

BUICK PRESIDENT VISITS PORTLAND

E. T. Strong Brings Message of Optimism to Pacific Coast Dealers.

E. T. Strong, president of the Buick Motor Company, of Flint, Michigan, an outstanding figure in the automotive industry, recently addressed Buick dealers in the Portland zone bringing them a message of optimism. Strong was accompanied by R. F. Thompson, general manager of the Howard Automobile Company, Buick distributors.

Though planning his present tour primarily as a vacation, Mr. Strong has accepted to arrangements made by H. E. Loomis, western regional manager of the Buick Motor Company, and C. A. McGee, zone manager of the Howard organization, to be guest speaker at a luncheon-meeting of Buick Marquette dealers in this territory. Also participating in the meeting will be the entire western factory regional executive staff and the Howard zone officials.

It was a message of decided optimism that President Strong, from his position of eminence in the automotive industry and his experience in creating a record unduplicated in the history of the motor car in dollar sales volume, brought to the meeting.

News of the trend interviewed previous to the meeting, President Strong commented freely on present business conditions as he sees them. He described the marketing situation as progressively clarifying and he saw a definite upward trend. The coming months, he said, will see a decidedly stronger development. President Strong spoke of the accomplishments of the Howard organization which is now in its twenty-fifth year of Buick distribution. He told of the importance of the Howard coast activities in the annual marketing, both in the past and the future.

In his message to his organization, the Buick president predicted that the motor car will soon be so widely adopted that every member of the family will have individual transportation. The western states, with a greater number of cars per capita than any other section, is already advanced toward this. The future of the industry, he said, was fixed in the transportation of the nation.

"Approximately 18,000,000 persons, or about one-sixth of the entire population of the United States, are directly or indirectly dependent upon the motor industry for their livelihood," said President Strong. "Nearly \$2,000,000,000 are invested in the motor car manufacturing plants of this country exclusive of parts, tires and accessories factories. These plants produce 85 per cent of all automobiles manufactured in the world and 77 per cent of the world's total is owned in the United States."

"Twenty-two and one-half million cars are now in use in America, and with the total yearly production in American motor car

Buick President Visits West



E. T. Strong (left), President of the Buick Motor Company, who is touring the coast addressing Buick dealer meetings and looking over business conditions. Next to Strong is H. E. Loomis, western regional manager for Buick; next is R. F. Thompson, general manager of the Howard Automobile Company, Buick distributors, and next is C. A. McGee, manager for Howard Automobile Company in Portland.

plants the industry continues running at a high peak. These figures are exclusive of the export business which is constantly growing.

"Travel by motor in this country has reached tremendous proportions. Government figures indicate that nearly 20,000,000 motorists visit the national forests each year. Transportation over 2,000,000 miles of highways in America has brought together all the differences in human mind and welfare. The Pacific and Atlantic are no farther apart than miles of earth and the miles are getting shorter. New York knows San Francisco and Los Angeles as it does Minneapolis and New Orleans. Thus we have accepted the motor car as a very definite part of our existence. That has implanted it in the American blood."

THEATERS

"Hallelujah" Coming to State Sunday

One of the best known negro stage actors in American drama—a former chorus girl of the "Blackbirds" negro revue—a former minister and negro editor, one of the few remaining ex-slaves—a vaudeville singing comedian—a cotton-field worker—these are some of the players in the diverse cast in "Hallelujah." King Vidor's great all-negro talking drama.

From the New York stage, from the streets of Memphis, the night clubs of Chicago and the plantations along the Mississippi the director of "True Big Parade" assembled the unique group of colored players in the Metro-Goldwyn-Mayer spectacle, which comes Sunday to the State theater. When Vidor, after three years of entreaty, finally won permission to make the daring new picture, the first all-negro drama in history, the assembling of the cast was his first task.

Whippets Meet With Favor In Spring Market

That the interest of the public in the four-cylinder car is a strong as ever before in the low priced field is indicated in the wide public acceptance of the 1930 Whippet. In the presentation of the complete Whippet-Overland line at all of the automobile shows held so far this year, the interest of the public in these smart cars was as marked as in any previous year.

This interest was noticeably stimulated a short time ago when the Whippet-Overland company announced a drastic price cut in the Whippet Four line, this reduction making the sedan model the lowest priced 4-door sedan in the world. Indications are that the Whippet Four, which provides the Whippet-Overland organization with its coverage in the lowest priced field, will prove as popular throughout 1930 as in the nearly four years that have passed since it made its initial appearance.

The Whippet Four holds a conspicuous position in motordom. Introduced in June 1926, it provided a revolutionary change in its price class and was admittedly years ahead of its time, not alone in price but in design, performance and engineering features. Because the Whippet was so far advanced over other cars in its price class, it was unnecessary to make any major changes in the following years, so successful was the new car. However, various refinements and minor changes were made from time to time to maintain the position it had won in the low priced field.

Coupled with the Whippet Four is the Whippet Six line, which has also enjoyed a wide acceptance on the part of those buyers who prefer a six to a four. This car has likewise established an outstanding name in the field of the low priced sixes for performance, low operating and upkeep expense, reliability, smartness of lines and roominess of interiors.

These two lines of 1930 Whip-

pets, together with the new line of Willys Sixes form the basis of Willys-Overland's complete price coverage in the low priced market while the Willys-Knight "70-41" and the Willys-Knight Great Six complete the coverage in the medium and quality car brackets.

One Killed In Accident Every 17 Minutes, 1929

There was an average of one person killed in an automobile accident every 17 minutes during 1929, according to the Oregon State Motor association, which bases the statement on a report received from the A. A. A. safety department showing that a total of 21,600 people were killed in automobile accidents last year.

The association pointed out that this represents an increase of about 12 per cent over 1928, when approximately 28,000 fatalities were attributable to motor vehicle accidents.

"This increase," say club officials, "is especially significant when it is considered that motor vehicle registrations increased only eight per cent in the same period. This means that the gain in fatalities was four per cent greater than the increase in registrations."

"As the population increased only about one per cent during the year, the gain in accidents can hardly be attributed to this cause. There were approximately 167 deaths to every 100,000 registered in 1929. This represents an upward trend since 1927. There were 157.4 deaths per 100,000 cars registered in 1928 and there was a decrease of a rate of 95.5 in 1926. In that year the thermometer of motor vehicle fatalities started upward and 1929 established a new record."

"In other words, deaths from motor vehicles have increased threefold in a ten-year period. Only 15 per cent of accidental deaths were caused by motor vehicles in 1919, while last year they accounted for approximately 32 per cent."

American Legal Tender

American money is the only legal tender in Alaska, Hawaii, Porto Rico, Canal Zone, American Samoa, Guam and in Wake and the Midway islands. The Philippine Islands have their own currency, the unit being the peso. On the Virgin Islands of the United States, in addition to United States currency, Danish currency is legal tender until 1933.

Teacher's High Importance

Let the soldier be abroad if he will, he can do nothing in this age. There is another personage—a personage less imposing in the eyes of some, perhaps insignificant. The schoolmaster is abroad, and I trust in him armed with his primer against the soldier in full military array.—Lord Brougham (1779-1868). Speech, 1828.

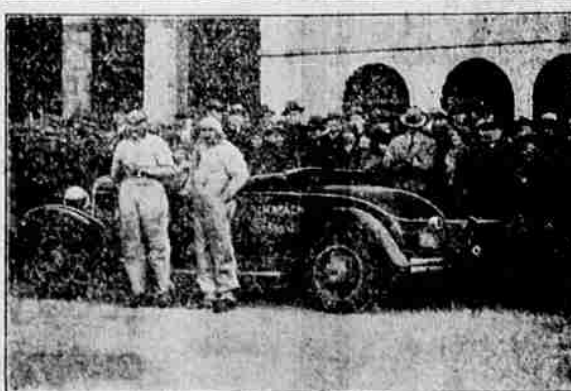
High Grade of Steel

Crucible steel is a superior but expensive kind of cast steel made either by melting blister steel in crucibles or by fusing together wrought iron, carbon and flux in crucibles. That made by the former method is the standard for fine tools.

Add Similes

Simile for (today): As futile as a married man on the witness stand telling lies to female jurors.—Buffalo Evening News.

Finish of Record Chrysler Run



This Chrysler "77" Roadster, driven by Peter Wertz and Don L. Marsh, Chrysler dealers, as it finished the 1,381 mile run from Palm Beach, Florida to Asbury Park, N. J. in 23 hours and two minutes, an average speed of approximately 60 miles an hour. The run was made under supervision of A. A. A. motor clubs, and shattered all existing records. The only special equipment on the car was an extra gasoline tank.

FLORIDA MAN OWNS FORD OF THE YEAR 1903

W. E. Mathews, of Wheelley Brothers Garage, Jacksonville, Florida, has in his possession a Ford car 26 years old. It is still capable of doing 19 miles an hour with its charming two-cylinder motor. Said to be the first one ever brought to Jacksonville, it was purchased in New York in 1903 by C. Lyman Spencer of Ocala, Florida, and shipped to that state by boat. The car is red in color and weighs about 1,000 pounds. It has room for three passengers and the driver. The door to the back seat is in the center, above the rear axle. The car has a right-hand drive and its crank is on one side. The tank holds three gallons of gasoline and will carry the car from 65 to 70 miles.



SATURDAY PROGRAMS
The National Broadcasting company program for Saturday follows: 6 to 7, classical compositions; 7 to 8, dance music; 8, classical; 8:30, Amos and Andy; 9, Lyman; 9:30, Penrod; 10, prohibition poll; 10:15 to 10:45, "Tales Never Told"; 10:45 to 11, sports. The Columbia Broadcasting system program for Saturday follows: 5:30, Cincinnati symphony orchestra; 7 to 8, Movie hour; 8 to 10, "Chasin' the Blues"; 10 to 12, dance music.

Tacoma
KVI (760kc) 5:30, CBS; 6:14 to 7, silent; 9, CBS; 10, music; 10:12, CBS; 12 to 1, vaudeville program.

Seattle
KJR (970kc) 8, Harmony Aces; 9, concert; 9, Saturday Knights; 9, northwest hour; 10, sunshine program; 10:30, Vio Meyers orchestra; 12, requests.

Salt Lake City
KSL (1500kc) 6, NBC; 8:45, male quartet; 9:15, 6:30am; 11:15, midnight review.

Spokane
KHQ (590kc) 6:45 a. m., inspirational; 7, musical program; 8, Happy Time; 9, features; 9:45, farm and home; 10:30, music; 11, With the Classics; 12:15, Cecil and Sally; 2:30, music; 4, Puccini's opera; 5, business world program; 6, NBC; 8, Melody Three; 8:30, NBC; 11, vaudeville frolic; 12, requests.

Portland
KEN (1150kc) 7, musical program; 8, studio and dance. KGW (620kc) 6, NBC; 9:30, studio 30, Cecil and Sally; 10:10, Hi Jinx; 12 to 1, popular program.

Los Angeles
KNX (1050kc) 6, organ; 6:30, string ensemble; 7, CBS; 8, features; 10 to 12, dance music.

KHJ (900kc) 6, NBC; 8, Sunday features.

San Francisco
KFO (680kc) 5:15, NBC; 8, musical programs.

KFRC (910kc) 6, CBS; 7:30, features; 9, dance music; 11, organ.

Oakland
KIX (880kc) 6, concert; 7, news; 7:30, musical features; 9, dance music.

KGO (750kc) 6, NBC; 11 to 12, dance music.

San Francisco
KFRC (610kc) 6, NBC; 7, CBS; 10, Frank Watanabe; 10:10, CBS; 12 to 1, dance music.

KPO (680kc) 6, concert; 7, popular music; 8, NBC; 8:30, concert; 9, Cecil and Sally; 9:10, salon orchestra and soprano; 10, dance music.

SUNDAY PROGRAMS
The National Broadcasting company program for Sunday follows: 5:15, radio hour; 6:15, concert; 7:15, popular concert; 9, novelty; 10, Gay Classics.

The Columbia Broadcasting system program for Sunday follows: 6 to 7, Theater of Air; 7 to 7:30, Poet of Organ; 10 to 11, dance music; 11 to 12, organ.

Tacoma
KVI (760kc) 5:30, concert; 6:15 to 7, silent; 9, Portland symphony orchestra; 10, state championship band; 11, CBS; 12 to 1, organ.

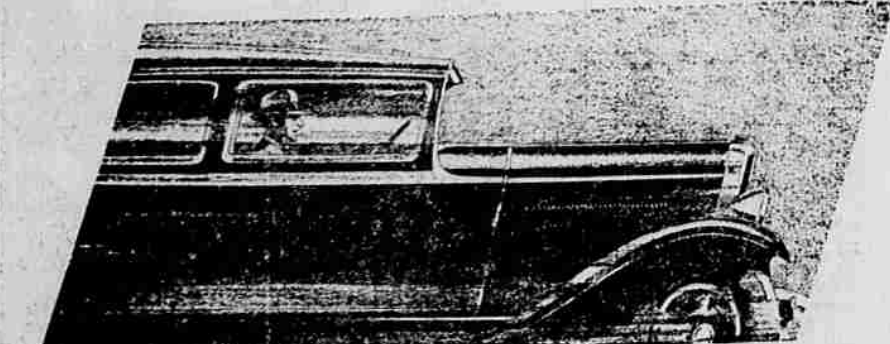
Portland
KEN (1150kc) 6, Hour on Broadway; 7, orchestra concert; 10, ensemble; 11, dance music.

KGW (620kc) 6:15, NBC; 8, features; 10, little symphony.

Seattle
KJR (970kc) 6, Hour on Broadway; 7, orchestra concert; 10, ensemble; 11, dance music.

Los Angeles

High in power—
moderate in weight
--and therefore
SUPERIOR in PERFORMANCE



An 85-horsepower engine makes the New Oakland Eight the highest powered car produced for its weight and size, only racing cars excepted. Because it develops one horsepower to 37 pounds of car weight, few cars can match the New Oakland's speed, pick-up and power. This ratio of power to weight accounts for its superior performance. Furthermore, the inherent eight-cylinder smoothness of the power plant is intensified by a complete down-draft fuel system—new type cylinder heads—a short, very rigid crankshaft—and laminated steel spring and rubber engine supports. The New Oakland Eight is also very economical to own. Its gasoline mileage equals that of many sizes of compo-

ble size. Its sound basic design assures dependability and long service. And the extreme accessibility of its parts keeps maintenance costs at the minimum. . . . Come in and see this car with smartly tailored bodies by Fisher. It will convince you that you can now own an exceptionally fine eight at a very moderate price.

The New Oakland Eight, \$1045 and up. F. O. B. Pontiac, Michigan, plus delivery charges. Love or Hate it, Hydraulic Shock absorbers included in list price. Bumpers, rear fender guards and spring covers extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list if it is a better price when comparing automobile values. Oakland delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

The New OAKLAND
La Grande Motor Company
ADAMS AVE.

KHJ (900kc) 6, CBS; 7:30, features and musical programs.

KNX (1050kc) 6, talk; 7:30, feature program; 8, Presbyterian church; 9 to 10:30, Lubovicki trio.

KFI (640kc) 5:15, NBC; 8, Sunday features.

San Francisco
KFO (680kc) 5:15, NBC; 8, musical programs.

KFRC (910kc) 6, CBS; 7:30, features; 9, dance music; 11, organ.

Monday Specials
CBS; 8 to 10, KFRC Blue Monday Jambores.

NBC; 6, popular concert; 6:30 to 7, Family Party; 7:30, Empire Builders; 8, symphonists; 8:30, Amos and Andy; 8:45, Ole and the Girls; 9, concert; 10, prohibition poll; 10:30, House of Myths.

KPO; 7, popular concert; 9, Cecil and Sally; 10, dance music.

KJR, KEN; 6, orchestra program; 8, popular music; 9:30, wrestling match (KJR only); 10:30, music and dance rhythms.

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OWNERS

acclaim them sensational values

Motoring experts and the motoring public unite in acclaiming Dodge Brothers achievement in the new Dodge Six and Eight-in-Line. From the standpoint of comparative specifications or by actual test on the road, these cars have astonished everyone with their remarkable performance, their luxury, their roominess and their beauty. And all these fine qualities are offered at prices which bring a Dodge car within reach of many added thousands.

A NEW ROOMIER SIX

\$835

AND UP, F. O. B. FACTORY

For the first time at so low a price, a Six—or a closed car of any description—by Dodge Brothers. The lowest-priced car ever offered with Mono-Piece Body. And the lowest-priced Six ever to be equipped with internal-expanding four-wheel hydraulic brakes! And roominess, beauty, power, speed and dependability in a measure never before available in any car at such a low price!

A NEW EIGHT-IN-LINE

\$1095

AND UP, F. O. B. FACTORY

For the first time, an eight-cylinder motor car of Dodge Brothers traditional dependability. The first time such a wealth of power has ever been achieved at such a low first cost and with such economy of operation. The first time such a combination of luxury, beauty and refinements has ever been offered outside of the high-priced field. In every way, a triumph of value!

DODGE BROTHERS

SIXES AND EIGHTS

UPHOLDING EVERY TRADITION OF DODGE DEPENDABILITY

L. C. SMITH

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REDUCED TO
\$585

F. O. B. TOLEDO, O.

WHIPPET NOW THE LOWEST PRICED OF ALL 4-DOOR SEDANS

Combining smart design, advanced engineering and unusual economy. A great car with a great future...

1930 Whippet

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