

22 MILLION CARS IN USE IN U. S. A.

Of This Total, 6,356,901 Made by General Motors Corporation.

NEW YORK, Apr. 26 — Alfred P. Sloan Jr., president of General Motors, made the following statement today:

"According to a compilation of the official state registration figures at the close of 1929 the total number of passenger cars in use in the United States was 22,599,701, of which 6,356,901 were of General Motors manufacture. In this connection, and as emphasizing the growth of the industry, it is interesting to note that ten years ago there were only 6,471,000 passenger cars of all makes in use in this country.

"The market increase in the number of people who have turned to General Motors for their transportation equipment is not only gratifying within itself but is especially significant as indicating the future trend of our replacement business, because there is a very definite tendency on the part Dec. 31, 1929—22,599,701 28.13% chassis.

same make of product with which they have had satisfactory experience in the past.

"A maximum realization of this opportunity, however, can be attained only through a proper recognition of the importance of service.

"The typical new car customer is buying, not his first car but his third or fourth car. He is becoming more and more sophisticated and word of mouth advertising, based on first hand experience, overshadows the sales solicitation and the power of the printed word.

"To whatever degree the product of a manufacturer attains wide distribution, to that degree service becomes increasingly important.

"It is in recognition of this principle that our passenger car divisions in collaboration with General Motors dealers have recently inaugurated certain changes in service policies which, although revolutionary in comparison with the past practices of the industry, are designed in line with our recognition of this fundamental principle."

Passenger Cars in Use

Date	Total Cars Gen. Mo.
Dec. 31, 1924	15,350,938 17.57%
Dec. 31, 1925	16,887,259 18.91%
Dec. 31, 1926	18,915,269 19.78%
Dec. 31, 1927	19,419,175 23.09%
Dec. 31, 1928	20,673,852 26.18%
Dec. 31, 1929	22,599,701 28.13%

INCREASE IN USE OF LIGHT TRUCKS

Trailers and Semi-Trailers Often Attached, Ford Officials Say.

A marked increase in the use of light trucks in combination with trailers and semi-trailers is being reflected in the sales of Model AA truck chassis, according to officials of the Ford Motor company. This is particularly true, they say, among large fleet owners.

Economy of operation, ability to maneuver in tight places and time saved by disconnecting the trailer unit while it is being loaded or unloaded are factors influencing the new trend in commercial transportation.

By using a semi-trailer on a light truck chassis, the major portion of the load can be balanced over the trailer axle with only enough weight over the rear axle of the truck to give good traction. Consequently, by taking advantage of dry ice and the consequent reduction in load carried, ice cream manufacturers are making use of the truck and trailer for deliveries to retailers. Many city governments are utilizing the light truck and trailer in street flushing, dumping operations and garbage and trash collection.

Model AA Ford trucks now are available in two gear ratios, the Ford Motor company announced today. In addition to the 6.6 to 1 ratio, which has been standard, the truck is being produced with a ratio of 5.14 to 1.

The new ratio increases the speed of the truck approximately 25 per cent, and is designed to meet transportation requirements in which speed is more of a factor than power.

Trailers and semi-trailers can be arranged to meet a wide range of transportation requirements. For heavy loads dual wheels can be used on a semi-trailer unit and the rear of the truck. When time consumed in loading and unloading is an important factor two or more trailers or semi-trailers can be used in the operation of each truck, and, while one unit is being loaded, the truck can proceed with another. Thus one chassis, with the extra equipment, can perform the work of two or three trucks.

In some fleets different kinds of trailer units are used with the same truck chassis. For instance, one company uses a detachable tank semi-trailer and a stake-body trailer alternately with a single power unit.

Ford trucks with trailers or semi-trailers are being used extensively by gasoline and oil companies for the delivery of their products to service stations; by dairies, which use either tank trailers or trailer bodies to carry cans; moving and storage concerns, which utilize detachable trailer cars requiring a minimum of parking space; lumber companies and meat packers. With the introduction of dry ice and the consequent reduction in load carried, ice cream manufacturers are making use of the truck and trailer for deliveries to retailers.

BIG ROAD-BUILDING PROGRAM

Mexico is engaged on a five-year road-building program which contemplates the expenditure of \$40,000,000, according to information reported by the Oregon State Motor association. About half this amount is allocated to the 759 miles of road connecting Laredo, Texas, at the border, with Mexico City. Mexico has a gasoline tax equivalent to six cents a gallon in the United States and this has raised revenue amounting to 30,000,000 pesos, or \$15,000,000.

MOTOR CLUBS TO MEET

The Western Motor Clubs conference, composed of recognized motor associations in the eleven western states, Canada and the Hawaiian Islands, will hold its 1930 meeting in Los Angeles on November 14 and 15. To discuss further co-operation of the clubs in development of tourist travel to the west, according to J. B. Shelton, general manager of the Oregon State Motor association, Oregon will be represented by President E. B. McDaniel and Secretary J. E. Shelton.

The meeting dates were selected at a recent conference in Salt Lake City. Last year the conference was at Seattle.



Ask for a Ride in the Red Rocket demonstrator... learn what fine performance this low-priced six provides

Hail the driver of the car with the RED ROCKET. Ask to ride in and drive this New Series Pontiac Big Six. Learn what splendid performance Pontiac now provides.

SPED, PICK-UP, POWER—Pontiac's high speed, quick pick-up and abundant power for climbing are made possible by its sturdy 60-horsepower engine, with 200 cubic inches piston displacement. It is the largest engine in any six of Pontiac's price.

UNUSUAL SMOOTHNESS—This engine is also unusually smooth due to new type rubber mountings—a more rigid crankcase—and the Harmonic Balancer which overcomes torsional crankshaft vibration.

EASY RIDING and DRIVING—Pontiac's riding ease is increased by Lovejoy Hydraulic Shock Absorbers (standard equipment at no extra cost), and by large, comfortable Fisher bodies. Driving too is easier and safer due to Pontiac's new steering system acting on roller bearings and its new non-glare windshield.

Ask to drive the car with the RED ROCKET. Or come to our salesroom and receive a special demonstration. You'll find this finer Pontiac an exceptional "buy" at its low price.

Prices are f. o. b. Pontiac, Mich., plus delivery charges. Shock absorbers standard equipment. Bumpers and spring covers at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

THE NEW SERIES Pontiac big six \$745 AND UP

PRODUCT OF GENERAL MOTORS... BODY BY FISHER

LA GRANDE MOTOR CO.
1421 ADAMS AVE.

LOOK OVER OUR WANT ADS FOR BARGAINS

BOY SCOUTS OF AMERICA

THE KRAVILL MOTOR COMPANY'S FINEST AND MOST VERSATILE DISTRIBUTORS

216 E. 2nd Street, Des Moines, Iowa.

I am a Buick Fan. I say this in honest pride for the motor of that great old Buick sport model 1925 which served me so faithfully in all my years of hard driving until finally with its ten thousand and one miles on the odometer, I was forced to part with it for a new car.

On October 15th we bought a Marquette four door sedan. A painstaking check-up had convinced us that the Marquette had the qualities we sought.

The Marquette has all, and more than the qualities desired for its use. It has smooth flowing speed, a brilliant look-up, it is easily handled, and generally as we have checked it over, there nothing but the best of material and workmanship. I am sure that over a

Compliment yours
Victor J. Allen
Buick Fan.

DO A GOOD TURN DAILY

Good Words Everywhere

—because everyone knows it's an outstanding VALUE

The deep and lasting value of great performance! Performance "built by Buick" —performance reflecting a quarter-century of experience in building 2,400,000 fine cars—performance which has inspired America to invest \$25,000,000 in Marquettes during the few months it has been on the market! Come drive—and prove Marquette superiority for yourself!

BUILT BY BUICK

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors
Canadian Factories Corporation Builders of
McLaughlin-Buick, Oshawa, Ont. Buick and Marquette Motor Cars

Marquette

JENNINGS MOTOR CO.
ADAMS AVE.

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM

CAN YOU AFFORD TO PAY?

Are your finances in such shape that an unexpected call for \$100 or \$1000 would not inconvenience you? Or would such a call embarrass you?

If you own a car such a call may come today — tomorrow—it's liable to come at any time... for who knows when that auto smash-up will come. Everyday it comes to hundreds of people — some have never had an accident before in 20 years of driving.

There is no need to fear financial strain in the event of property damage, collision and claims for personal injury if (and if is a big word) you carry Auto Insurance with us. Act today and eliminate that word "if." Don't put it off but put Auto Insurance on your car today.

Ask about our liberal Installment Plan.

UNITED STATES INVESTMENT CO.
O. W. Warnock, Mgr.

BEFORE MIDNIGHT

SUNDAY PROGRAMS
(Note—Daylight saving time in effect in east.)

National Broadcasting Co.: 6:15, popular music; 9, novelty; 9:30 to 10, Reader's Guide.

Columbia Broadcasting system: 6, Will Rogers; 6:30, Arabesque; 7, Back Home Hour; 8 to 9, concert; 9, Motely hour; 9:30 to 11, dance music; 11 to 12, organ.

Tacoma
KVI (760): 7 to 9, silent; 9 to 12, CBS and popular music.

Salt Lake City
KSL (1130): 6:15, NBC; 7, church services; 9, NBC; 10:30, Vagabond of Air.

Seattle
KJR (870): 7, orchestra and soloists; 10, ensemble; 11, Harmony Aces.

Portland
KEX (1180): 7, orchestra and soloists; 10, ensemble; 11, Harmony Aces; 12, news.

KGW (680): NBC; 6:45, studio; 9, NBC; 9:30, orchestra; 10, little symphony; 11, organ.

San Francisco
KFRC (610): 6, CBS; 9:30 to 11, dance music; 11 to 12, CBS.

KPO (680): 6:30, concert; 9, string quartet; 10, news; 10:30, dance music.

Oakland
KGO (790): 6:15, NBC; 6:45, Sunday at 8th Parker's; 7:15, little symphony; 8, The Pilgrims; 8:30, talk; 9, NBC; 10, concert; 11, dance music.

KLX (880): silent night.

Los Angeles
KNX (1050): 7, features; 8, church; 9 to 10:30, Luboviski trio.

KFI (640): 6:15, NBC; 7:45, symphony orchestra; 9, NBC; 9:30, violin; 10, dance music.

KHI (900): 6:30, CBS; 10, news; 10:10, dance music; 11, CBS.

Denver
KOA (830): 6:15, NBC; 8:15, Cowboys; 9, NBC.

Gas Tax Receipts Pass License Fees

— SCORE BOARD —

Year	Registration Fees	Gasoline Taxes	Max. Tax Per Gall.
1923	\$188,970,000	\$ 38,566,000	2¢
1924	225,492,000	80,442,000	3¢
1925	260,619,000	148,358,000	3¢
1926	285,282,000	187,603,000	4¢
1927	301,061,000	258,858,000	4¢
1928	322,630,000	304,871,000	5¢
1929	350,000,000	449,731,000	6¢
* ESTIMATES *			
1930	360,000,000	550,000,000	6¢



GASOLINE tax revenues exceeded motor vehicle registration fee collections in the United States during 1929 for the first time, \$453,000,000 against \$350,000,000, on the basis of preliminary figures, the American Petroleum Institute points out.

Registration fees long have led the race — the larger share of the motorist's dollar, but increases made yearly in gasoline tax rates have produced record collections.

The highest rate now is six cents per gallon and the lowest two cents. Most states collect four cents or more.

Since 1922 motorists have paid approximately \$1,500,000,000 in gasoline taxes. The money has been used chiefly for highway construction and maintenance, but part has been diverted to other purposes, such as state general funds, schools, public debts and state departments.

NOW ONLY \$585

FINE QUALITY MARKS THE LOWEST PRICED

4-DOOR SEDAN

Style, size and action explain the increasing popularity of this ever popular car.

Whippet Four prices range from \$360 to \$645. Whippet Six prices from \$635 to \$850. Prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

Whippet

GETTINGS & HANKS
Jefferson Ave.