

SEATTLE TO GET TWO CAR PLANTS

Oakland-Pontiac and Ford Motor Companies to Establish Concerns.

The importance of the automobile business is strikingly illustrated by the establishment of a hundred thousand dollar concern in Seattle, to handle the Oakland and Pontiac car in King County, Washington, in which Seattle is located, and throughout Alaska.

"Seattle newspapers last week carried the announcement of the new Oakland and Pontiac dealership in Seattle," states L. M. Dreyes, regional manager for the Oakland Motor Car company, with headquarters in Oakland, Calif. This firm, Dreyes and Kutz, Inc., will handle the cars in King county and also in Alaska.

"In addition to the Seattle and King county organization, the new firm will have sales agencies for Oakland and Pontiac cars in Cordova, Fairbanks, Ketchikan and Juneau, Alaska. They will have fourteen sub dealers operating under their Seattle store.

"The northwest is one of the richest territories in the West and is now adequately covered for Oakland and Pontiac sales and service," Dreyes continued.

"The performance tests of the new Oakland V-8 have attracted favorable comments throughout the country. The hill climbing demonstrations carried out in all parts of the nation have surprised automobile owners everywhere. Hills have been climbed in high gear with the new Oakland that were impossible to climb with other cars in years past.

"The new Seattle dealership is now functioning and is one of the strongest units in our nation-wide Oakland and Pontiac dealer organization."

SEATTLE GETS FORD PLANT Announcement by the Ford Motor company of the acquisition of a thirty-acre site at Seattle, Washington, for the construction of a new assembling plant marked the third important building project to be undertaken recently on the Pacific Coast. A new plant at Long Beach, California, near Los Angeles is about ready to begin operations, while plans for construction of a new plant at Richmond, California, to replace the present one in San Francisco were announced about January 1 of this year.

As in the case of the two California sites, the new ones in the Pacific Northwest provide for dockage facilities on tide-water. Initial plans call for an assembly plant of approximately 250,000 square feet, with a capacity of about 250 cars daily. A story and one-half structure of concrete and steel approximately 200 feet wide and 800 feet long is planned, as well as a dock and warehouse, the latter having approximately 40,000 square feet. Employment for between 1,000 and 1,500 men will be provided, it is estimated. It is hoped that the plant will be ready for use early in 1931.

Construction Is Silence Aid In Hudson Bodies

An innovation introduced this year on Hudson bodies is the new flange construction. All channels have an additional flange which without adding weight increases body rigidity and prevents weaving.

This feature also stops any tendency of the body to transmit vibrations set-up by road inequalities thus adding to the passengers riding comfort.

A channel moulded box type steel dash is used which allows the dash wiring to be concealed in an easily reached position. The flange construction feature is employed in the dash and in the steel body sills, thus stopping at the source any tendency of the body to weave or develop body cracks.

Roof quarters of steel are integral with the rear quarter panel. Deck braces at the front end provide added strength and rigidity, while auxiliary deck braces on top prevent top weaving.

The customary wood screws for holding roof bases are replaced by a special type of bolt. Top padding of a newly fashioned quilted construction is used, instead of the usual roof moulding, consisting of fabric and rubber strips, a positive weather seal of aluminum is used.

Lines are unbroken by seams or joints; there are no cracks to permit the entry of moisture or to break the body lines. The body presents continuous soft lines from the windshield on one side back and around the body to the windshield on the other side.

This type of body possessing superlative features of silence and comfort costs more to build, but the saving effected by big production and large resources pass this benefit on to the buyer at no increase in cost in the Hudson great tight.

ROAD MILEAGE INCREASE From 1925 to 1929 the mileage of surfaced highways in the United States increased from 471,567 to 615,000. Present construction programs promise an even more rapid increase in the near future, points out the Oregon State Motor association.

Chevrolet Men Sell Many Used Cars In Winter

DETROIT, Apr. 25.—An indication of the rapid expansion of the used car market and an assurance of a brightening business outlook was revealed in an announcement by the Chevrolet Motor company that winter sales of used cars by the nation-wide Chevrolet dealer organization exceeded by more than 25 per cent the best previous winter record.

Despite the extremely cold and stormy weather in the northern states in January and adverse weather conditions in some other sections, sales of used cars by Chevrolet dealers during the month totaled 60,000 cars as compared with the January record of 48,000 established last year.

A quickening of general business and unusually mild winter in February assured a new record for that month even though final figures for the last ten days of the month are not yet available. Reports from dealers for the first twenty days of February show an increase of 54.4 per cent over the corresponding period of February last year. During the first twenty days of February, 1930, the Chevrolet dealer organization sold 58,922 used cars, nearly equalling in 20 days the record month of January.

The stature of the February achievement may be further appreciated by a comparison of this figure with 38,176 used cars sold during the corresponding period of February last year. In commenting on the achievement, officials pointed out that it was made possible through the public confidence that has been built up by Chevrolet dealers through the general policy of offering for sale only dependable merchandise. They explain that through the widespread use of the red tag "with an O. K. that counts," prospective used car buyers are assured that every vital part of the car has been properly reconditioned and put in shape to offer thousands of miles of unused transportation.

Travel Bill In 1930 Will Break Former Records

The travel and holiday bill of American motorists this year will exceed all previous records and should reach the stupendous total of \$2,500,000,000, according to the Oregon State Motor association, which bases the estimate on last year's expenditures, plus the usual increase of about 7 per cent. Commenting upon this fact, motor association officials say: "The large expenditure on motor vacations, has a financial significance to the whole country, in addition to the individual dividends it pays in health and wholesome recreation. There is no other business that is doing so much to distribute wealth and prosperity. Travel, in fact, is becoming more and more a factor in national and international stability.

"Competition for the dollar of the traveler has become one of the keenest struggles in the national and international arenas. This competition, while wholesome and friendly, is perhaps as keen as anything business or industry has witnessed in the history of the world.

Fifty Million Cars Is Bureau Forecast

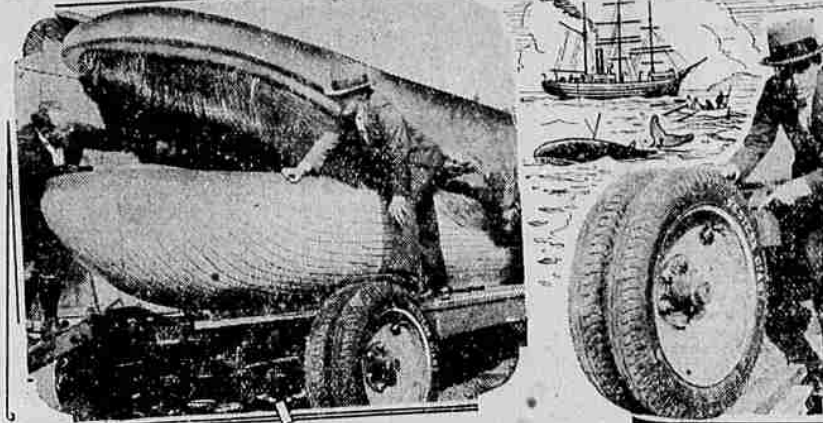
That 50,000,000 automobiles will be traversing American roads in contracts to the 25,000,000 now in use, is the recent prophecy received by the Oregon State Motor association from the Albert Russell Erskine bureau of street traffic research of Harvard university. The importance of careful street and highway planning for future traffic is indicated by this forecast, points out the Motor association. The bureau also finds that the motor car of today is four times as safe as that in use ten years ago, placing the blame for accidents almost wholly upon drivers.

JUMP SAVES THEIR LIVES

ROSEBURG, Apr. 26 (AP)—Jumping from their automobile just as it plunged over a high cliff into the ocean, Mr. and Mrs. Max Newzell, escaped death while on a recent trip to California. The accident happened on the Roosevelt highway, south of Crescent City. A broken steering gear caused the machine to swerve from the road, both occupants leaping from the car an instant before it toppled off the cliff and rolled several hundred feet into the surf. They purchased a new car and continued their journey.

MONDAY HIGHLIGHTS NBC: 6:30, Empire Builders; 7:30, Amos and Andy; 8, symphonists; 9, concert; 10, Henry Starr; 10:30, House of Myths. CBS: 7, Melodias of Broadway; 7:30, popular music; 8, Blue Monday; 9, popular music; 10, dance music.

Sea Monster Gets Cross-Country Ride



What is perhaps the first attempt ever made to haul a whale overland from Los Angeles to New York, was recently brought to the attention of the Western Auto Supply Company when they were called upon to equip a 32-foot steel trailer with eight Western Giant truck tires. Top photo shows the trailer with the 50-ton whale at the start of the trip. Lower left, one of the exhibitors calls attention to the baleen or whalebone in the mouth of the sea beast. Lower right shows how the tires were mounted in pairs to insure safe delivery and uninterrupted service.

Spring Demand Spurs Shipment Of Automobiles

In anticipation of sales and retail deliveries reaching their peak in May, shipments of cars from the Chrysler plants in Detroit have shown sharp increases each week. Total shipments of the company for March amounted to 9501 units, an increase of approximately 69 per cent over February and a gain of 337 per cent over January.

Included in this volume of business are all body types of the Imperial, "77," "70," "66" and new Chrysler Six lines, representing a wide price range.

Spring days that call motorists outdoors and on long drives over country highways create the urge for a new car with vivid color combinations, unmatched mechanical performance and smooth riding qualities. The desire to break away from the motoring restrictions imposed by winter weather is reflected by a seasonal sales volume in the months of April, May and June that represents practically a third of the annual sales, according to Chrysler officials.

"Cars in the hands of dealers since the first of the year have been greatly under the total of a year ago," said J. W. Frazer, general sales manager of the Chrysler corporation. "Shipments are continuing to increase to meet rising demands and care for future orders, as forecast by the interest focused on Chrysler cars at automobile shows throughout the country earlier in the year.

"The automobile industry is approaching the time of year when millions of people are considering the advantages of owning a car or buying an additional car. The 1930 style trends and mechanical refinements represent the greatest value in history, and more than ever make the ownership of an automobile a vital factor in health and happiness.

PACIFIC HIGHWAY O. K.

Good conditions prevail over U. S. 99, the Pacific highway route to San Francisco, with the exception of a nine-mile stretch of gravel 12 miles out of Redding, where motorists are required to drive slowly. At the end of this section there is also some rough and cut-up road, due to scarifying work. Slow and careful driving is also required between Gazelle and Yreka, due to heavy gravel on the road, according to the touring bureau of the Oregon State Motor association.

Spring Demand Spurs Shipment Of Automobiles

In anticipation of sales and retail deliveries reaching their peak in May, shipments of cars from the Chrysler plants in Detroit have shown sharp increases each week. Total shipments of the company for March amounted to 9501 units, an increase of approximately 69 per cent over February and a gain of 337 per cent over January.

Included in this volume of business are all body types of the Imperial, "77," "70," "66" and new Chrysler Six lines, representing a wide price range.

Spring days that call motorists outdoors and on long drives over country highways create the urge for a new car with vivid color combinations, unmatched mechanical performance and smooth riding qualities. The desire to break away from the motoring restrictions imposed by winter weather is reflected by a seasonal sales volume in the months of April, May and June that represents practically a third of the annual sales, according to Chrysler officials.

"Cars in the hands of dealers since the first of the year have been greatly under the total of a year ago," said J. W. Frazer, general sales manager of the Chrysler corporation. "Shipments are continuing to increase to meet rising demands and care for future orders, as forecast by the interest focused on Chrysler cars at automobile shows throughout the country earlier in the year.

"The automobile industry is approaching the time of year when millions of people are considering the advantages of owning a car or buying an additional car. The 1930 style trends and mechanical refinements represent the greatest value in history, and more than ever make the ownership of an automobile a vital factor in health and happiness.

PACIFIC HIGHWAY O. K.

Good conditions prevail over U. S. 99, the Pacific highway route to San Francisco, with the exception of a nine-mile stretch of gravel 12 miles out of Redding, where motorists are required to drive slowly. At the end of this section there is also some rough and cut-up road, due to scarifying work. Slow and careful driving is also required between Gazelle and Yreka, due to heavy gravel on the road, according to the touring bureau of the Oregon State Motor association.

RACERS PREPARE FOR CAR CLASSIC

Drama of 500-Mile Memorial Day Race at Indianapolis to be Enacted.

By Alan J. Gould (Associated Press Writer)

It may not mean so much to the public at large, picking its hazardous way through traffic at Broadway and Forty-second street, but it is highly significant to the automobile racing world that the roar of two-seated machines, instead of the wispish buzz of single seaters, now can be distinctly heard around the brick speedway at Indianapolis. We have it on the word of Steve Hannegan, the Indianapolis kid himself, that the restoration of two-seating racing machines to the famous 500-mile sweepstakes this May means a renaissance in the automobile speed world.

"Where were the future drivers trained in the old days?" demanded Mr. Hannegan. "Why right beside the speed kings of their time—in the mechanic's seat. In the past seven years of single-seated races, the result has been to reduce the number of first class drivers. The boys either had to go out and drive, with the chance of being bumped off through lack of experience, or remain on the ground."

"Pete De Paolo learned the racing game as a mechanic for his uncle, Ralph De Palma. Pete became national champion in 1925, when he set the Indianapolis record of 101 miles per hour, and repeated in 1927. Now he has two cars entered for the 1930 race, one of which he plans to offer to Uncle Ralph.

"Some of the drivers, like Bob McDonough, don't want to be bothered by mechanics. They prefer to play lone-hand. . . . Then there's Leon Duray, the 225-pound veteran, whose principal difficulty is in finding a mechanic small enough so his machine won't be over-weighted."

No other classic of the auto racing world can equal the drama of the famous 500-mile Memorial Day whirl at Indianapolis. Annually, it draws the biggest crowd of any sports spectacle in America, if not in the world, for close to 150,000 or more than pack up a lunch, crank up the old petrol wagon and find a place to anchor somewhere in proximity to the five mile race track. . . . Many of the old favorites are gone now. Some dead, others re-

tired but the names of Ray Harroun, Louis and Gaston Chevrolet, Ralph Mulford, Joe Boyer and Ray Keech remain linked with the most exciting moments of the roaring road. Still in the spotlight are McDonough, DePaolo, Duray and Lou Meyer, the 25-year-old national champion for the past two years, winner of the 1928 race, runner-up last year to Keech.

The 1928 Indianapolis race was a thriller. Meyer came from nowhere to win it and beat a flock of great drivers. Meyer had never driven a big race but he was part-owner of a garage, a good mechanic and bitten by the racing bug. Just before the race, he got a chance to buy a car from Red Shafer, who had two himself and wanted to part with one of them. Meyer sold his interest in the garage by long distance telephone bought the car and won the race.

New Cord Front Wheel Drive Car Is Demonstrated

Chas. L. Dunham, district sales manager for the Cord division of the Auburn Automobile Co., was in La Grande yesterday demonstrating the Cord front-wheel drive car. He was accompanied by Aug. E. Young, of Ontario, who is Cord distributor for this territory.

The Cord 6-passenger sedan attracted much local interest. It is powered by a 61 inching straight eight motor, 61 inches overall height, clearance 8 1/2 inches, wheel-base 137 1/2 inches. The frame and body are about 7 inches lower than average car giving a low center of gravity which permits speeds of 60 miles an hour around sharp curves. The car weighs 4650 lbs. and sells for \$3695 delivered fully equipped.

Mr. Dunham explained that the Cord is the only front-wheel drive car now in production in America. Racing models have been used for several years and the drive is used on five European built cars. His company also make the Auburn and Duesenberg rear drive cars. Mr. Dunham recently delivered a Duesenberg to a Prince of India at Vancouver, B. C., a model that sold for \$28,000.00. Chas. Chaplin has a \$21,000 Cord, he said.

MOTOR TRAVEL ACROSS BORDER

Last year more than 600,000 motor cars from Canada visited the United States, according to reports in the Oregon State Motor association. More than 4,500,000 American cars were driven into Canada during 1929.

ACTION OF GEARS ARE MADE VISIBLE

Man Enabled to see What Happens in Blur of Whirling Machinery.

PITTSBURGH (AP)—Radio waves traveling at nearly the speed of light now enable man to see what happens in the blur of whirling machinery.

An airplane propeller blade moving at top speed, so fast that it is all but invisible to the eye, appears to stop and stand still when the new radio lights are turned on. If the speed is sufficient, the tip of the blade may be seen to elongate under the pull of centrifugal force.

When the lights are directed upon moving belts and gears, those objects appear to stand still, except for slowly whirling motions which reveal slipping and imperfections of action.

The radio waves are produced by tubes in an apparatus the size of a suitcase. They flash lights on and off with changes of speed formerly impossible.

For looking over an airplane propeller the lights flash on for about three ten-millionths of a second. The result is to light the blade once in a revolution, and always in precisely the same position. To the eye the effect is that of looking upon a stationary blade.

The flashes synchronize with the speed of motion of the object under observation. They may be geared also either faster or slower so that a propeller appears to be rotating slowly, either backward or forward.

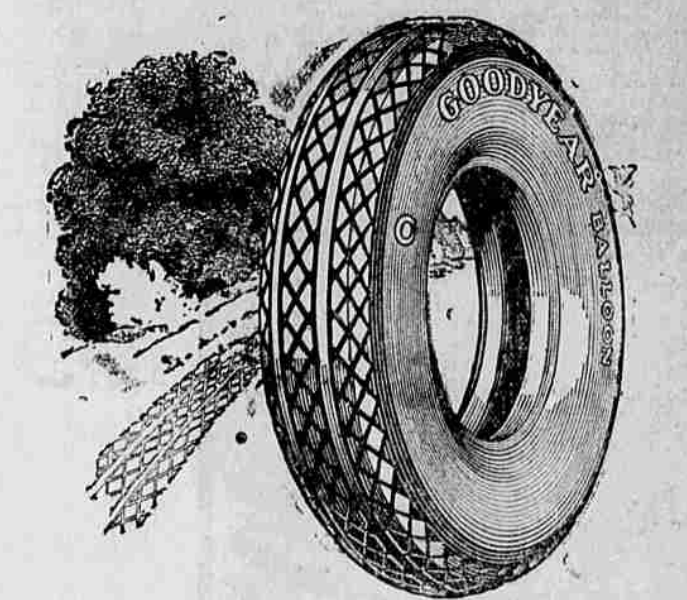
The appearance has existed previously as immobile laboratory equipment. The new portable style was developed to enable air-men and engineers to take it to their machines for a ready look-see. Darkness is the only external requirement.

The device is called the stroboglog and was developed by three young Westinghouse engineers, D. D. Knowles, L. R. Peters and W. E. Bahies.

CHILDREN WITNESS MURDER

LEWISTOWN, Mont., Apr. 26 (AP)—Pupils at a small school house 25 miles west of here witnessed a double tragedy Friday when Milton Phillips shot his wife to death with a shotgun and then killed himself.

The Open Road Calls



START THE SEASON ON A NEW SET OF Goodyears WE HAVE THE TYPE AND SIZE YOU WANT. BUY THEM ON CREDIT--NO DELAY--NO RED TAPE.

You can put on an entire newset with as little cash as you would pay for one inferior tire. Come in—we'll arrange the down payment and then divide the balance in weekly or monthly payments to suit your budget. Now more than ever you'll want Goodyears—the prices are the lowest in history—the quality is higher than ever.

BOHNENKAMP'S

JUST TRY IT

Ask your Oldsmobile-Viking dealer to give you the famous "11-Test" demonstration that proves Oldsmobile's Balanced Design.

The surest way to learn all the facts about a motor car is to drive it yourself. Then you can tell exactly how it suits you. Then you are in a position to compare it with other cars on a price and performance basis.

For this reason, we urge you to come in—to inspect four-wheel brakes. Just try Oldsmobile and you'll know why it is gaining in public favor everywhere.

OLD SMOBILE PRODUCT OF GENERAL MOTORS

OLD SMOBILE SALES CO. 1428 Adams Ave.