

QUARTER SALES LISTED BY G. M.

Dealers Deliver 286,690 Cars During First Three Months of 1930.

NEW YORK, May 2.—Alfred P. Sloan Jr., president of General Motors corporation, announced today the following:

"Net earnings of General Motors corporation, including equities in the undivided profits of subsidiary and affiliated companies not consolidated, for the first quarter ended March 31, 1930, amounted to \$4,985,587. This compares with \$3,191,987 for the corresponding quarter a year ago. After deducting dividends on preferred and debenture stocks amounting to \$2,222,524, there remains \$2,763,063, being the amount earned on the common shares outstanding. This is equivalent to 58 cents per share on the common stock compared with 41.37 per share for the first quarter of 1929.

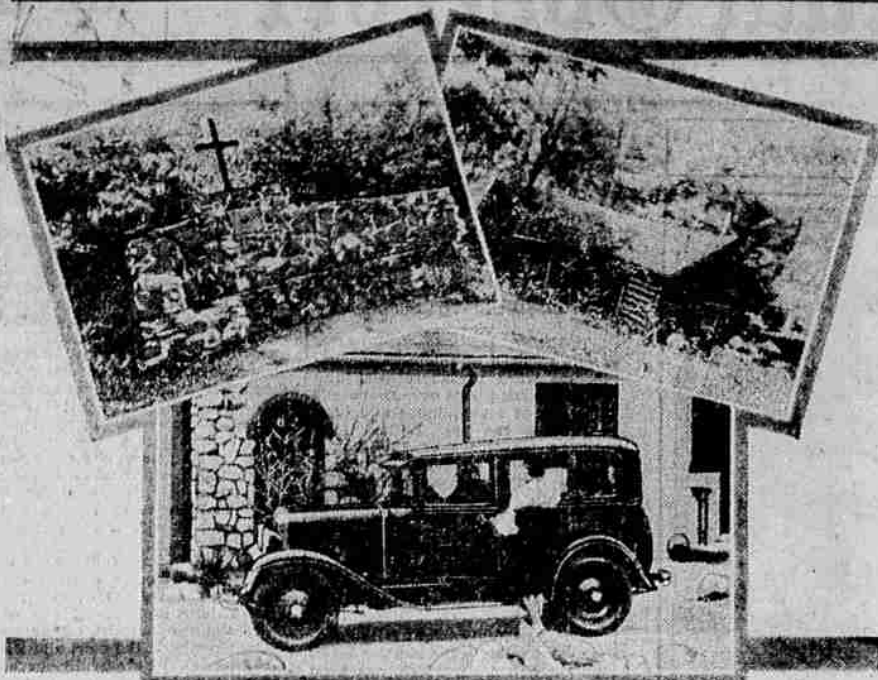
"For the three months ended March 31, General Motors dealers in the United States delivered to consumers 286,690 cars, compared with 351,079 cars in the corresponding period of 1929. Sales by General Motors manufacturing divisions to dealers in the United States amounted to 233,443 cars, compared with 413,172 cars in the corresponding three months of 1929.

Heavy Volume
"Total sales to dealers, including Canadian sales and overseas shipments, amounted to 388,635 cars, compared with 523,119 cars in the first quarter of 1929. Overseas shipments during the first three months of 1930 were considerably below shipments during the same period of 1929, due to a desire to adjust stocks in overseas countries in line with changed economic conditions.

"Cash and U. S. government securities, at March 31, 1930, amounted to \$125,814,839. Net working capital at March 31, 1930, amounted to \$207,791,541, compared with \$251,237,782 at December 31, 1929.

"Detailed statements will be forwarded to stockholders in due course."
"During the month of March

Shrine of Famous Writer



A memorial marks the spot where Frank Norris, one of America's greatest authors, lived while he was writing the "Octopus." The memorial is a few miles from Morgan Hill, California. Top left—Memorial. Top right—Cabin in which Norris lived. Bottom—New Chevrolet Six which recently visited the memorial.

General Motors dealers in the United States delivered to consumers 123,781 cars. This compares with 88,742 in the month of February and with 146,942 in March, 1929. Sales by General Motors manufacturing divisions to dealers in the United States amounted to 118,081 cars, as compared with 110,904 in February and as compared further with 176,510 in March, 1929.

Total Sales Large
"Total sales to dealers, including Canadian sales and overseas shipments, amounted to 145,230 cars, as compared with 126,196 in February and as compared further with 220,391 in March, 1929.

to consumers of General Motors cars in Continental United States and sales by the manufacturing divisions of General Motors to their dealers in Continental United States, including Canadian sales and overseas shipments:

Sales to Consumers	1930	1929
Jan.	74,167	73,989
Feb.	88,742	110,148
Mar.	123,781	166,942

Sales to Dealers	1930	1929
Jan.	94,458	95,441
Feb.	110,904	141,222
Mar.	118,081	176,510

"These figures include sales of Chevrolet, Pontiac, Olds, Marquette, Oakland, Viking, Buick, LaSalle and Cadillac passenger cars and trucks."

The Chicago and Northwestern railway, urged abandonment of the practice that he said each year saw "six states and the federal government making new regulations, creating new crimes by statute, and adding more burdens on the back of the already oppressed American taxpayer."

Special Sedan New Production Of Chevrolet

DETROIT, May 3.—A further indication of the advantages which accrue to the motorist through the economies of great volume production is seen in the announcement by the Chevrolet Motor company today of a stylish new closed model—the Chevrolet special sedan, with body by Fisher.

Introduction of the new model, with its many expensive car features, brings the Chevrolet passenger car line up to nine body styles, three open and six closed. The special sedan has been in production for several days and shipments are now going out to dealers.

A leading feature of the new model is its equipment of six wire wheels, with large chrome-plated hub caps. The two spare wheels are mounted in special fender wells. The exterior color scheme combines smart boulevard maroon on the body with a harmonizing shade of red on the wheels.

High appointments found in the interior include arm rests, silk ash-tray cords, combination vanity case and smoking set, rich upholstery fabrics and wide, deep seats with form-fitting cushions.

Like other passenger models of the 1930 Chevrolet, the car is powered by the 50 horsepower, six cylinder, valve-in-head motor; it has fully enclosed, internal expanding four wheel brakes, four Lovaloy hydraulic shock absorbers and a bigger rear axle.

The price of the special sedan has been set at \$725, f. o. b., factory, Flint, Mich.

Chats With Parents

FALSE HEROES

By Alfred Judson Peule
Fourteen-year-old Freddy is distressing his parents by his worship of an idol who seems to them to be altogether unworthy of such admiration. Freddy is completely absorbed in this friend who is four years older than himself and a college freshman. He initiates him as closely as possible, affecting an echo of his clothes, his manners, his speech and his interests.

The opinions of his parents no longer count with Freddy, but this boy's word is final. Since this older boy is himself a crude, rebellious, irresponsible youth, Freddy's parents feel that he is being subjected to an influence which is a menace to his future. What can they do about it? They can do nothing directly, but perhaps a good deal through attempting to understand their son sympathetically and through providing him with an opportunity to go places and learn to know people who may open to him a new range of interests which will perhaps engage some part of that enthusiasm and devotion which he now pours into his understandable friendship.

False heroes have thus a way of making their appearance at adolescence. However distressing their influence may be in the eyes of parents, their existence indicates at least one wholesome tendency, that of breaking away from the domination of the parent. Fathers and mothers who understand this stage for what it is will find it less difficult to possess themselves with the patience necessary to cope with it successfully. They will do nothing directly to break up such a friendship, they will even tactfully emphasize the good qualities of the idol without touching for a moment upon its feet of clay.

Washington—House votes to accept senate's two cent tariff levy on Cuban sugar.

HIGHWAY WORK TO BE SPEEDED

Increase of Federal Aid to be of Benefit to Oregon's Program

PORTLAND, Ore., May 2.—Highway construction throughout the country will be speeded up to the extent of at least \$100,000,000 a year by the bill increasing federal aid appropriations from \$75,000,000 to \$125,000,000 annually, which has just been signed by President Hoover.

Construction of highways in the national forest areas of the West will be speeded up approximately 100 per cent as a result of the action of congress in increasing the annual appropriation for forest roads from \$7,500,000 to \$12,500,000. With its thirteen million acres of national forest land, Oregon will benefit particularly by this increase in forest funds, according to the Oregon State Motor association which was a leading supporter of this legislation.

Oregon forest area roads will be allotted an additional \$750,000 a year, more than doubling our present appropriation, according to J. E. Shelton, manager of the Motor association.

More For Oregon
The federal aid increase will mean an additional \$794,000 for Oregon roads according to Mr. Shelton, who recently returned from Washington, D. C., where he appeared before committees in support of this bill. While the total increase in the congressional appropriation is only \$50,000,000 annually, the amount must be matched dollar for dollar by the various states. Thus the amount will be at least doubled but in most instances the federal aid allotment to states results not only in matching of federal funds but as a stimulant to state legislatures to provide an even greater amount for roads.

Apportionments of federal aid funds are made two years in advance to enable state road-building agencies to shape their programs well before time of starting work. Therefore, allotments have already been made for the fiscal year ending in 1931, but congress in authorizing the increase for the fiscal years 1932 and 1933, anticipated this and made an additional \$50,000,000 available for the year 1931.

How this increase will benefit highway development in the western states is shown in the following table which lists the former federal aid apportionment and the added amount that will be received:

States	Federal Aid Apportionment For 1930
Arizona	\$1,061,111
California	2,493,345
Colorado	1,388,755
Idaho	933,202
Montana	1,554,060
Nevada	960,375
New Mexico	1,132,023
Oregon	1,191,989
Utah	848,592
Washington	1,149,489
Wyoming	989,536

GARAGE GOSSIP

Six Carloads—Six carloads of cars were received by the Perkins Motor car company during the month of April. This includes two carloads unloaded this week.

Durant Sales—The Durant garage has sold the following cars this week and last: Jack Hatt purchased a sport coupe; Mrs. Dolf Rogers bought a standard sedan; a 60 coach was sold to Ray Cooper; J. J. Pearson is the new owner of a new De Luxe sedan; and Mrs. Alderman bought a 60 sedan.

In New Quarters—The M. J. Goss Studebaker garage is now established in its new quarters at 1419 Adams, moving from the former location on Fir and Adams during the last week.

Bays Coupe—Charles W. Swartz, employee of the telephone and telegraph company, bought a Chevrolet coupe from the Larison-Chevrolet garage this week.

Denver Initiative—petition filed for repeal of state dry amendment. Chicago—Federal court proceedings started to forfeit two Illinois farms whose owners are charged with allowing prohibition law violations.

London—Mrs. Elizabeth Campbell, first woman to appear before British privy council with fortune by reversal of Ontario court decision.

Attorneys Vote Wet, Educators Favor Dry Laws

The school teachers of America are the driest and the lawyers are the wettest professional groups in America, according to the returns of The Literary Digest's special classified polls, as published in tomorrow's issue of the magazine.

The clergy of the entire country vote strongly for enforcement of the eighteenth amendment, although over 34 per cent of this group favor a repeal of the Volstead act, according to the vote received in this supplementary poll.

The bankers vote 34.515 for repeal and 35.210 for enforcement, with the balance of 12.896 voting for modification.

sicians vote for repeal in this poll while 20 per cent favor strict enforcement and the other 20 per cent register their opinions for modification.

In the 20,000,000 ballot poll. In the poll of nearly 500,000 educators the vote for enforcement is higher, 60 per cent than that of the driest state (the main poll, Kansas, and the vote for repeal is less than 25 per cent of the educators' total vote.

have augmented their huge nationwide poll with these six supplementary polls of the bankers, clergy, educators, lawyers, physicians, and Literary Digest subscribers because these special classes touch the national life in six vital and different ways.

In the special poll of The Literary Digest subscribers the vote of this group for repeal is practically the same ratio as that of the main prohibition poll, but the vote for enforcement is considerably higher while the percentage for modification lags behind the tabulations.

Over 55 per cent of the votes in the lawyers' poll are for repeal while the returns for enforcement are under 20 per cent.

No returns on the main poll are announced this week, the current issue being devoted exclusively to the classified returns which total nearly one million votes.



Economical... YES!

...as proved by many companies using Pontiacs for business

Although the Pontiac Big Six gives you the performance advantages of a 60-horsepower engine and the comfort advantages of big, roomy, substantially built bodies by Fisher—it is one of the most economical cars you can possibly own!

Scores of leading business houses have standardized on Pontiac for this reason. And typical of their experience is this statement from one firm operating forty-four:

"From the standpoint of cost of operation, our experience with the Pontiac Six is that its cost per mile is less than that of any other make or type of car we have ever used. This includes all gasoline, oil, tires, insurance and depreciation."

Buying a Pontiac Big Six means the enjoyment of big car performance at small car cost. You save when you buy—while you are driving—and when you are ready to trade.

Consider the delivered price as well as the total cost when comparing automobiles. Pontiac delivered price includes only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

\$745 and up, f. o. b. Pontiac, Mich.

PONTIAC BIG SIX

LA GRANDE MOTOR CO. 1421 ADAMS AVE.

Eight-cylinder motoring at its LOWEST COST...

Eight-cylinder motoring with all its thrills is no longer expensive. De Soto has seen to that. The new De Soto (world's lowest-priced Eight) is today climbing into nation-wide popularity—because it is far and away the biggest achievement in value in eight-cylinder history. This beautiful new motor car is one of quality all the way through. There is no hint of price in its smartness, or in its richness of appointment—and it rises far above price in the delightful appeal of its performance. Take the wheel of a De Soto Straight Eight and feel the fascination of an eight-cylinder car that is easy to buy and economical to operate.



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"In the Unisteel type of construction, the body and chassis are designed as a unit, eliminating body sills and all other wooden parts. The body is bolted directly to the chassis, so that the two become mutually supporting and mutually flexible."

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\$590 And up, f. o. b. factory

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1926 Ford Roadster \$145.00
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1924 DODGE SEDAN—This car has been marked down for quick sale. \$195
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