that took fifth place had 1045 points.

Ford cars won six out of seven leading places in an important race held late in July at Seinajoki, Finland, near the east shore of the Gulf of Bothnia. The cars participating were all standard, and the only place not annexed by the Ford drivers was fifth. In a second race of 10 kilometers among specially fitted racing cars, second place was won by one of the standard Ford cars that took part in the previous race, the only change being the removal of its fenders and windshield.

Among Ford owners one of the most interesting reports of a long trip made in the Model A has been received from Leon Longuemare, a real estate man of Brooklyn, N. Y. He started for the west coast on his town sedan when it only had 89 miles on its speedometer, and drove 3709 miles before returning. The load carried included four men, whose combined weight was 600 pounds, a trunk on the rear, four heavy suitcases and other necessities.

In his letter Mr. Longuemare says: "We made 3705 miles over some of the worst as well as the best roads in the world. No mountains were too high for this car to negotiate, no roads too bad. All weather conditions looked alike so far as the car was concerned."

"We went through snow in the Blue mountains and extreme heat in the Mohave desert. We crossed rushing torrents in New Mexico, where it had been raining every night for a week and the roads had been washed away in many places. Here the muddy water pushed over the radiator and left a deposit of mud on the engine—but we just

flushed along.

"We made the trip in 28 1/2 days, visiting Yellowstone, Yosemite, Mariposa Grove, Grand Canyon, cliff dwellers, painted desert, petrified forest and such cities as San Francisco, Los Angeles, St. Louis, Kansas City, Portland, and many others."

"It seems to the point," said the traffic judge, "that the crying need in motorism isn't more horsepower, but more horse sense."

Judge: If, as you admit, you were three miles away digging potatoes when this man was arrested for speeding, how can you testify that the car was going at the most only 20 miles an hour?

Sambor Judge: Ah, used to own that car!

"What! The main road to Hinksville is open all the way?"

"Yes, we had to open it until we got the detour fixed."

By popular request WE RENEW THE PERSONAL INVITATION EXTENDED DURING 4-SPEED REVELATION WEEK

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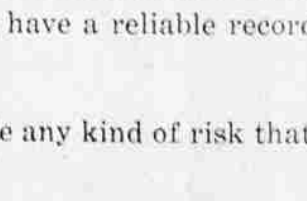
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