

# More Used Cars Sold This Year -- Machines In Good Condition

## USED CAR HAS A DEFINITE PLACE

This Part of Automobile Industry Stabilized—1929 Sales Heavy.

The used car, which at one time was a puzzle both to the dealer and purchaser, has at last found a permanent niche in the motor industry's general scheme, and today the used car business is no longer the "by night game."

Conditions have changed greatly and the purchaser of today can enter a garage and buy a used car with full knowledge that he is getting his money's worth, both in potential mileage and general satisfaction.

The average used car that is sold today through the regular dealer is not overold—the finance corporations refusing to handle used car paper if such a condition exists. The dealer when he purchased the machine allowed a fair price to the former owner and then he machine was thoroughly reconditioned, so that the car can be guaranteed to give satisfactory service for a certain period of time. Some dealers permit a purchaser of a used car to return it within

a few days if not satisfactory, applying his payment onto another machine that is satisfactory.

**No More "As Is" Sales.**

This condition is true of nearly every large automobile business place of today that deals in used cars, all machines being reconditioned instead of being sold "as is," which was formerly the practice. The used car business of today is firmly situated on a legitimate merchandising basis.

In purchasing used cars, the buyer can be assured that he won't pay a sum that is much larger than his purchase is worth. Several regional organizations over the country issue used car manuals, published every 20 days, in which they give the average price that a used car of such make and year should bring. These averages are compiled on actual sales during the 30-day period and, although the purchasing price may vary slightly because of certain conditions, in general this is followed out. This has resulted in making used car prices more stable than ever before and in giving the purchaser the knowledge that he is getting a good value as his money will buy.

Used cars of more than five years ago can only be sold at a nominal price today, because in the above mentioned manuals, prices date no further back than 1924, with an occasional exception of some very expensive make. National automobile chamber of commerce statistics

show that the average life of a car is five years and in addition, the depreciation of a car is usually figured on a five-year basis.

The used car manual also has tended to prevent the dealer offering a higher price for a used car on a trade-in than the machine is worth, as he knows that he will not be able to over-sell the car to the next purchaser, and without doing that, he has lost a portion of his legitimate profit on the transaction.

**New Markets**

The used car today is sold almost entirely on the amount of mileage it can be depended to give, and, of course, to a certain extent on its appearance.

New markets have developed for the used car, particularly as a family car. The man who owns a good car often purchases a sturdy used car for his daughter or son or both to drive, saving his newer machine for the general use of himself and his wife.

In this particular section, many owners of good cars, also possess a sturdy used car that is pressed into service for rough trips, for hunting and fishing excursions that would do no good to his newer machine. After used cars are driven almost entirely over rough roads, the newer machines being allowed to remain in the garage.

That the changing conditions in the used car business have proven profitable, both to the buyer and seller, is shown locally by the fact that more used cars have been sold here this year than ever before and the purchasers of used cars have been given greater satisfaction due to the better conditions surrounding the sale.

## NEW ASSAULT ON RECORD PLANNED

### Daytona Beach to See Attempts to Surpass 231 Miles an Hour.

**DAYTONA BEACH, Fla. (AP)—**The crystal heads of the ocean ready here this winter will witness a new and spectacular assault upon the world's automobile speed record of 231 miles an hour.

This time it is to be Kaye Don, well known British driver, who will attempt to wrest the title from his fellow countryman, Sir Henry Segrave.

Segrave set the present record here last March when he exceeded by 2.7 miles an hour the previous mark held by an American, the late Ray Keech of Philadelphia.

Segrave since has announced his retirement from automobile racing and has taken up motor-boating as a hobby. His record, which has stood for nearly a year, is held by a former racing driver, who has been placed in a museum in England.

Dates for the forthcoming speed classic, for which no American entries yet have been made, formally have been set for March 1 to 15, although they are subject to change.

**Veteran Driver**

Don, who is well known in racing circles on the European continent will be a newcomer in the American high speed classic. He is a veteran driver.

The American Automobile association, which has supervised previous automobile trials here, has been advised that Don's machine is under construction. Little is known on this side as to the specifications except that it is to be equipped with a two 1,000-horsepower motors in line. It is believed to be of the four-wheel drive type.

Indications that the world's record also might be attacked by another British driver, before long is seen in an announcement by the American Automobile association that Capt. Malcolm Campbell of England, a former record holder, is considering a comeback.

He set a record of 206.95 here in February, 1928, in his 12-cylinder Blue Bird before Keech came along in a giant 36-cylinder machine and boosted the mark up to 207.55.

Whether he will come to Daytona Beach in the event he decides to try again is not known here.

At any rate, regardless whether Don or Campbell succeed in establishing a new record, the title is doomed to remain abroad for another year at least unless America can produce a machine and a driver capable of bettering Segrave's mark of nearly four miles a minute.

It has been rumored that several Americans are interested in the construction of a record contending machine, but so far they have made no public announcement.

J. M. White of Philadelphia, who owned the three-motored iron steed in which Keech set his record, temporarily has dropped out of the high speed racing picture since Lee Hillie, a Daytona Beach mechanic, crashed to his death in it in attempting to regain the title for America here last March.

He has said, however, that he may come back in 1931 with a machine capable of developing a speed of 250 miles an hour.

Frank Rodrick, farmer living near New Albany, Ind., is 102 years old and has never called a doctor. He admits only one illness.

## Health Talks

HOW TO PREVENT DEAFNESS

By D. C. Hyatt, M. D.,  
Claremont, Cal.

If parents could be taught to know that their mouth-breathing children are not only living in an ever present danger of many forms of infectious diseases but are also laying the foundation for the loss of their hearing, sooner or later, and that the time to prevent such trouble occurring is early in childhood, a large per cent of the deafness of human beings could be banished from the world.

Seventy-five per cent of the cases of middle ear diseases resulting in the loss of hearing are caused by diseases in the nose or throat extending to or through the eustachian tube into the middle ear. In the throat, an acute pharyngitis involving the tonsils is the most common trouble, extending as it often does into the nasopharynx reaching the mouth of the eustachian tube and interfering with the free passage of air into the middle ear. This creates a vacuum in the middle ear, soon followed by congestion of the mucous membrane lining that cavity which is soon followed by an acute inflammation, otitis media, either suppurative or non-suppurative, depending on the presence or absence of pus germs. Fortunately the great majority of cases are non-suppurative, and soon the acute form runs its course without having done much damage. Repeated attacks, however, in time, leave a chronic inflammation of the mucous membrane lining the pharynx, nasopharynx, eustachian tube and middle ear; ending in loss of hearing that unfit the subject for life's work.

Practically three fourths of these cases are non-suppurative, and soon their hearing preserved or restored by proper care and treatment in childhood. The most essential part of this work must of necessity fall upon the parents and the family physician. The parents should know that the mouth-breathing child and the child with often repeated sore throat has trouble, that if not attended to and properly treated, as in all probability lead to loss of hearing, to a degree that will seriously interfere with his life work. The family physician should be asked for advice as to what should be done. If, after examining and recognizing the trouble he finds he is not prepared to treat such cases himself he will turn it over to some specialist whom he knows will do the best possible for the patient.

Early recognition and proper care and treatment of these cases will save fifty per cent or more of the deafness with which the human race is afflicted at the present time.

for the season with injuries. He has filled his position so well that in his final year he is pointed to by many critics as among the outstanding defensive backs on the Pacific coast.

Following the custom which has been in use by the Orangemen for many years, captains for the various games are selected by Coach Schiessler a short time before each contest. The captain is picked from among the senior members of the regulars on the varsity. This season four others in addition to Gilmore have acted as pilot roles. Russ Striff led the Orangemen against Southern California and Oregon; Chuck Stout was the leader against Washington State and Willamette; Bob Geddes against Idaho and California Aggies; John Kosman captained the team against Columbia university.

**Old Pastime**

The game battledore and shuttlecock was invented in the fourteenth century.

The Hartman hotel at Hollister, Cal., has not had a lock or key for its front door since it was founded 50 years ago.



**OFFICE CAT**  
By Jemima

Don't science wonderland. After centuries of study it has learned that Nature intended us to expose our hides to the sun in savanas and cattle coo.

Doctor (to patient)—"Now go home and relax."  
Patient—"But, doc, I can't. We have no furniture."  
Willie—"A thousand thanks for the presents, Auntie."  
Auntie—"Don't mention it, my dear. It was nothing much."  
Willie—"No, I don't think so either, but mama said I should do it anyhow."  
"Did you know I was a life-saver last summer?"  
"Really, what have you?"  
Caller: "Won't you walk as far as the street car with me, Tommy?"  
Aged Seven: "I can't."

Caller: Why not?  
Aged Seven: Cause we're gonna have dinner as soon as you go.


Alf: It hard let stop talking after you've said all you got to say.

An Irishman applying for a position with a transit company emphatically stated that he wanted to be a motorman because he heard that electricity always goes through the conductor.

Then there's the Scotchman who gave his sweetie moth balls to put in her hope chest.

The new styles call for longer skirts for the ladies. What became of that "inactivation" idea?

Daily Express Service  
Between  
**Portland & Boise**  
Bonded Insured Carrier  
Portland-Boise Auto  
Freight, Inc.  
Frank Harris, Local Mgr.  
Main 629 1315 Wash. Ave.



# Turkey Shoot!

SUN. NOV. 24

Lone Tree Trap Grounds  
Lunch on Grounds

Starts 9:30

Auspices La Grande Gun Club  
Rifle and Trap Targets

## WHITMAN WILL FACE PACIFIC TEAM SATURDAY

SEATTLE, Nov. 22 (AP)—With Willamette university football team taking a rest tomorrow, Whitman college will have a chance of forging to the front in the Northwest conference grid race at the expense of Pacific university in a game at Walla Walla.

Whitman and Willamette are tied for first place with three victories and no defeats each and a win tomorrow for Whitman would give the Missionaries an edge.

Only one other Northwest conference game is scheduled for tomorrow. College of Idaho will meet College of Puget Sound at Caldwell, Idaho. Linfield and Willamette, the other two eleveners in the conference, will be idle.

Thanksgiving day Willamette will play Whitman at Walla Walla and College of Idaho is scheduled to meet the University of Nevada in a non-conference tilt.

The Northwest season will close Nov. 30 with a game between Linfield and College of Puget Sound at Tacoma.

Many long-haired people are not fool-headed.

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## CARL GILMORE CAPTAIN FOR DETROIT GAME

OREGON STATE COLLEGE, Corvallis, Nov. 22 (Special)—Carl Gilmore, playing his last collegiate grid game for Oregon State college, has been named by Paul J. Schiessler to captain the Orangemen against Detroit university in the inter-sectional clash Saturday.

This is the second game of the year in which Gilmore will have acted as pilot, as he also captained the Orange against Stanford.

Gilmore is playing his third year as regular fullback. In his sophomore year he was called on to fill the fullback breach when Wes Schumlerich was graduated and the next in line, Les Avrit, was out

**THERE ARE ONLY TWO WAYS TO PROTECT YOURSELF AGAINST LOSS FROM AUTO ACCIDENTS**

1. Keep your car locked up in the Garage.
2. Carry Auto Insurance Covering Liability, Property Damage, Collision, Fire and Theft.

\*You may be the most careful driver in the world, but you can't drive the other fellow's car. You may say that you cannot afford Auto insurance—we want to prove to you that you cannot afford to be without protection, and we can show you how you can afford to buy on our easy payment plan.

Think About It Now—Then Come In Today  
Tomorrow May Be Too Late

**UNITED STATES INVESTMENT CO.**

O. W. Warnock, Mgr. 113 Depot St.

**Your Present Car is Worth \$100 to \$300 more if traded in now on a Brand New HUDSON or ESSEX**

Your present car will never again be worth so much as right now—if you trade it in on a Greater Hudson or Essex the Challenger. Right ahead are some of the finest motoring days of the year. Enjoy them with thrilling Super-six performance and at the same time pocket a big saving in the allowance on your present car.

Remember that announcements of 1930 models by the industry generally will shortly be in order. That will mean a sharp depreciation if you hold on to your used car. Why not save that loss? Come in today. Your present car will probably be the entire first payment on a brand new Super-Six. Unusually easy monthly terms will care for the balance. This bargain opportunity can't last long. So act now to secure the Super-Six model of your choice.

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**ESSEX THE CHALLENGER \$695 and up at factory**

Down Payment as low as \$195 and unusually Easy Terms on Balance

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The Ideal Gasoline for winter driving—easier on your engine — easier on your disposition.

CHANGE NOW TO WINTER GRADES TEXACO GOLDEN OILS

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**Here's a Safe Place to Have Your Car Serviced for WINTER DRIVING**



**It's Time To Change Oil**

Don't risk the winter wear that is always the result when cold—sluggish oils are in the crankcase. Full bodied, free-flowing Texaco Golden Motor Oil is safe. It flows and lubricates with the first impulse of the starter. It holds its body at the highest engine heat. For quick starting gasoline—there is nothing quite like the New and Better Texaco.

We Check All Points of the Lubrication & Cooling Systems Free of Charge

Drive in any time—we'll check all points that need oiling and greasing free—if you need oil—you pay for only the oil. You'll need something in your radiator—We have Prestone and Alcohol which you pay for—we'll go over all points that need attention free.

**HEASTY BROS.**  
Corner 2nd and Adams