

AUTOMOBILE NEWS Of The WEEK

GENERAL MOTORS DELIVER 97,318

Figures for Sales of Automobiles for First Half of Year Given.

NEW YORK, July 26—During the month of June General Motors delivered to consumers 97,318 cars, according to an announcement made today by Alfred P. Sloan Jr., president. This compares with 131,817 in the month of May and with 124,437 in June, 1929. Sales by General Motors manufacturing divisions to dealers in the United States amounted to 87,305 cars, as compared with 126,109 in May and as further compared with 163,704 in June, 1929.

Total sales to dealers, including Canadian sales and overseas shipments amounted to 97,440 cars, or 4000 cars per day, as compared with 147,483 in May and compared with 200,754 in June, 1929.

The following table shows sales to consumers of General Motors cars in continental United States, sales by the manufacturing divisions of General Motors to their dealers in continental United States, and total sales to dealers, including Canadian sales and overseas shipments:

Sales to Consumers		
1930	1929	
Jan.	74,167	73,999
Feb.	68,742	110,148
Mar.	123,781	166,942
Apr.	142,034	171,601
May	131,817	189,034
June	97,318	164,437
Sales to Dealers		
1930	1929	
Jan.	94,450	95,441
Feb.	110,594	141,222
Mar.	118,081	176,510
Apr.	132,265	176,624
May	136,169	175,873
June	87,305	163,704
Total Sales to Dealers, Including Canadian Sales and Overseas Shipments	1930	1929
Jan.	106,509	127,580
Feb.	126,196	175,148
Mar.	133,930	220,321
Apr.	149,921	227,718
May	147,483	220,277
June	97,440	204,784

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

Modern Car Is Easier To Drive Makers Declare

TOLEDO, O., July 26—In a by-gone day the man or woman who could drive a motor car was considered somewhat of a craftsman. To be able to drive was to be possessed of an unusual ability. And the woman who drove her own car was an unusual personage. But today all that has changed. Driving is the most second nature to millions of Americans and the woman driver has won her laurels.

And why shouldn't driving be easy, point out officials of the Willys-Overland company. Certainly everything has been done to make it easier for the driver, they say.

"We do not want to detract from the driving ability of millions of Americans," says a recent Willys-Overland statement. "Certainly they have learned rapidly and are today highly efficient motor car operators. But on the other hand, driving has been made easier. Just take such things as the 'Finger-Tip Control' where various driving operations are performed merely by the pressure of the fingers or a twist of the wrist. All Willys-Overland cars have this feature. And the new Willys Six and Willys Eights, and also the Willys-Knight and Whippets lines, have this and many other conveniences and driving aids.

"The gear shift lever is more accessible, shifting gears is easier, because gears mesh better today and the clutch in use now is a splendid piece of mechanism. The new type steering gear makes steering a simple process and shock absorbers have reduced the jar and bounce away from the bumps. Today drivers have four-wheel brakes and every imaginable safety feature. At night, bright position headlights illumine the road, and a dash board with the simplest indirect lighting permits the driver to observe his speed and read the other gauges on the dash board to appreciate himself of just how his car is operating.

"Three last longer and render more trouble-free mileage than ever before so that changing a tire is today an infrequent task. Moreover, in case one does have to do this, the job is easy. As a matter of fact, everything is in the driver's favor and there is no reason why any person possessed of good eyesight, the use of his limbs and the ability to think

Chrysler Sales, Above Average, Statistics Show

DETROIT, Mich., July 26—Comparative data on automobile registrations for the entire country for the first five months of this year shows that actual sales by Chrysler corporation for the month of May were 75.5 per cent of what they were during the same month last year as compared with 76 per cent for the industry as a whole. Excluding Ford and Chevrolet, Chrysler's percentage of 76.5 per cent for May compared with 68.2 per cent for the balance of the industry.

Chrysler corporation's sales for the first five months of this year, excluding May of cars in the lowest-priced bracket, viz., Plymouth, Chevrolet and Ford, were the highest percentage of last year's sales of any of the large producers in the automobile industry.

During the first five months of this year, Chrysler corporation also increased its percentage of the total automobile business. This year's percentage of the total exclusive of Ford was 13.4 per cent as against 12.7 per cent during the first five months of 1929 and, as indicative of further improvement in this respect, the company's share of the total in May this year was increased to 13.5 per cent.

In the first five months this year registrations of Chrysler Motors products totaled 110,261 units of which 25,376 were Plymouths, the balance of 84,885 being in the higher price brackets and comparing with 118,795 for the same period last year of 71.5 per cent.

The significance of these figures, Mr. Chrysler stated, is that notwithstanding the unsatisfactory operating results which production at current restricted levels is bound to return, the Chrysler corporation is meanwhile substantially improving its relative position in the automobile market. Stocks of cars in dealers' hands are low, and with the return of more normal general business conditions an immediate increase in production, with its consequent effect upon the company's earnings power, will be required to meet the public demand for Chrysler Motors products. Immediate profits from current operations are relatively minor consideration compared with the important factor of the expansion of distribution free and unencumbered and laying the foundations for an even wider distribution of the company's products with the return of more active business in the future.

BUICK PRESENTS 1931 MODEL CARS

Announces Complete Line of Eight in Line, Valve in Head Autos.

After years of exhaustive research in the field of eight cylinder engines, Buick presents an entirely new and complete line of eight in line, valve in head motor cars for its "1931" models. This announcement comes from the office of H. E. Loomis, Pacific regional manager of the Buick Motor company.

Starting with a two cylinder car in 1909, Buick changed to a four and then to a six. Now, with a reputation of twenty-seven years standing in the manufacture of outstanding values in the automobile field, Buick offers the public a complete line of eight cylinder automobiles. The eight cylinder engines were adopted to give greater performance—power and efficiency. Improved road conditions throughout the country permit increased speed in travel and it was to meet this need that Buick adopted the eight as the leading model in its line of automobiles. The new free wheeling appeared, Studebaker showrooms in every city of the country were thronged by crowds eager to view and drive the new cars.

The Chester N. Weaver company, Studebaker distributors in San Francisco, Cal., counted 3,131 persons who visited their showrooms the first day the new cars were displayed. In New York, the Studebaker retail branch reported that all day long, a constant stream of people passed through the showrooms.

'Free Wheeling' Takes Country, Dealer Reports

An Interest in Automobiles Not Equaled Since Henry Ford Introduced his Model A, or Since the Self Starter Made its First Appearance, Manifested Itself Throughout the Country Last Week with Studebaker's Introduction of Free Wheeling, a New Principle in Automotive Engineering Embodied in the New Series President and Commander Eights.

As soon as dealer announcements of free wheeling began to appear in the press, the public immediately evinced its interest. In New York City, over 700 telephone calls were received by newspapers requesting an explanation of the term "free wheeling."

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OREGON FAVORED AS A PLAYGROUND

Will Rapidly Become One of Leading States in Nation, Prediction.

"Oregon rapidly will become one of the leading playgrounds of the nation," believe Mr. and Mrs. W. L. Lawton, who have completed a roadside survey in Oregon at the request of the State Federation of Garden Clubs. Mr. and Mrs. Lawton represent the American Road and Builders Builders Association and the National Council for the Protection of Roadside Beauty, of which Mrs. Lawton is chairman. They have made similar surveys in North and South Carolina and on July 17 began one in the state of Washington.

"We are much impressed with the beauty of your state and with your plans to protect it," says Mrs. Lawton. "Beyond the beauty of your luxuriant green forests, your mountains and clear waters, beauty which is found everywhere along your everyday roads, you have certain highways in character which can scarcely be matched anywhere else in America. Where can the easterner find another highway like the McKenzie, leading him across lava fields, between snow-capped peaks and rugged mountains. Where can he match the Columbia highway or the Oregon coast highway along the glorious coast?"

Tourist Travel Increases

"It is not surprising that although your highways are only started in 1917 you already enjoy a tourist trade which brings \$30,000,000 into your state annually, the third largest of any state in the Union.

"We are also impressed by the work of your state highway commission. The system of roadside parks and timber fringes which it is seeking to establish is a unique piece of work and will be of immeasurable value to the state. The Oregon commission has unusual legal authority to acquire by purchase, gift or condemnation, scenic places and timbered areas in proximity to state highways for the development of parks, public camps, recreation grounds and so forth. Oregon has been extremely fortunate in its highway commission, made up of men of vision who realize that the highways are the show windows of the state and that the lure to the tourist is the beauty seen from the highways."

The lack of rubbish along Oregon highways is commented upon by the Lawtons:

"We find Oregon's highways remarkably clean, due to the fact that your highway commission gathers up rubbish along the road sides once every month and on some of the busier roads once every week."

A campaign against billboards and perhaps a tax on them is recommended by the Lawtons as one means of increasing the sightliness of the state highways.

Lighting Signs Opposed

"Your roads are unusually clean of small advertising signs. The highway commission also tries to persuade farmers to keep signs off their barns, trees and fences. The Oregon commission and the Pennsylvania commission are the only two, so far as we know, which make any attempt to reduce the signs on private property.

"Oregon needs to campaign against billboards which are placed at sharp curves, bidding for your attention just when it should be entirely on the road. A bill has been proposed in Oregon to prohibit all signs with

in at least 500 feet of curves and intersections. Oregon might well follow the example recently set by New Jersey and tax billboards 3 cents a square foot."

Protection of native shrubs and flowers and regulation of roadside filling stations and food stands are other steps urged to beautify the Oregon highways.

Dodge Marathon Car Completes First Journey

DETROIT, Mich., July 26—The Dodge Brothers Eight "Mileage Marathon" sedan, which left the factory July 1 on a journey which is expected to pile up more miles than any automobile has ever before been driven, completed its first transcontinental round trip today with a triumphant welcome by officials of Dodge Brothers corporation.

When Lou Miller, celebrated cross-country driver, stepped from the car after having completed the first lap and driven 8235 miles he said as he officially turned it over to the two crews of experienced experimental drivers, who will continue with the run: "Boy, it's a wonderful car, and the time passed entirely too soon."

Ray Priest, official observer of the A. A. A. under whose sanction the marathon is being staged will continue with the car.

The two crews of two men each are to continue for many days in the quarters and will change at this point on future trips. Each crew will drive seven days and rest seven in the long months of driving to follow.

"No attempt at speed or record-breaking is being attempted in this 'Mileage Marathon,'" it was explained by A. van Der Zee, general sales manager of Dodge Brothers. "The car is being operated under ordinary driving conditions such as the experienced day after day by the hundreds of thousands of Dodge owners throughout the world.

"Dodge Brothers' dependability over a period of 13 years is well known," said Mr. van Der Zee, "and the present 'Mileage Marathon' should conclusively prove the outstanding value of all Dodge Brothers products. The only difference between this marathon being operated under ordinary driving conditions and the ordinary day driving of the car is the element of time. This car will have covered as many miles in six months as the ordinary driver would cover in 10 to 11 years.

"A careful log of the journey is being kept and statistics as to its performance will be published from time to time as the mileage mounts."

What is known as the "Confucian Precept" is being kept and statistics as to its performance will be published from time to time as the mileage mounts.

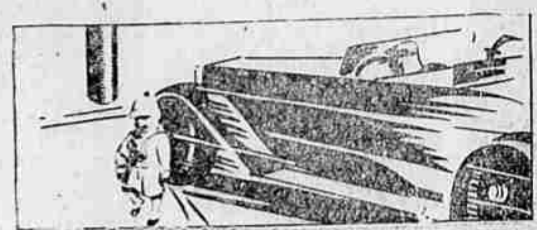
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Parson Weems Book Agent

Parson Mason Lucke Weems, first biographer of George Washington, was America's first itinerant book agent. A biography of Weems reveals that with a copy of his "Life of Washington" under one arm and tracts on morality under the other he made house-to-house canvasses of the citizens of the then young republic.

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(Continued on Page Eight)

parts of the engine are lubricated by pressure directly from an oil pump which is placed in the deeper part of the oil sump. A device for controlling the temperature of the engine oil under all driving conditions is a part of the oil system. This device is the oil temperature regulator which consists of a water-cooled core through which all oil going to the bearings is passed. This improvement makes possible high sustained driving speeds without excessive engine wear due to overheated bearings and will also add materially to the life of the engine oil. It is estimated that the engine oil need not be changed more than twice a year with this new system.

The Buick-Marvel carburetor and heat control which has proved so successful on all former models is installed on all the new eight in line, valve in head engines. On the larger motors of the series 8-50, 8-50 and 8-90 dual carburetors and manifolds are used. Intake noises caused by valve timing are entirely eliminated by a newly developed combined silencer and air cleaner.

Cooling is accomplished by means of radiator shutters which are controlled by a new type of thermostat. This thermostat is placed directly in the water in the top tank of the radiator, making it possible to control by a new type of thermostat, within very close limits, automatically.

A new crankcase ventilating system is used in the new Buick cars. The crankshaft with its many counterweights and balancer acts as a blower which forces all fumes and condensation, while in suspension, to the valve lifter compartment from which they are expelled through a long tall pipe which extends below the engine side-pan.

One of the most important features of the new car is the synchromesh transmission with its ease of shifting and the elimination of gear clash. This is used in the three larger models. The gears can be shifted smoothly at low speeds in traffic and at high road speeds. The shift from high to second can be made at high speeds and is an important safety measure when coasting downhill, steep hills.

In developing the new car all the fundamental principles of construction have been maintained upon which Buick's reputation has been built. All features such as valve in head engines, unit power plant, torque tube drive, new chassis, controlled service internal brakes and double acting shock absorbers are retained in the 1931 models. In addition the new cars feature a number of major improvements among which the following are outstanding: eight in line engines in all models, synchromesh transmission, engine oil temperature regulator, dual carburetor, combined steering gear, one-piece rear axle housing, new clutch, improved frame and body construction and many other details.

In 26 Models

The new cars are available in twenty models equipped with three sizes of engines on four different wheelbase lengths, 114 inch, 118 inch, 124 inch and 132 inch, composing the series 8-50, 8-50, 8-50, 8-90 and 8-90. The largest engine is used in both series 8-90 and 8-90.

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The new Buick Eight is equipped with the most advanced type of oiling system; all bearings and working

SOME FACTS ABOUT RADIO WORLD PEOPLE

By C. E. Butterfield (Associated Press Radio Editor)

In response to the question, "Did you know?" the following paragraphs are presented for the enlightenment of the radio fan:

That at the home of May Singh Breen there is always an open house for radio folk?

That Graham McNamee, despite his numerous broadcasts of track events, is a real horse man fan?

That Mary McCreary came back to radio from the stage vowing "never again"?

That Harriet Lee is compiling a home library of songs the crooner loves to sing?

That Adele Vasa requires the sweetest microphones in the CBS studios?

That Bert Lown, radio orchestra leader, prefers swallow tail coats for evening wear?

That Ray Perkins, the Old Topper, dotes on colling new words for radio such as "broadvertising"?

That Floyd Gibbons gets so many letters from fans that he carries them around in a suitcase so that he can sign the replies while on the train and during his other spare moments?

That Norman Brokenshire's name has been mispronounced purposely on the air probably more than that of any other announcer?

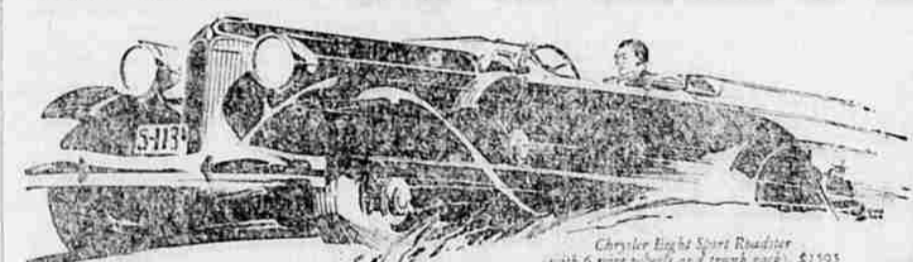
That although the band playing for the Minnie Dramas sounds like it contains 25 pieces there are really only eight?

That Mark Hawley, now with WGL, is rated by some persons as being the youngest announcer, and that he looks like a movie star?

That the organ in the Atlantic City municipal auditorium, heard regularly on WFL, is only 40 per cent completed, and that the job of installation will not be finished for a year and a half?

car not operate a motor car. It's easy and our dealers from coast to coast are teaching hundreds of persons how to drive each week and they report the job is easier than ever, with many persons learning in three or four simple lessons."

CHRYSLER



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32x6 10-ply 41.31
34x7 12-ply 61.13
36x8.25 8-ply 49.77
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