

NEW POLICY OF SALES ADOPTED

Chrysler Corporation now Competing in the Lowest Price Auto Market.

By Walter P. Chrysler DETROIT, Mich., Mar. 15—Beginning this week Chrysler corporation inaugurates a new sales policy under which the company will compete in the lowest price automobile market.

All Plymouth models were similarly reduced by \$65 to \$70 under present prices. Of 13,000,000 passenger cars now licensed in the United States, we estimate that approximately 5,000,000 were purchased as either new or used cars at a price of less than \$500 or \$600. Although half the cars in use were purchased above the price class and in the price class in which Chrysler, Dodge and De Soto cars occupy so important a place, it is obvious that buyers of limited purchasing power comprise over half the market for all automobiles. Progressive policy calls for responding to this demand in the low price range. Fifty per cent of all passenger cars used in this country are sedans and it is accordingly important to bring the four-door sedan particularly within the lowest price range. The purpose of the reduction in Plymouth prices is two-fold: 1—To meet the public demand for quality automobiles in the low price field. 2—To enable all dealers selling Dodge, De Soto and Chrysler products to offer to their customers a complete line of cars, including those within the lowest price range.

There are 10,000 dealers in the Chrysler motor group, each with individual organizations selling respectively De Soto, Chrysler and Dodge cars. Henceforth all such dealers will not only carry their present lines, but will, in addition, market Plymouth cars at the new low prices. Plymouth cars have heretofore only been distributed through a separate selling organization. Potential Customer Under the new plan anyone in the market for an automobile becomes a potential customer for a Chrysler motor product. It is expected, therefore, that the new plan will contribute toward stabilizing the business of our dealer organizations, enabling them to provide for customers desiring not only the higher price cars but those within the low price range. Chrysler corporation has in its existing Plymouth manufacturing facilities at Detroit one of the newest, largest and best equipped automobile plants in the world. Through the company's widespread distributing organization it is able thus to give the public a car meeting the Chrysler standard of workmanship and quality and that car to sell in the lowest price market.

The essential feature of the plan is this merchandising element which will inure greatly to the benefit not only of the 10,000 dealer organizations referred to, but also the public to whom they sell automobiles. This new program is a normal development of our policy. The offering of the first Chrysler car in January, 1924 changed the trend of design and engineering in the industry. Later, to meet the public's demand for low priced six and eight-cylinder lines in the Chrysler quality class, the company developed the lowest price eight-cylinder car in the world, as well as the lowest price six-cylinder car to bear the Chrysler name.

The Chrysler corporation has never lost sight of the importance of the large volume four-cylinder market. The company has maintained and developed its manufacturing facilities for making four-cylinder cars at the highest standard and along with realizing plant economies, has constantly improved and developed the car itself. Since the introduction of the Plymouth car in 1926, its growth has been steady and continuous, the sales reaching their highest level in the highly competitive year 1929.

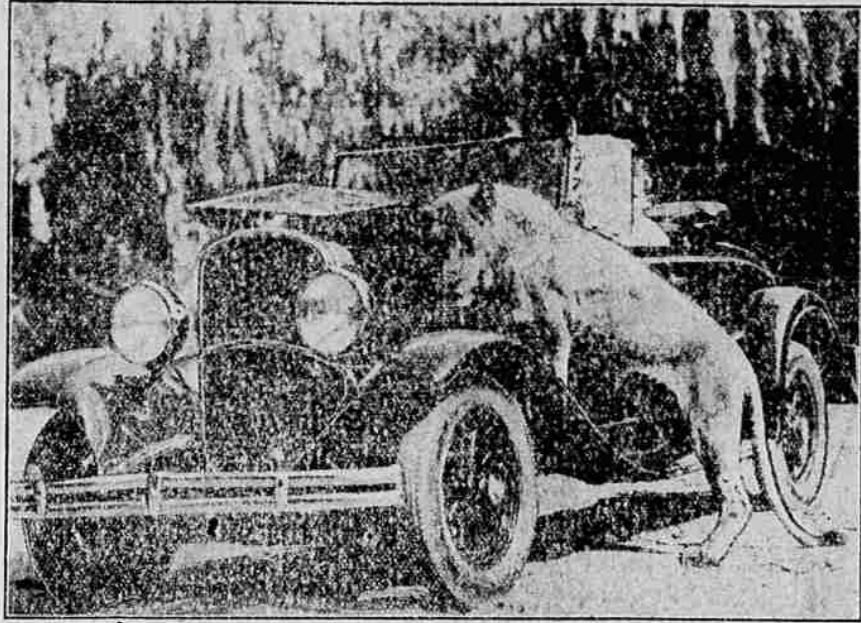
The new price schedule is made possible by the fact that without relinquishing its facilities or production, and without additional investment in plant, the Plymouth car can be profitably produced in large volume at the lower prices. The car is already designed and in production; more than 250,000 Plymouths or its predecessors have been sold; and the plants and facilities for larger production already exist.

The company will undertake an extensive advertising campaign to announce its new program. The 10,000 Chrysler, Dodge, De Soto and Plymouth dealer organizations throughout the country have hailed the new plan with enthusiasm. It is our belief that this plan may constitute one of the most important contributions Chrysler corporation has made to the development of the automobile industry.

Splendid Gift to City Maymont, Richmond, Va., was the home of Major and Mrs. James H. Doolley. By the provisions of the will of Major Doolley it became a city park at the death of his wife and the house became the Doolley museum. The gardens are considered some of the finest in the South and the house is filled with beautiful rugs, furniture and art gems.

It beats all how a woman can get a trunkful of stuff into a suitcase.

Listening to a Purr—of an Engine



This majestic ruler of the Los Angeles Zoo was so fascinated by the cat-like purr of the engine in a Chrysler "70" roadster that he gladly took a few minutes of his time to "listen in" more closely. Without being camera-shy, he stepped on the running board for engineering research and study.

Equipment For Pontiac Feature Of New Series

Special de luxe equipment, designed especially for the 1930 New Series Pontiac six, even further emphasizes the beauty of its graceful lines and striking colors. Most important among the de luxe fittings are the special six-wheel sets of wire wheels obtainable in colors to match or contrast with the various body finishes. With the six-wheel sets, the two spares are placed in special front fender wells and supported by chrome plated relainer clamps.

The special wire wheel sets, together with the chrome plated front and rear fender guards and the sturdy trunk rack, provided as special equipment for installation on the rear of the car, combine to complete an unusually attractive ensemble of color harmony and lines. Open bodies have full length chrome plated front and rear bumpers.

While admirably suited to enhance each of the seven body types in which the 1930 Pontiac is presented, the de luxe equipment appears to best advantage when combined with the new four passenger sport coupe, fitted with metal top and rear quarters and providing direct communication between passengers in the driver's seat and rumble seat by means of a crank-operated window. The de luxe equipment also proves highly effective on the two passenger roadster and the five-passenger phaeton with their Spanish leather seat and back cushions, their gray clothed folding tops supported by chrome plated slat irons and natural finish wood bows, their smartly designed provision for leaving the pyramid side curtains up while the top is down and their chrome plated, forward folding windshields.

The hand that rocks the cradle confuses the world when it sticks out from the driver's seat.

SILVER BULLET TO FLASH SOON

Designer of Racer to View its Tryout at Daytona Beach This Month.

DAYTONA BEACH, Fla., Mar. 15 (AP)—Louis Costien comes to America to see a simple picture—a streak of silver on Florida sands.

Kaye Ebon will paint it between today and the 20th when he flashes his "Silver Bullet" over hard-packed sand in quest of a new world's automobile speed record. The champion British driver will ride alone, but the shadow of Costien will be at his side to share victory or defeat.

Designer of the speed monster, Costien probably will be the keenest critic at the trials. Success will bring him two-fold pleasure, the end of months of scheming and triumph over a former pupil, Major Henry Seagrave, who holds the record of slightly more than 231 miles an hour.

He has not talked much of his latest product, but is hopeful it will attain 250 miles an hour. Two super-airplane engines will drive it.

Costien is a Frenchman, but 29 of his 51 years have been spent in England. Before the world war he became interested in aviation, and his aircraft engines powered many British seaplanes. The aeronautic influence has been carried to the "Silver Bullet" in airplane motors, stream-lining and vertical rudders.

Auto Salesman (desperately): But, madam, if you take this car we will put your initials on it free! Mrs. Saver: But my husband says it's not the initial cost that counts, but the upkeep.

White Certificate Should Be In Car

Display your white certificate of registration in your car.

This is the warning issued by the Oregon State Motor association which points out that the law requires display of the white slip in the driver's compartment. The 1929 white slips should have been received from the secretary of state's office following renewal of registration this year. The certificate of title should not be carried in the car. It is your certificate of title to your motor vehicle and should be placed with other valuable papers.

Motorists are also advised by the motor association that the law requires that license plates be kept clear of dirt and grease and be plainly visible.

Reason for Goodness

Beckie, usually a lively lot to whom keeping quiet was a stranger, had been wonderfully repressed at the day's session of Sunday school, and when it was over her appreciative teacher expressed approval by saying: "Beckie, dear, you have been a very good little girl today." "Yes'm," was the solemnly assenting reply. "I couldn't help being good. I got a stiff neck."—Brookton Enterprise.

Fresh Air Important

Bad air is narcotic poison. To sleep in a room that hasn't a current of air moving about is to invite depression, ill-health and grayness of complexion. Proper ventilation in the house is important. Years ago there existed an idea to the effect that night air was poisonous. That was silly bunkum.—Exchange.

"How's your car running?" "Not so good. I can't keep it throttled down." "How's your wife?" "Oh, she's about the same."—Pathfinder.

REMOVE 36,000 CARS FROM ROAD

Unfit Automobiles Are to be Taken Off Pacific Coast Highways.

NEW YORK, Mar. 15 (AP)—Thirty-six thousand unfit automobiles will be removed from Pacific Coast highways during the coming year in an effort which is part of a national highway safety plan which is being undertaken by various companies in the automobile industry, as announced by the national automobile chamber of commerce. The program will involve the expenditure of approximately \$1,252,000 on the Pacific coast. Nationally, the motor companies plan to scrap 400,000 old automobiles in 1930, involving an expenditure of approximately \$15,000,000. The number of cars which it is estimated will be scrapped in each of the states on the coast is as follows: California 26,450 Washington 5,550 Oregon 3,520

The program is characterized as "perhaps the greatest single safety move in industrial history," by Alan Macauley, president of the automobile chamber, and former chairman of its street traffic committee.

"This widespread experiment will strike right at the heart of the unsafe vehicle problem by eliminating a huge block of those cars which are in the poorest condition," says Mr. Macauley.

One of the hazards of the highway situation has been the rattling trap car which keeps re-appearing on the road after it has presumably been sent to the discard. The aim of this program is to guarantee the actual scrapping of the vehicle. The Plan will be worked out by each company participating, in line with its general sales policies and the volume of its production.

R. H. Grant, is chairman of the committee which worked out the details of the program. Other

members include: C. H. Bliss, J. E. Fields, Paul G. Hoffman, H. W. Peters, Courtney Johnson, Edward S. Jordan.

British Motor Magazines Tell Of Studebakers

Tribute to the unusual performance of Studebaker's President Eight and Commander Eight features two recent articles in the Junior Car Club Gazette and Auto-car, British motor publications, according to M. J. Goss, Studebaker-Tuskine dealer here.

"The story in the Junior Car Club Gazette comments on a road trip undertaken with a Commander Eight Sedan as follows: 'without an appreciable effort we were in Bath, 104 miles, in 2 hours 25 minute running time. The performance of the Commander on the hills was impressive. We tried Countisbury from a standing start in second gear and made a rousing climb. It is not every car that can start this hill in second and conquer a lot of the hill in top.

"The Commander gave us the sensation of being drawn majestically in an armchair between milestones that occur at surprisingly frequent intervals. Hills on main roads merely alter the ejection note of the carburetor but do not diminish speed, and I can think of many long distance main routes where a top gear would be all that is necessary in the gear box. In view of the power of the car, the roads that were used, and the hills that were climbed, the average of 15 miles to the gallon of gasoline is good."

"Writing in a recent issue of Autocar, J. E. Whitehall, a London President owner had this to say: 'It has recently been my good fortune to purchase the identical car reviewed in your issue of July 12, namely, the straight eight Studebaker, which competed so successfully in the British double-Twelve race at Brooklands in May. I have driven the car on the road about 1500 miles. Since then I have read your article and congratulate you

on its fairness alike to manufacturer and buyer.

"Had I been writing the article I would have gone into ecstasies over its dead silence and smoothness. The President makes untenable the axiom that you cannot have speed without engine noise. You gave the petrol consumption as 15 miles per gallon. Over a distance of 391 miles in my hands, it has worked out at exactly 15.64 m. p. g. Short of Brooklands I know of no place where its maximum speed of 91 m. p. h. can be tested, but with ease I have had 82 m. p. h. on a suitable stretch of road."

Heading in Canby (Minn.) News: "Man in Taxicab Commits Suicide." The meter should never face the passenger.

First Street Car Line Loses Fight

BERLIN (AP)—The world's first street car line, after serving its strap-hangers faithfully for half a century, has lost its battle against the encroaching motor bus.

Double-decker omnibuses have been installed on the Lichterfeld-Kadettenanstalt route here, and the tram line which on May 12, 1881, opened operations as the first commercial electric railway with a regular schedule, has been discontinued.

The rattling cars have vanished from the familiar streets, and the track and trolley wire sent to the scrap heap.

USED CARS WITH AN OK THAT COUNTS

1928 STUDEBAKER COUPE—Good rubber, excellent green leather upholstery, beautiful green Duco finish on a perfect body. This car is one of our specials, priced below Northwest Manual for quick sale. Sale price for 2 more days. An OK car \$645

1928 CHEVROLET SPORT TOURING—Five new tires, new paint, excellent top and upholstery, body like new and a complete motor overhaul. This car is fully guaranteed and carries an OK that counts \$350 Recently reduced price

1929 CHEVROLET COUPE—Excellent Blue Duco, fine upholstery, 5 tires like new, motor completely reconditioned and covered by our 30-day guarantee. Come in and drive this car \$595

1929 FORD SPORT ROADSTER—Driven 2,000 miles by a careful owner, fine new tires, tire cover and lock, rumble seat, windshield wings and other equipment. Top and side curtains are new, upholstery new, body new and finished in a brown buff. Don't miss it! An OK car \$485

Larison Chevrolet Company Used Car Lot Phone Main 508 407 Fir St.

GOODYEAR'S!



No need to risk your motoring enjoyment and spend more money by buying cheap tires or used tires. Our Pay-as-You-Ride plan gives you brand new Goodyear Tires, with all the Mileage, Safety, Traction built into these world-famous tires at the factory.

You can have your new Goodyears today. No Red Tape. No delay this easy, convenient way.

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From loss against property damage, personal liability, collision

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