

BUSINESS CAR DESOTO PRIDE

Daily Mileage Covered by
Salesman High in Con-
trast to Old Times

Many a wheel has passed over the road since the days when "butcher, baker and candlestick maker" made business calls with horse and buggy.

Twenty miles a day was then considered a fair average at the reins, but the traveler often ended a long drive over bad roads with few calls made. Little business transacted, and weary as he stabled his horse for the night. Time and distance, however, have taken on new meanings with the coming of the automobile. The telephone now brings the doctor to the door almost as soon as the receiver is put back on the hook. The traveling salesman counts his daily mileage in the hundreds; his appointments and business have increased; his overhead costs are materially reduced.

Economy Essential

Economy in operation today is one of the essential features of the business and professional man's car. It must consume a minimum amount of fuel and oil; bills for general upkeep and service charges must be low. In the matter of time, too, economy is an important factor, not only in the heavy traffic of the city but on the open road where long distances between towns demand a car that is dependable, safe in operation and has an adequate reserve of power. Of only secondary importance is the feature of easy parking in urban communities, where curb space is so often at a premium.

Keenly aware of the important part the car plays in the prosperity of the nation, Chrysler engineers produced the De Soto Six business coupe only after they had carried on exhaustive tests and studied the requirements of business men who spend a majority of their time behind the wheels of their cars.

"The automobile is no longer a luxury but a necessity in modern business," said L. G. Peed, general sales manager for the De Soto division of Chrysler Motors, at Detroit. "The business car must be an all-season, all-weather car—economical, dependable and fast. Then the question of carrying capacity is important, particularly to the salesman with his heavy load of samples. In designing the De Soto six business coupe, special attention was paid to this feature, which is the main reason why it has found favor rapidly with business men and professional men requiring a spacious rear compartment for sample cases, personal effects and baggage."

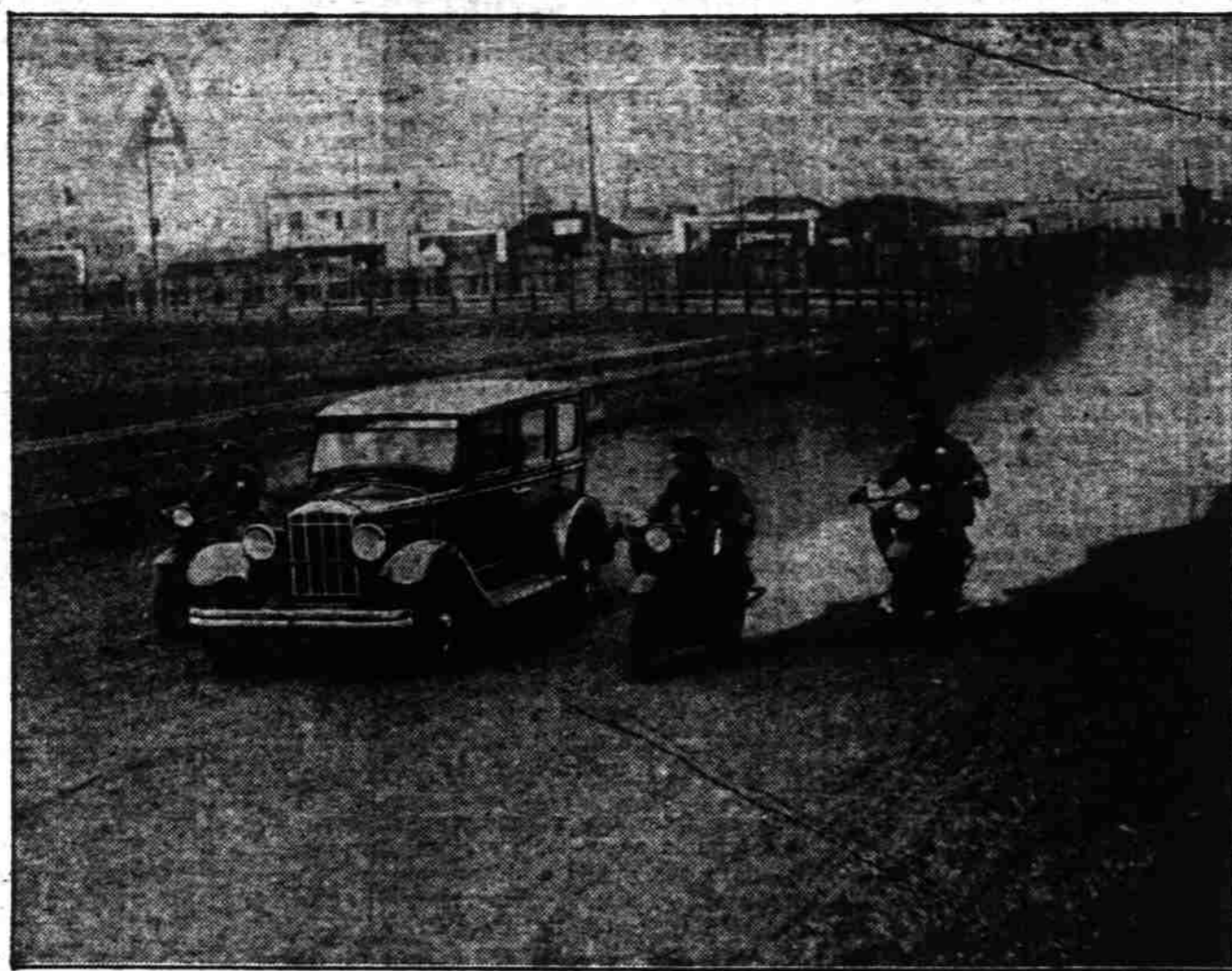
Prison Tabby Is Doing Nicely As Newest Mother

WALLA WALLA, Wash., April 26.—(AP)—Mrs. Felis Domestica, Washington state penitentiary's newest mother, was reported "doing as nicely as could be expected," by hospital attaches tonight.

Mrs. Domestica, for several years official mouser and pet tabby inside the prison walls, and her litter of five kittens are under the care of prison surgeons, who resorted to a caesarian operation to save their lives today.

Read Daphne by Hazel Livingston now in The Oregon Statesman.

Proving Durant's Reliability in Crisis



More than 450 western Durant dealers are going to test the cars as shown above in this week's program of public demonstrations just started. As a preliminary to the opening of the week a series of acceleration tests were conducted last week by Durant engineers at a western factory at Oakland, Calif. Officially observed the tests proved beyond doubt the many claims made to the sensational performance of Durant motor cars, it is said.

Firestone Keeps Testing Squad Always Very Active

The famous Gum-Dipped Test Fleet of 17 vehicles, known thru-out the automotive industry as one of the greatest laboratories of fact-finding in the manufacturing world, has been operating for months from its base at the Western Firestone factory and traveling constantly day and night over the highways and by-ways of southern California 24 hours a day to check the performance of Firestone tires. The fleet comprises 14 passenger cars from the smallest coupes to the most expensive limousines, as well as three trucks up to 5-ton capacity.

The Firestone "Gum-Dipped Test Fleet" is continually on the go, with the exception of Sundays, according to R. C. Tucker, general sales manager of the western Firestone organization, over a given course which includes almost every character of road condition. The route selected includes almost every character of road condition. The route selected includes almost every kind of road condition and was charted for the different kinds of pavement covered number

of traffic stops, hill and mountain climbs, detours to dirt roads, varying heat conditions and other factors that affect tire wear.

Drivers Changed Often

When one driver leaves his seat another driver takes his place and retraces the route. This procedure is followed day after day, for the sole purpose of proving the performance of Firestone tires, and constantly seeking to better their quality. The Firestone Tire and Rubber company is said to make a heavier investment in its road testing laboratory than is made by any other firm in the manufacturing world to test its products.

F. D. Fitzharris, superintendent of the fleet, says the vehicles in the fleet travel as much in a month as the average car or truck will travel in more than a year. Each of the passenger cars run on an average of 13,900 miles a month, or 166,800 miles a year. The trucks travel on an average of 12,800 miles a month, or 153,600 miles a year. This makes a total for the fleet of 1,596,000 miles a year.

SALES OF GENERAL MOTORS GOES UP

During the month of March General Motors dealers delivered to consumers 205,118 cars, according to an announcement by Alfred P. Sloan, Jr., president. This compares with 183,706 for the corresponding month last year, an increase of 21,412 cars, or 11.7% for March this year. The number of cars delivered in March to users establishes a new high record for that month. Sales by General Motors manufacturing divisions to dealers totalled 220,391 cars, as compared with 197,321 for March of the year previous, an increase this year of 22,570 cars, or 11.4%. This figure constitutes a new high record for

all time covering sales to dealers, the previous record having been made in May, 1928, when 207,325 cars were sold to dealers.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers Sales to Users		Divisions Sales to Dealers	
Jan. 104,488	107,278	\$1,010	
Feb. 138,570	132,029	102,025	
Mar. 205,118	183,706	146,275	
Dealers Sales to Users		Divisions Sales to Dealers	
Jan. 127,580	125,181	99,367	
Feb. 175,148	169,232	124,428	
Mar. 220,391	197,321	161,910	

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

KEEP ON USING OLD FORD, POLICY HELD

"Don't neglect your Model T Ford car," is the advice of Byron Wright, sales manager locally.

"Millions of these good old Fords are still in use," he went on to say, "and they are still giving efficient, reliable service at a very low cost per mile. And they will continue to do so for some time to come. The average useful life of the Model T is seven years."

"My advice to every owner of a Model T is this. Run your car as long as possible. Don't sacrifice it to buy a new car but find out how much it will cost to put it in good running order. You may find that \$25, or \$50 or \$75 will be the means of giving you many thousands of miles of additional service."

Ford Backs Policy

"The Ford Motor company is solidly behind this policy. When the new Ford car was introduced, it announced it would not forget the owners of the Model T. That promise has been lived up to in the way you would expect the Ford Motor company to live up to it."

"Today, it is still making parts for the old car and it will continue to do so as long as there are Model T Fords that need parts."

"That may be ten years, but that doesn't make any difference to the Ford Motor company. It will never permit any Ford car to become obsolete for want of replacement parts."

"If Model T owners will bring their cars to me I will be glad to look them over and tell you honestly just what the car needs. The cost of new parts is low and all labor is charged at a flat hour rate."

ARRANGING PROGRAM

LINCOLN, April 26.—The Lincoln Community club is arranging a good program of reading, music and skits for the last meeting of the season Friday, April 26. A pot luck lunch will be served after the program.

SALEM GREAT CITY SAYS 'JIM' SMITH

California Has No Charms for Loyal Oregonian, Back From Long Tour

"There is no city under 30,000 population that compares with Salem in business or service," declares "Jim" Smith, of the firm of Smith & Watkins, who returned Wednesday from a three weeks' trip to southern California.

Mr. Smith accompanied by Mrs. Smith left Salem about three weeks ago and went as far south as Tijuana, going down by the inland highway and visiting all places enroute. On the return trip they came up the coast route as far as Marshfield, stopping several days at San Francisco.

"To Oregon people the inland highway is the most interesting," stated Mr. Smith. He backed his claim by stating that the Oregon people see considerable coast country here but are mostly attracted by the palm trees, the orange groves and the long stretches of straight highways which may be found on the inland highway.

Mr. Smith is particularly interested in the automotive business and he states that in no city up to 30,000 did he find service and facilities that would any way near compare with Salem.

"The service in the larger cities was found to be first class and we found excellent hotel accommodations in all places both large and small cities," said Mr. Smith.

FLOODS BELIEVED WITHIN CONTROL

WASHINGTON, April 27.—(AP)—With the Mississippi waters again rising in the upper stretches of the river, high army engineer officers expressed the opinion today that the \$325,000,000 flood control plan had progressed sufficiently to prevent a repetition of the disastrous inundation of two years ago.

The levees on the main stream in the lower valley have been rebuilt or strengthened during the past year, the army engineers

said, so that there is no danger of overflows unless unprecedented rains or storms raise the flood levels to a state even greater than in 1927. Members of congress from the three lower valley states

of Arkansas, Louisiana and Mississippi supported the army engineers in the assertion that there is no danger. On the upper half of the river, however, the menacing high wa-

ters greatly concerned the army engineers, but they believed the flood waters from the already inundated sections would recede soon and there was not as serious a situation as two years ago.



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BUT you're not so likely to get cuts, because the tread rubber of a Kelly-Springfield is about the toughest thing in the world.

Don't get the idea from this that Kelly quality is plastered on the outside after the tire is completed. It's built in, from the inside out. That's how Kelly-Springfield got its repu-

tation. It's this extra Kelly quality that keeps a Kelly going after other tires have quit. It's the difference between a champion and a near-champion.

When it costs no more to buy the best, why not ride on Kellys? We can make you an attractive trade-in proposition on your old tires.

SMITH & WATKINS

The Station With a Clock

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Check
Oldsmobile Performance by the
Surest Test of all—

DRIVE IT—KNOW WHAT IT CAN DO



THERE'S one sure way for you to prove Oldsmobile performance... come and drive the car yourself! Learn by actual experience, not only what this Oldsmobile can do, but how it does it.

Get behind the wheel. Make yourself comfortable... regulate the adjustable driver's seat to suit your height. Note the convenient arrangement of controls and instruments—the facility with which you can operate the starter, lights, gear-shift, accelerator, clutch, and brakes.

Then drive! Try this finer Oldsmobile in traffic and out on the open road. Test every phase of its performance.

Even in thickest traffic, you'll find Oldsmobile easy to drive. Swift, stageless pick-up gives you the advantage at the signal light. Easy handling and flexible performance enable you to slip nimbly through crowded streets. Fingertip steering and a short turning radius simplify parking.

Out on the road, Oldsmobile's big 62-horsepower, high-compression engine delivers a smooth, rhythmic flow of eager power. There is greater speed than the average motorist ever needs—quick, sure acceleration to flash past other cars—tremendous reserve

power for the hills—stamina to maintain a touring pace hour after hour.

Wide, deep-cushioned seats and four Lovejoy hydraulic shock absorbers assure supreme riding comfort, even on rough roads. Splendid roadability results from a low center of gravity and properly balanced weight. Powerful four-wheel brakes bring you to a smooth, sure stop in a remarkably short distance.

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\$875

f. o. b. factory, Lansing, Michigan. Spare Tire and Bumpers Extra.
Consider the delivered price as well as the list price when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

But come and make these tests yourself. Drive this car. Compare it, point for point, with other cars. Talk with owners and get the results of the trials of months and miles. Then, when you know what Oldsmobile can do, judge it by your own standards of performance and value.

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