

AUTOMOBILE NEWS OF WEEK

BETTER OUTLOOK IN AUTO INDUSTRY

Motoring Public Wearing Out Cars Faster Than They Are Replaced.

By E. T. Strong

Although the industrial horizon at this moment is somewhat obscure there is more than a little activity that indicates a promising outlook for the new year. Certainly the automotive industry has a better perspective of its surroundings and the road ahead than it had at this time last year.

While it is beyond the ability of any individual to accurately forecast the future, especially in the field of modern competitive business, yet we know from past experience that certain signs mean certain definite turns in the road ahead. And as the year develops we will find, I believe, more and more of these signs indicating an up-turn.

The automobile has become a fundamental necessity in this country. It ranks with food, shelter and clothing. When it is expended it must be replaced, just as we replace an outworn suit of clothes with a new one. This replacement market is of constantly increasing importance to the automotive business, in fact, it is the major factor in automobile merchandising.

For the past fifteen months the motoring public has been wearing out automobiles faster than it has been replacing them. There are hundreds of thousands of cars on the highways today that have outlived their usefulness, that are no longer economical to operate and constitute a possible hazard to other vehicles.

See Tremendous Demand

This can have but one result—with the improvement in general business conditions, the automotive industry will probably face a tremendous demand for new cars.

The American Automobile association recently issued an estimate that of the 23,000,000 automobiles

that are operated on our highways today, and from this survey, estimated that approximately 8,000,000 of these cars are outworn.

Sooner or later, this demand must make itself felt and, since it is increasing every day, it is reasonable to assume that the suppression of automobile buying cannot be sustained much longer. Actual new transportation, if no other reason—and there are many apparent other reasons—should improve the automobile market within the very near future.

That there is money available for new cars is evidenced by the fact that the total savings deposits in this country at close of the last fiscal year stood at about \$28,485,000,000, made up by approximately \$2,769,000,000.

Points to Upturn

Considering these figures in their relation to the 8,000,000 worn out cars are still in service, the automotive industry finds one of the signs pointing to an upturn within the coming year. And, since the automotive industry is one of the key-stones in our national economic structure, every increase in its activities will be profitably reflected in other lines of business.

There is no reliable way of figuring export sales, but these will, no doubt, add substantially to the total production of the coming twelve months.

The automobile industry itself has contributed much this year toward increasing a demand for new cars by offering the public the biggest dollar's worth of automobile value it has ever received.

This is the result of our company, and undoubtedly true of many others.

One of the most definite impressions the observant visitor gathers at this 1931 show is an impression of value; a realization that the motor car of this year is incomparably better than the automobile of any preceding year.

There are many sound reasons for the increased value of the automobile dollar this year. The first, of course, is the naturally progressive spirit of the industry; its employment of scientists, chemists, metallurgists and research engineers who are on the payrolls for the sole purpose of devising ways and means to build better automobiles.

But, in addition to the successful efforts of these men, there are other factors that have played a major part in adding more cents to the automobile dollar.

The reduced tempo of business during the past year has given the industry time to stop and take stock; it has permitted a weeding out of everything that was not essential to the economical production of good automobiles with a consequent saving that is reflected in the better cars displayed at this year's show.

And a readjustment of distribution and sales methods contributed additional savings that have been passed on to the car buyer.

Oregon Registers Over 233,000 Cars

SALEM, Jan. 24 (AP)—Fees collected by the secretary of state in automobile license operation during the last six months of 1930 totaled \$3,396.58, a report issued by Secretary Hal E. Ross showed. Of this sum passenger cars contributed in license more than \$450,000.

There were 233,787 passenger automobiles licensed in Oregon December 31. Trucks licensed totaled 23,387.

A single plant of the box huckleberry sometimes covers 100 acres of ground, but never grows more than 6 inches tall, according to herbarium officials of Field museum, Chicago.

Portland Auto Show Scheduled For Feb. 7 to 14

PORTLAND, Jan. 24 — Announcement was made here today by Arthur L. Fields, president of the Automobile Dealers' Association of Portland, of the 21st Annual Northwest Auto show, to be held at the Armory, in Portland, February 7-14, inclusive.

The first business exposition of the new year in the Northwest, the chamber of commerce and civic and business organizations generally are actively behind the auto show as significant of the march of business back to normalcy. Following the New York and Chicago shows and the news that car manufacturers are resuming production activity and employing thousands more men, the Portland show emphasizes the importance of the automotive industry in every city and town in this section.

The nation's business is looking in this direction, and it is blazed the trail back to prosperity. Sensational price reductions, meaning better motor car values, and mechanical innovations featured by free spinning, synchronous transmission, silent second gear, etc., are to be presented at the Portland show with an elaborate and striking modernistic decorative background and spectacular entertainment.

Hundreds of automotive dealers from all parts of Oregon and Southern Washington, will, as usual, visit Portland during the auto show and participate in the numerous conventions surrounding it. On Thursday night, February 12, the Society of Automotive Engineers will present an elaborate all-train program.

HALF MILE OF IMNAHA ROAD IS COMPLETED

WALLOWA, Ore., Jan. 24 — Half a mile of the Imnaha trail now under construction by the forest service, has been completed, more than a thousand feet of which was through a solid rock cliff, says the Wallowa Sun.

One of the unusual features of this job is that a No. 10 tractor is used for power for the compressor for the air drill. The trail is 5½ feet wide and permits the tractor to be used.

Twelve thousand dollars, of the 10 per cent of the receipts returnable to this forest, has been set aside for this work but more will be required before it is completed.

Something of the need for this trail is shown in the report from Jack Tibbets that three pack mules from his outfit fell from the present trail during the past summer and only the halter were worth bringing out of the canyon, although the mules were fully loaded. Only quick thinking on the part of Mr. Tibbets' son, who cut the rope, saved the saddle horse from a like fate.

BOOK BUSINESS LOOMS

LONDON (AP)—Bad times seem to stimulate reading for 1930 was the most prolific year in the history of British publishing. The year saw 15,393 books published, 1307 more than in 1929.

BUY RUSSIAN COTTON

LIVERPOOL (AP)—Thirteen thousand bales of Russian cotton, valued at \$750,000, has been purchased by Lancashire spinning-mill combine. Part of the cotton is here and the remainder will be shipped during the next few months.

A loaf of bread baked in Egypt 3,000 years ago is on exhibition at the botany department of the Field museum, Chicago.

Bills

By the Associated Press

House bills introduced:

HB 47—By Chinnock—To amend code relative to unknown heirs of deceased persons and unknown defendants in suits or actions relating to real property.

HB 48—By Howard—To amend code to provide instructions by court in jury cases be reduced to writing for delivery to jury.

HB 49—By Howard—To amend code governing voters at road district meetings, making any legal voter eligible.

HB 50—By McPherson—To create a board of directors—To amend code relating to county high school tuition to exclude transportation item in determining.

HB 51—By Chinnock, James H. E. Scott, McAllister and Senator Bennett—To amend code relating to highways within cities.

HB 52—By Chinnock, J. H. E. Scott, McAllister and Senator Billingsley—Relating to levy and distribution of road fund.

HB 53—By Chinnock, J. H. E. Scott and McAllister—Providing means whereby municipal corporations may determine adverse claims to real property.

HB 54—By Chinnock, J. H. E. Scott and McAllister—Exemption cities from payments of penalty and interest on delinquent taxes.

HB 55—By Chinnock, J. H. E. Scott and McAllister—Providing for vacation of streets in incorporated cities.

HB 56—By Chinnock, J. H. E. Scott and McAllister—Permitting cities to create sinking fund for purchase title equipment.

HB 57—By Chinnock, J. H. E. Scott and McAllister—Relating to payment of interest on bonds under Bankruptcy act.

HB 58—By Chinnock, J. H. E. Scott and McAllister—Amending code relating to purchase of lands on tax sales.

HB 59—By Chinnock, J. H. E. Scott and McAllister—To amend code relating to annexation and extension of boundaries of cities.

HB 60—By Chinnock, J. H. E. Scott and McAllister—Providing for passage of ordinances by cities without publication in full.

HB 61—By Chinnock, J. H. E. Scott and McAllister—Providing for state building code.

HB 62—By Chinnock, J. H. E. Scott and McAllister—Relating to foreclosure of tax liens.

HB 63—By Chinnock, J. H. E. Scott and McAllister—To appropriate \$50,000 for additional wing at state penitentiary.

HB 64—By Angell, Howard, Snell, Chindgren and Senators Jones, Wood, Chinnock and McAllister—To appropriate \$25,000 for survey of Columbia river for navigation.

HB 65—By Lewis, Kenney and Gortch—To amend code relating to port of entry for goods.

HB 66—By Joint House Ways and Means committee—To provide for payment of deficiency claims allowed by deficiency bonds.

HB 67—By Wells—Relating to county clerk fees.

HB 68—By Hill and Senator Wheeler—Relating to cemetery associations.

HB 69—By Eckley, Allen and Senators Kiddle, Eberhard—Providing for armory for La Grande.

HB 70—By McCracken, Schupp and Gortch—Protection of agricultural shipments from harmful effects of embargoes by other states.

HB 71—By Deschutes, Klamath and Umatilla delegations—To prohibit sale of spirits or liquor to Indians.

HB 72—By Angell, Anderson, Andrews, Lee, Manning, Wells, McCourt and Bronough—Providing for election of Port of Portland commissioners.

HB 73—By Chindgren—Relating to cooperative association to make it apply to present and changing conditions.

HB 74—By Duval—Relating to sale of real property.

HB 75—By Nash—Relating to discontinuance in any county of the unit school system.

HB 76—By Lawrence—Abolishing public service commission act and creation of utilities commissioner.

HB 77—By Wells, Bronough and Senator Moser—Relating to marine insurance.

HB 78—By Wells, Bronough and Senator Moser—Relating to classes of insurance.

HB 79—By Wells, Bronough and Senator Moser—Relating to insurance.

SB 35—By Dunne—Relating to butter substitutes and oleomargarine.

SB 36—By Senators Woodward and Hall and Representatives Andrews and Knapp—Providing for acquisition of forest lands by the state.

SB 37—By Senators Crawford and Bailey and Representative Angell—Creating office of code revision.

SB 38—By Senators Crawford and Bailey and Representative Angell—Relating to service of summons, providing summons may be served on vice president and cashier of corporation.

SB 39—By Eddy—To authorize the governor to appoint a commission to study old age pensions and unemployment insurance, and authorizing an appropriation of \$25,000.

SB 40—By Francisovich—Relating to firemen's liens.

SB 41—By Brown—Providing for water and sewer commission.

SB 42—By Bennett, Strayer and Upton—Limiting powers of state emergency board.

SB 43—By Bailey and others—Cannery utility district bill.

SB 44—By Senators Crawford, Woodward and Bailey and Representative Angell—Restoring right of chief justice to assign circuit judges to other than their own.

SB 45—By Johnson—Providing for protection of the horticultural industries.

SB 46—By Woodward—Exempting cities of 300,000 or more population from applying to federal power commission for license to go upon federal land when application is made state for water power appropriation.

SB 47—By Eddy—Extending protection of workmen's compensation act to county surveyors and their deputies.

SB 48—By Booth and Upton—Including veterans of all wars in act authorizing county courts to erect memorials.

SB 49—By Booth—To require county clerks to forward to the secretary of state notices of all liens for labor, skill or materials filed with them on motor vehicles.

SB 50—By Eddy and others—Repealing present law providing for state judicial council.

SB 51—By Bailey—Providing that interest on all state funds, other than common school and veterans' funds, shall be deposited with the state treasurer.

SB 52—By Bennett—Changing date of primary election from third Friday in May to second Tuesday in September.

Passed by Senate

SB 14—By Strayer—To amend code relating to sale of property by executors or administrators.

SB 15—By Strayer—To amend code relating to time for appearance after service in certain cases.

Passed by house

HB 17—By Nash—Relating to meetings of county courts.

SB 13—By Woodward—To amend section code relating to district court judges, increasing number from 100,000 to 100,000.

SB 16—By Strayer—To amend code relating to declaratory judgments.

Public schools in Montana received more than 49 per cent of the total property tax collections of 1930.

Women of Cove Hear Review of 'Green Pastures'

By Mrs. Leona Price

COVE, Ore. (Special)—The review of "The Green Pastures" by Miss Amanda Zabel, head of the English department of the Eastern Oregon Normal school, was indeed a treat to those who attended the Women's club meeting Wednesday afternoon.

The explanation given by Miss Zabel of the origin of the play, the stage settings and the way the scenes were bound together with spirituals, sung by the wonderful negro chorus, was by no means the least part of the afternoon's entertainment.

Which has been running to capacity houses since Feb. 25 of last year, won the Pulitzer prize for the year 1930. Miss Zabel's review of the play with her explanations brought the scenes clearly before her audience.

After the program, a silver tea was served with Mrs. A. G. Conklin in charge of the service. At the next club meeting Mrs. John Dean will give a talk on Oregon products as the first of a series of programs on Oregon. This will come at the close of a short business meeting.

Miss Bertine Whistler, a nurse at Hot Lake, visited with her aunt, Miss Rosetta Zeller Monday, returning to the Lake Tuesday evening. Mrs. Zeller was alone at the Whistler home as Mrs. Whistler was still in The Dalles with her husband who has been in the hospital there since December. Mrs. Whistler was expected back Thursday.

Miss Alice Crockett and Albert True were married at the home of Mr. and Mrs. Francis Kelley near Cove Wednesday afternoon at 4 o'clock. Rev. C. E. James of the Methodist Episcopal church officiating. Mr. and Mrs. Kelley were witnesses.

Mrs. True is a nurse at the Grande Ronde hospital and her home is at Glenns Ferry, Idaho. Mr. True's home is at Island City. Mrs. Kelley and Mrs. True have both worked at the Grande Ronde hospital for the last year. The bride was lovely in a gown of blue georgette and lace, a hat of blue satin and blue velvet slippers.

The bridegroom wore a brown business suit. A wedding dinner was served to the party by Mrs. Kelley, who herself is a bride of only a little more than two weeks. The newly married couple will make their home in La Grande.

Mrs. W. M. Platt, wife of Rev. Mr. Platt, was taken to Hot Lake Wednesday. She was to undergo an appendectomy operation. Mrs. Melvin Loree was also taken Thursday for a major surgical operation. Both patients are expected to undergo operations today.

Mrs. John Valentine, who underwent a surgical operation at the Grande Ronde hospital Tuesday is standing the operation better than was at first expected, according to reports received by relatives in Cove Thursday.

The Nissaki group of Camp Fire girls elected officers at the regular meeting Tuesday evening. Evelyn Blank was elected president; Ruth McNeil, vice president; Georgia Lind, secretary; Lona Nelda Price, secretary; and Velma Richards, song leader.

Jim Binford, who has been quite ill for some time is much improved and his daughter, Mrs. Hazel Lindsay, who has been with him, has returned to her home in Cove.

The snow is melting very rapidly under a rain which began Thursday morning and the creeks are becoming regular torrents.

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ENGLAND GAPES AT FORD PLANT ON THE THAMES

DAGENHAM, England (AP)—Before a wide-eyed congregation of conservative British industry, Henry Ford's engineers are rearing here a brain-child of concrete, glass and steel in a huge automobile factory.

In this structure, which takes advantage of every stray beam of English sunlight, workmen will have "no more privacy than goldfish" as they assemble 1000 automobiles daily when the production peak is reached.

Built on what was formerly a "poll bank" on the Thames, the factory also serves to reclaim a large section of waste land.

Even as the Chicago packers are heralded as using all the hog save the squeal, so will the new factory take advantage of the surroundings.

According to officials it is planned to salvage considerable quantities of the old waste, extracting by a magnetic conveyor every sizeable particle of iron or steel scrap.

This would be used as part of the flux for the giant foundries, while the residue of old, dried, would be fed into fires which generate steam for the manufacture of electricity.

The electrical equipment of this new factory will have a capacity equal to requirements of a city of 250,000. Production is forecast for the fall of 1931.

Driving approximately 13,500 piles into 50, 60, 70 and even 80 feet into the ground, no two areas of the 500 marshy acres reclaimed presented the same problem to engineers.

In some cases bedrock in small quantities was reached within 20 feet of the surface. In other places some of the longer piles were still "floating" after their tops have been shot below ground.

LABEL FOREIGN CARS

BERLIN (AP)—Hereafter every foreign car brought into Germany must display, besides its number, an oval shaped plate showing the letters of its country of origin, such as U.S. for the United States, GB. for Great Britain, and SU. for the Russian Soviet union. The letter V was allotted to the recently established Vatican City state.

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