

Record Year In Automobile Business

VALUES EXCEED OTHER PERIODS IN CAR HISTORY

Continued Demand During Winter Indicated—Public Confidence Big Factor.

That automobile values this year far exceed any other period in motor car history is shown by the tremendous jump in sales in Union county for ten months of 1929.

Public confidence in the present motor car is held responsible for this large volume of buying. Better motors and performance, with a greater degree of beauty and comfort than was formerly believed possible have brought about motor sales this year to break all records.

At least 200 new motor vehicles of all types will have been sold by La Grande dealers by the end of the year, it is estimated from present figures.

Last year a total of 446 new cars were sold in Union county, according to Motor Register figures, while in ten months of 1929 there have been 649 passenger cars and 156 trucks delivered by local dealers.

Sales result primarily, it is believed by many dealers, because of the big improvement in cars during the last three or four years. Owners who have been driving cars of that age have discovered that the 1929 automobile is a vastly different vehicle.

Appearance is another big item. A choice of colors and a richness of interior appointments are obvious arguments that are hard to resist when a driver sees the new model.

to see give greater automobile value than ever before. Public confidence in the industry as a whole has been well established since the beginning of the year.

Pioneer Dodge Cars Operating After 15 Years

Efforts to locate the first Dodge cars and establish their fifteen years' service record have been rewarded with the recent discovery that Dodge cars, No. Five, Seven and twelve are still in daily service.

The announcement of John Cheek, the first Dodge dealer, that the first car shipped to him in December, 1914, was still being driven in Nashville, Tenn., started the search for other veteran cars bearing the Dodge name.

On November 14, 1914, the first Dodge car was completed, and as the corporation approaches its fifteen anniversary, added interest is attached in locating these early models.

Only the serial number on the engine would convince an experienced automobile mechanic of the age of Dodge Car Number Seven. The touring car body has required no refinishing since it left the factory and mechanically it appears ready for fifteen years more of service.

PEITITIONS ISSUED TODAY PENDLETON, Ore., Nov. 22 (AP)—Petitions asking for county court to call a special election for setting aside \$100,000 yearly for three years to construct a new courthouse and jail were submitted to the county court today.

Power Desire Is Aid To American Sales In Europe

"There were no radical engineering departures in the new models of the important motors exhibited at the London and Paris shows, the manufacturers confining their efforts to perfecting their production along the lines employed so successfully by American plants," according to Stuart G. Balke, chief engineer and a director of the Hudson Motor Car company, who returned to Detroit this week.

"The desire for power on the part of the European has been a major factor in the popularity of the American car abroad, for power is obtainable in the American moderate priced car whereas the equivalent power is only available in the large and expensive European cars or in the equally expensive sporty type of smaller vehicles.

"However, the American manufacturer must be able to demonstrate his car, for the British, French, Germans and all Europeans judge a great deal on actual demonstration. Outside both Paris and London exhibitions, manufacturers had cars ready to demonstrate to every prospective purchaser, often thus closing the sale while buying enthusiasm was at its height.

"It is to this demonstration plan that Hudson and Essex owe their popularity abroad," says the Hudson engineer, "for after the winning of the Lyons cup, the Pyrenees cup, the Atlantic cup, the Cup of Brittany and the Cup of the North, there was a notable increase in Essex sales. Exactly the same results were obtained after an Essex won the famous Circuit of the Paris tests in the vicinity of Madrid."

"The American manufacturer must be willing to demonstrate the ability of his car in every kind of test," says Mr. Balke, "for, on the average, the man with sufficient money to own a car is really a better mechanic than his brother in this country."

THREE WORKMEN KILLED NEW YORK, Nov. 22 (AP)—Three workmen who were cleaning the interior of a huge smokestack in Brooklyn fell to their death yesterday, but the fact was not discovered until today. Inquiries by the wife of one of the victims, who failed to reach home last night led to the discovery of the bodies.

Travel Now Permitted Over Paved Road Just South Of Oregon City

Travel was permitted for the first time recently over a four and a half mile section of concrete paving, just south of Oregon City, which has been under construction since last June. This improvement is considered by many road experts to be the finest and fastest strip of paving surface in the state of Oregon. It also contributes materially to the safety of the route south of Portland in that a considerable portion of slippery black-top pavement is now eliminated. Prior to the completion of this Pacific Highway link, traffic was detoured over a rough five-mile road across Mt. Pleasant.

A scout party in a Pontiac big six sedan was one of the first groups to go over the new highway unit following its official opening, according to the La Grande Motor company, local Oakland-Pontiac dealer. It was found that this pavement has eliminated between fifteen and twenty comparatively level curves that existed on the former black-top road and now contains only twelve minor turns that do not interfere in any manner with driving at the legal speed limit.

According to Edward Arnez, the engineer in charge of construction work, the total cost of the improvement will be approximately \$150,000. He pointed out that the new highway section was particularly noteworthy because all bad grades have been eliminated. Each curve is well banked, carrying a one to one and five-tenths super elevation. Substantiating the opinion that this section of the Pacific Highway is one of the most sturdily constructed in the state, Arnez explained to the scout party that the concrete surface is twenty feet wide and is composed of two ten-foot strips with a mortar joint in the center to eradicate the possibility of either side giving way. The concrete has been effectively reinforced with steel bars and is nine inches thick on the edges and seven

Studebaker Car Again Justifies Its Championship

Studebaker's Commander Eight again justified its championship reputation by winning first place in recent road races in France and South Africa, according to M. J. Goss, Studebaker-Erskine dealer here.

"In the first instance, a stock Commander Eight brougham won first place in its class in the recent Routes Pavées stock car 4-hour race in northern France. The class included several competing cars of greater horsepower. The Routes Pavées race is a leading annual motor event sponsored and controlled by the Automobile Club of Northern France. It is confined to stock cars and is run over hard surfaced country roads.

"Shortly thereafter, a stock Commander Eight regal tourer won the two highest honors in the kilometer race held at Loanda, South Africa. The race was made from a standing start. In addition to winning class honors, the Commander was awarded first place in the general classification.

"In the Barberton Reliability Trial in South Africa an Erskine sedan driven by G. C. Canfield was awarded the grand national cup for completing the Barberton Trial this year with the highest standing in the amateur class. The trophy was won last year by an Erskine sedan piloted by Alex Mackintosh. In the professional and general classifications, the Erskine proved itself just as successful. An Erskine sedan, with C. Keitzman at the wheel, was awarded first place in the race for professional drivers. Erskine entries in the general class won first, second, fourth and tenth places in the trial. There was a difference of only five points among the five leading cars."

FIND WOMAN BEATEN, CHOKED

KANSAS CITY, Nov. 22 (AP)—Miss Maude Smith, 45, was found beaten and choked to death here today in her room on the third floor of a rooming house on East Fifth street.

The body was found by a neighbor woman who arrived for a call on the victim.

E. H. Dolan, deputy county coroner, said Miss Smith had been dead two days.

DEATH LIST AT 6

WASHINGTON, Nov. 22 (AP)—The death list in the explosion under a five and ten cent store yesterday rose to six today with the death of Mrs. Florence Darlington, age 50, who succumbed to internal injuries.

Five others died within a few hours after the explosion and several other victims are believed by physicians to be near death.

MAY HAVE MILK ORDINANCE

PENDLETON, Ore., Nov. 22 (AP)—The possibility that Pendleton will soon have a standard milk ordinance proposed by the United States public health service is seen in the appearance last night of 14 milk dealers before the city council.

De Soto Bodies Tested by Wind Driven Storm

A terrific wind-driven rain, natural in every characteristic except source, is the new method used by the De Soto Motor Corporation as an additional test of the stability of the bodies used on the De Soto to keep out all moisture from the outside elements.

This new device is a water-throwing apparatus consisting of a series of pipes in which have been drilled small holes. Through these holes many streams of water are forced under high pressure. The pipes are erected and the holes so located that the streams of water are directed onto every part of the automobile body, particularly the doors, windows and windshield crevices and recesses.

DeSoto bodies are wheeled under this new water-throwing device before mounting on the chassis. The windows, doors and windshield are

closed and the body is thoroughly rained on. At the same time a close inspection is made of the interior to finally insure its ability to keep out all moisture.

The top deck moulding, the drip gutter contacts, and the recesses around the windshield, side windows and rear windows are the possible water-entrance points towards particularly no moisture.

The installation and use of this additional test of the "waterproofness" of De Soto bodies is a result of the policy of the De Soto Motor corporation and its parent organization, Chrysler Motors, of exercising even greater vigilance in the inspection of its products before they are offered to the public, and in constantly providing even greater quality and satisfaction.

Gas's meat, sold to food owners of household pets over a period of many years, has made a fortune for one London man.

A Rhode Island woman said she brewed beer to hold her husband. How old-fashioned!

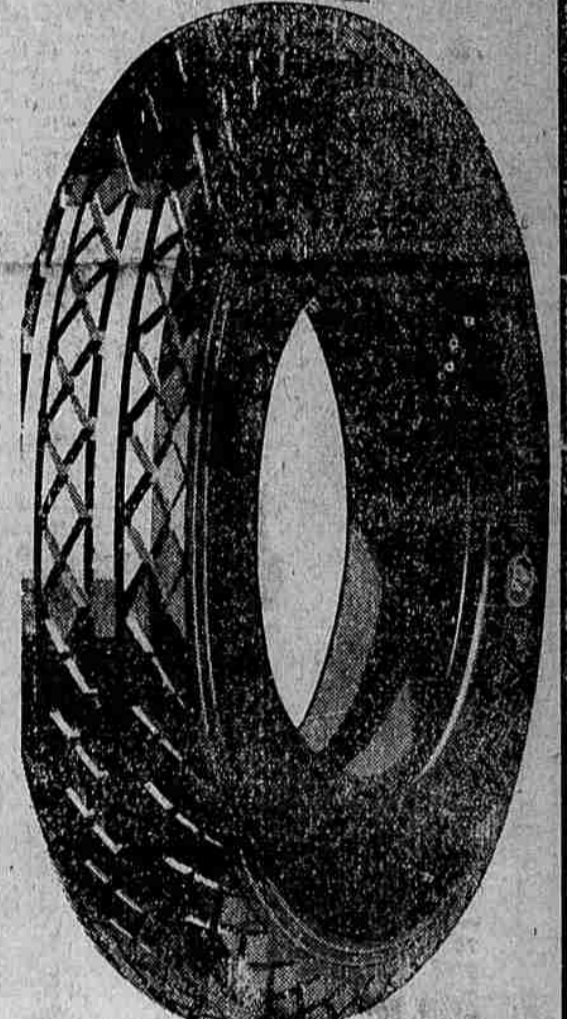
Motorists Buy Different Gas For Winter Use

Starting troubles, battery strains and delay during the winter season is often blamed to the cold weather when it is really the kind of gas that is used in the car, according to automobile men. During the summer a heavy "wet" gas is used, and operates satisfactorily because of the hot weather; in the winter such gas is said to be thick and wasteful.

Lighter and "dry" gas is being manufactured by many companies, which will function properly, start instantly, and burns more cleanly and more completely into the engine. Heavy gasoline mixed with air floods into the motor and runs down into the oil. In five hundred miles of cold weather driving, the oil is apt to be 50 or 60 per cent gasoline.

Replace Those Tires That Slip with Tires That Grip

For Safe Winter Driving There is Nothing Like THE FAMOUS GOODYEAR



ALL WEATHER TREAD

"Diamond Shaped, sharp Edged Blocks that Grip the Road Under All Conditions"

Play Safe--Ride on Goodyears

Driving in winter through rain, slush and snow puts an added strain on both tires and driver. If your tires are worn smooth don't take a chance on going through the winter with them in such a condition. You need traction and safety — a blowout is far more dangerous on a balloon tire than was the case with the old high pressure type. Put on Goodyears now — avoid skidding and chance of blowouts.

Now! Buy Them at the Lowest Prices in 30 Years

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