

GENERAL MOTORS CAR SALES HIGH

During Month of September Total of 145,171 Machines Delivered.

DETROIT, Oct. 26.—During the month of September General Motors dealers delivered to consumers 145,171 cars, according to an announcement by Alfred P. Sloan Jr., president. This compares with 148,784 for the corresponding month a year ago.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Table with columns: Dealers Sales to Users, 1929, 1928, 1927. Rows: Jan, Feb, Mar, Apr, May, June, July, Aug, Sept.

Table with columns: Division Sales to Dealers, 1929, 1928, 1927. Rows: Jan, Feb, Mar, Apr, May, June, July, Aug, Sept.

These figures include Chevrolet, Pontiac, Oldsmobile, Marquette, Oakland, Viking, Buick, LaSalle and Cadillac passenger cars and trucks sold in the United States, Dominion of Canada and overseas.

1909 Buick Now In Use After 20 Years Service

PORTLAND, Ore., Oct. 26.—Oregon furnishes an unusual story of motor cars. Its inception rests in the fact that for years Henry Crenshaw, pioneer business man of Tillamook, has been possessed of a hobby, said hobby being automobiles—most particularly Buicks.

The action starts with the opening of the Tillamook County Fair and with the displaying therein of a 1909 model Buick by R. B. Miller, local dealer. Mr. Crenshaw visited the fair and during an inspection of the venerable car made the surprising discovery that it was the identical Buick he had purchased more than 20 years ago in Portland.

"My wife and I took our honeymoon in that car," narrated Mr. Randall to the Buick's original owner. "We have had the car so long that I have come to look upon it as part of the family. It is almost as if it were human. I remember once, during the days of the old Buick's youth and at a time when motoring conditions

were vastly different than today, a skeptic wagered me \$50 I couldn't drive to Portland within one day. I accepted and started off over a route covered with hub-deep mud, but the Buick made it—with time to spare."

Automobiles were not popular in the rural districts 20 years ago, according to Mr. Crenshaw. He declared that feeling against persons owning motor cars was pronounced at that time, the farmers objecting strenuously to "those noisy contraptions" frightening horses, cattle and other livestock.

Following the unexpected identification of the old car, it was given a minute inspection by experts of the Portland zone of the Buick Motor company, who discovered it still retained its original equipment and parts with the exception of the top, which was recently replaced. Ed. Knox, Portland Buick executive, after driving the ancient Buick around a dirt track, declared that a pacing motorist was required to maintain a speed of 45 miles per hour to keep up with the veteran automobile.

Production Of De Soto Plant Is Over 100,000

With the production this week of the one hundred thousandth De Soto Six at the Highland Park plant of the De Soto Motor Corporation, factory officials are jubilant over the fact that this car rolled off the assembly line just 14 months after the first car was produced. This, they believe, sets a record for production of an entirely new car in such a comparatively short period of time.

"This record is all the more remarkable," according to L. G. Peed, general sales manager of the De Soto Motor Corporation, "when it is considered that during these fourteen months the entire sales organization which sold these cars was in the process of formation. "When the De Soto was first announced on August 4, 1928," he says, "it was necessary that we build up an entirely new dealer organization."

Automobile dealers, like the buying public, have been attracted to the De Soto in record breaking numbers until this year, only 14 months after the car's introduction. The number of De Soto dealers in this country alone approached 2,500 and more are being added at the rate of 250 per month.

"The success that the De Soto Six has achieved thus far," Mr. Peed continued, "is due to the fact that it is filling a definite need that existed prior to its introduction. That need was for a car of real quality and outstanding style at a price within the reach of the average family. While the De Soto Six is a low-priced car, quality has been a rigid requirement in its manufacture. Economies resulting from vast quantities produced and our association with Chrysler Motors with its enormous purchasing power, its facilities for engineering research and its huge manufacturing properties have resulted in enormous savings which have been passed on to the purchaser in the form of greater automobile value in the De Soto Six."

"Some idea of the way in which the De Soto Six is being received by the motor-buying public may be gained from the production figures for September which show that 6,992 cars were produced and shipped. This is approximately 20% greater than in the same month last year and is conclusive proof that the public is appreciative of real quality at low price."

Viking Visits Serra Cross



Memories of ancient explorers of the Atlantic and the Pacific mingled recently when a new Viking Eight Sedan drove to the famous Serra Cross, the Plymouth Rock of the west, in the old town district of San Diego, Calif. The Serra Cross marks the spot where Father Junipero Serra, Franciscan missionary, founded July 16, 1769 the first mission and settlement on the Pacific Coast within the present borders of the United States. The Viking automobile, recently introduced as a companion car to the Oldsmobile Six, was named in honor of the Vikings, the hardy explorers who conquered the Atlantic 1,000 years ago.

CAR COMPANY SPENDS MONEY ON HOSPITAL

Firm believes in "Safety First" and the gospel that prevention is infinitely better than cure, the Hudson Motor Car company, although accused at its huge plant have been reduced to a minimum, has recently completed alterations to its hospital at a cost of \$115,000 and extended its Safety First educational activities to every department. These additions have been carried out under the supervision of Dr. Otto Fisher, eminent industrial doctor and safety first educationalist, who is chief of the medical corps at Hudson. His staff includes an assistant, fifteen nurses and two ambulance drivers. All of the furniture in the room is built into the walls, and corners where dust might collect have been entirely eliminated. The equipment includes the most recent medical preventative and curative medicines and instruments known to science, the laboratory, rest rooms and observation wards being equipped like a private hospital. Ultra Violet rays

machines have been used extensively at the Hudson hospital.

Everything has been done for the comfort for the very few patients who find their way into the hospital. A distinct change from the old "ward" system at industrial plants are the private rooms. Large, roomy and pleasant with plenty of fresh air, the patient enjoys the greatest mental as well as physical treatment in the Hudson hospital.

All walls and floors are tiled and the fixtures are of monel metal, chromium plated.

The percent of accident has been reduced year by year at Hudson plants and with the further extension of the educational facilities, Dr. Fisher is extremely hopeful of establishing a new record for automobile plants.

Firm Business Tone Noted In Commercial Cars

Retail sales of trucks and commercial cars promise to maintain an unusually high seasonal volume for the remainder of the year, according to Howard E. Sneathen, director of Dodge Brothers Truck sales, who has just returned to Detroit after a five weeks' visit to representative dealers of the country. Surveys made in key cities indicated an exceptionally firm business tone.

"Stocks in dealers' hands are low," said Mr. Sneathen, "and holiday delivery needs indicate a steady flow of orders to the factories within the next few weeks. Dealers everywhere look forward to a continuation of the substantial and profitable business operation that invariably results from rapid turnover of stocks."

"In industrial and rural districts alike, the well-known truck building program of Dodge Brothers—that of offering a four- or six-cylinder that exactly fits the buyer's needs—has met with enthusiastic public approval, and is responsible to a great degree for the sustained business volume."

Three capacities of four-cylinder trucks and five capacities of six-cylinder trucks fill 96 per cent of all hauling requirements, and cover a range from the half-ton to the heavy duty three-ton capacities. This line of trucks enables Dodge Brothers to offer the most extensive range of capacities of any single manufacturer in the industry.

"Directly or indirectly, the public is becoming more and more dependent on the facilities offered by motorized delivery, and new conceptions of speed, dependability

and economy are represented in the latest commercial car creations that are destined to be on of the chief factors in solving distribution problems."

One: Say, did you know that I was a magician?  
Two: No, how come?  
One: Yes, I can turn a car into a driveway!

Tammus: Mom, these lower tax fares will make a serious deference to us. We'll not be able to save so much by walkin'.—Montreal Star.

EASY

to handle and control

The more time you spend behind the wheel of a Dodge Six—driving on crowded streets and busy highways—the more enthusiastic you will be over its easy handling. The roller-bearing steering guides with minimum effort. The clutch is easy-acting; so is the gear shift. Weather-proof, internal-expanding 4-wheel hydraulic brakes afford easy operation and are positively equalized. The lively motor with its 7-bearing crankshaft, Invar Strut aluminum alloy pistons and other refinements, responds instantly with a quick surge of power. In every way, the Dodge Six is easy to handle and control. That is why it is particularly prized by people who do a lot of driving.

DODGE BROTHERS SIX NINE BODY STYLES: \$925 TO \$1065 F. O. B. DETROIT CHRYSLER MOTORS PRODUCT

L. C. SMITH 9 Depot St.

Used Cars PERKINS MOTOR CO. Main 500 4th and Adams

Willard STORAGE BATTERY. Save your old Battery. Have it recharged. Have the leaks stopped. Have the acid adjusted. It will have more "pep". Many times you can save buying a new one. Generators -- Starters -- Magnetos Repaired. Automotive Electric Co. Curtis W. Sine, Mgr. 213 Greenwood Phone M-520

CHEVROLET Millions of Miles of Constant Testing to maintain the outstanding quality and dependability of The Chevrolet Six

In spite of the fact that a million Chevrolet Sixes have already been placed in the hands of owners, and have proved their performance and stamina by billions of miles of service over every type of highway the nation affords—the Chevrolet Motor Company continues to take new Chevrolet Sixes from the assembly line at the factory and subject them to pitiless testing on the roads of the General Motors Proving Ground! This passion for proof—this consistent refusal to accept any tests as final—is one of the fundamental reasons for the overwhelming popularity of Chevrolet cars. For in no other way is it possible to make the Chevrolet Six so sound in design and materials—so dependable in performance—and so economical to operate! If you are considering the purchase of an automobile, come in and see the new Chevrolet. You will find that it is more than a Six in the price range of the four. In every way it is a finer car than you ever thought possible in the low-price field!

The COACH 595. The ROADSTER \$525, The IMPERIAL SEDAN \$695, The PHAETON \$525, The Sedan Delivery \$595, The COUPE \$595, The Light Delivery Chassis \$400, The Sport COUPE \$645, The 1 1/2 Ton Chassis \$545, The SEDAN \$675, The 1 1/2 Ton Chassis with cab \$650. All prices f. o. b. factory, Flint, Mich.

LARISON CHEVROLET Co. Phone Main 2 Next to Observer G. L. Larison, Mgr. A SIX IN THE PRICE RANGE OF THE FOUR

In Keeping with its Fine Car Engineering Standards OLDSMOBILE PROVIDES PRESSURE LUBRICATED PISTON PINS

A feature characteristic of high-priced cars. A diagram of a piston pin. and Viking, offer this feature—and the majority of these are priced above \$2000. In Oldsmobile, all main, connecting rod and camshaft bearings are also lubricated under pressure. Many other quality features include controlled cooling; engine driven fuel pump; counterbalanced crankshaft; and complete engine protection afforded by oil filter, air cleaner, gaso-

Piston pins, for example, are pressure lubricated through connecting rods which are rifle-drilled throughout their entire length. Serving as connections between rods and pistons, the pins act constantly as bearing surfaces under great strain. The stress imposed by compression and combustion is enormous, and, to assure smoothness and long life, piston pins must be perfectly lubricated. And the only positive method of lubrication is by direct pressure from the oil pump through crankshaft and connecting rods. According to specifications shown in the July issue of "Motor," only twelve makes of cars, in addition to Oldsmobile TWO DOOR SEDAN \$875. Consider the delivered price as well as the list price when comparing automobile values. Oldsmobile delivered price include only reasonable charges for delivery and financing.

OLDSMOBILE Oldsmobile Sales Co. 1428 Adams Ave. Hamilton Service Station Enterprise, Ore.