

FAR EAST LIKES AMERICAN AUTO

The flying fishes still play "On the road to Mandalay" and there is still sea room for the flotillas to lie, as per Kipling's famous ballad—but there is no road to Mandalay for automobiles yet.

H. H. Kelly, special representative for the Hudson Motor Car company, manufacturers of Hudson and Essex cars, who has just returned from a trip to the far east during which he set a record of 35,000 miles travel in five and a half months, using every means of transportation from airplanes to ox carts and Chinese rickshaws, traveled the road and found it a vastly unpleasant experience. The road is a bullock trail with an abundance of dust, and surrounded by humid tropical undergrowth and forest.

According to Mr. Kelly, the general market for automobiles in the Far East is excellent. With the exception of India and French Indo-China, where commercial allegiance to the mother country controls buying motives, over 90 per cent of the far eastern markets absorb cars of American manufacture. The reason for America's car dominance in the Asia-Pacific area may be attributed to the superior quality and performance of the American motor vehicle. In China and Japan, the Hudson and Essex are particularly popular for these reasons, says Mr. Kelly.

Who sells American automobiles in the Far East—native or westerner? Mr. Kelly informs us that distribution is now largely in the hands of natives, who know the buying habits of his people and how they are best dealt with. Particularly in the Far East, in Japan and India where the native element is predominant in the selling field. Not so in China and the Dutch East Indies, however, for here the white merchant most frequently supplants the native.

Road development still acts as the chief deterrent to automobile sales in the Far East. In this respect continental Asia is very backward. In China there are but 29,000 miles of vehicular roads in an area larger than the United States. Many states in the Union alone have more road mileage than this. One starts for an evening drive from most any seacoast city in China and winds up at the end of the road 15 miles inland.

Strange as it may appear, the protective element has been a factor in the purchase of automobiles in China. Individuals who felt unsafe on the streets in native quarters for fear of kidnaping are comparatively at ease under the roof of a closed car. This has been the incentive to buy with many of the wealthier Chinese who have abandoned their handdrawn rickshaw and taken to the speedier motor car.

GRAHAM-PAIGE WINS AUSTRALIAN TEST

The characteristic difference between British and American motor cars was strikingly demonstrated here in a new kind of competition, combining tests of hill-climbing ability and of fuel economy in one continuous run. The event was held under the official control of the Royal Automobile club of Queensland.

The British car, built for use where gasoline is costly and where high taxation rates are based on engine displacement, naturally led in the economy test. The American cars, built to meet the national demand for speed and acceleration ability in a country where gasoline is cheap, were supreme on the hill-climb, the ten best records being made by cars of the different makes from the United States.

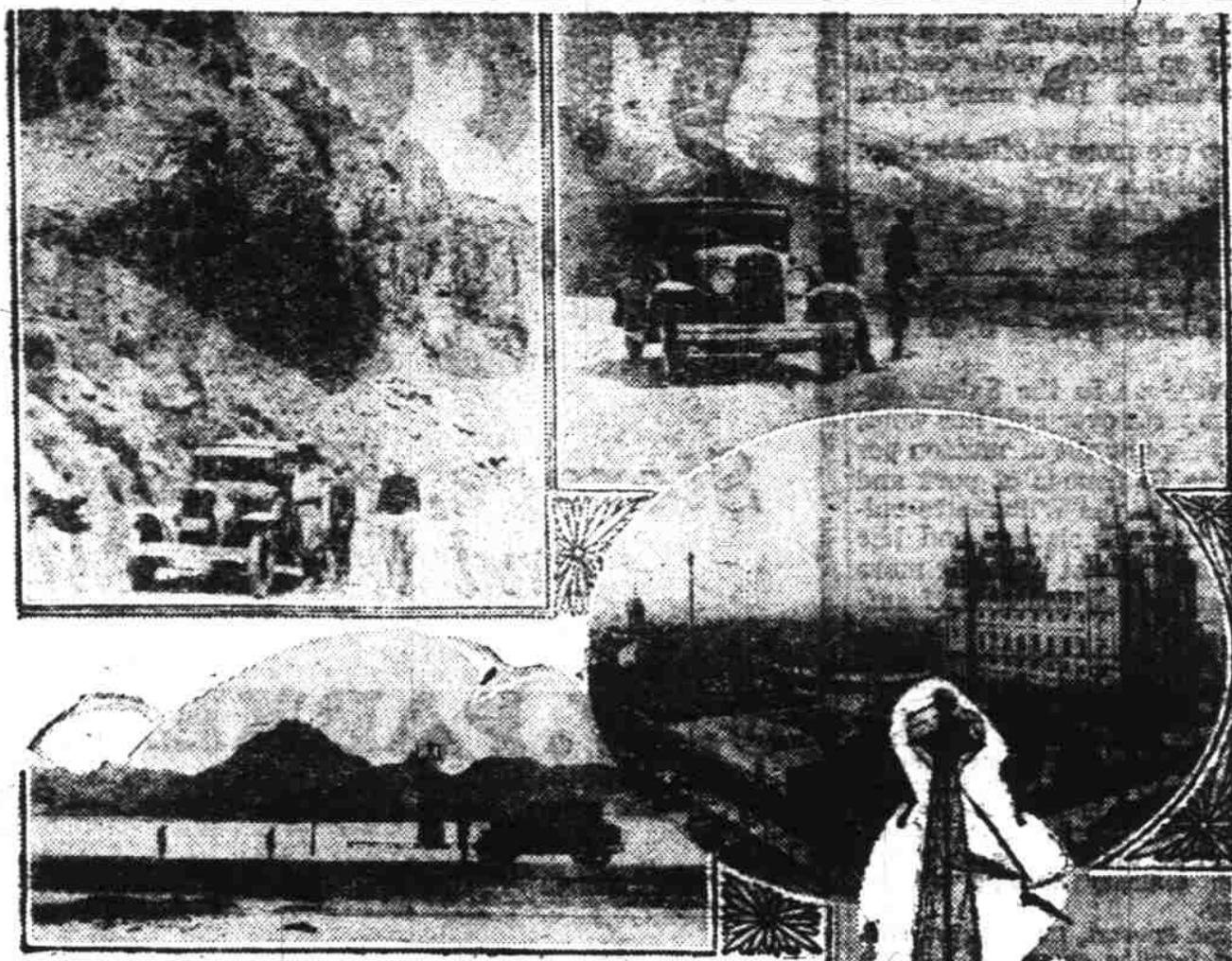
The best time of the days was by a six-cylinder four-speed Graham-Paige, driven by Jack Moran, who covered the winding ascent of Mount Coot-tha, one and one-fifth miles, in one minute 45 2-5 seconds, nine seconds faster than the next best time, made by an eight-cylinder car.

In the gasoline test, the best mileage record was made by a British Austin. Final standing was determined by a scoring system on the basis of 100 points for economy and 50 for the hill-climb, and the entries were divided into two classes by chassis price—those costing more or less than 250 pounds sterling.

RESORT OWNERS MAKE COMPLAINT

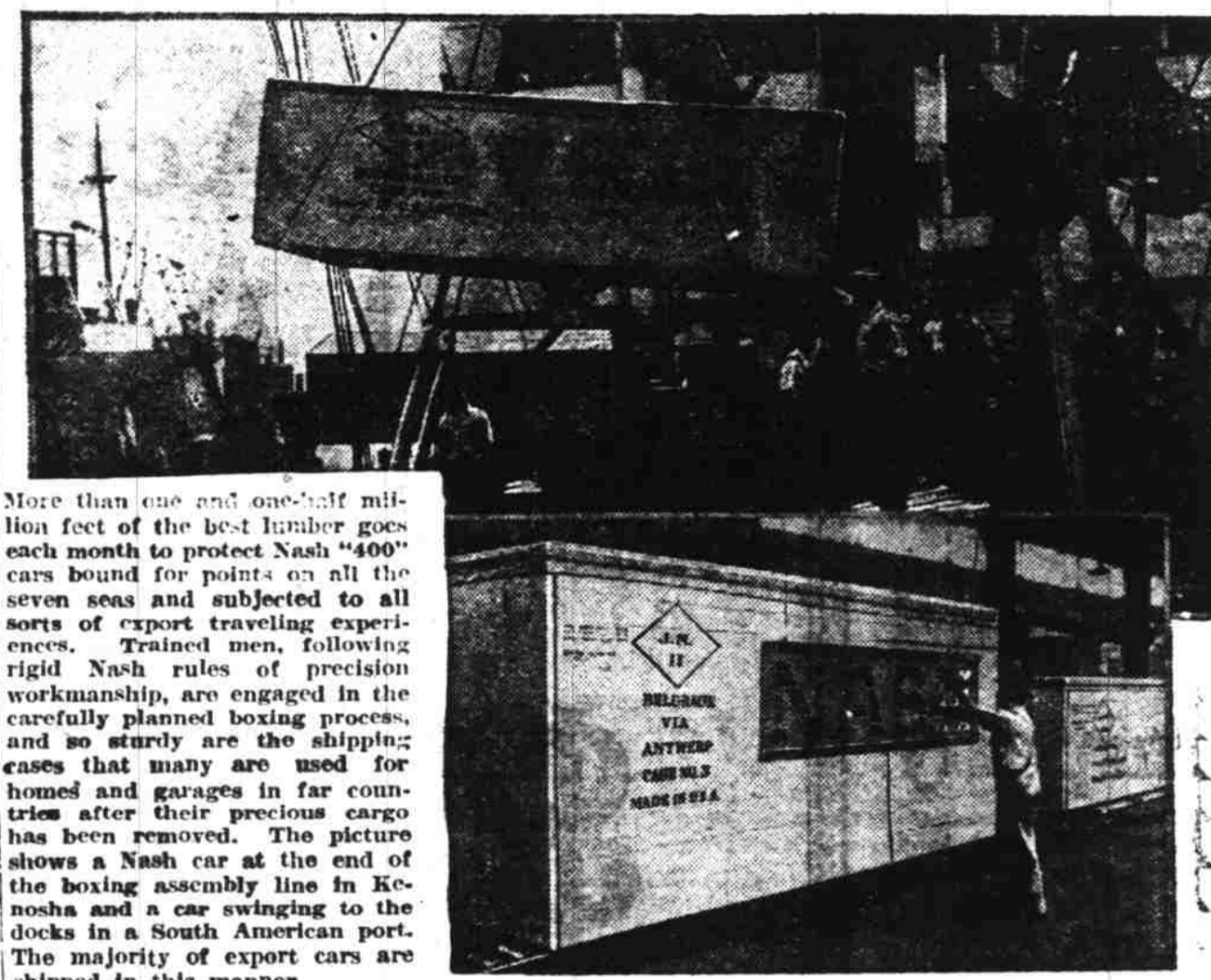
Although the non-resident permits issued by the secretary of state's office, have been greater during the touring season than the same registrations during 1928. Hotel and resort men throughout Oregon report a lesser patronage than last year. Whether this is due to the fact that tourists are spending a smaller amount of time in the state than before is not yet known but the extremely late spring, combined with a few cloudy days in July, has discouraged a great many tourists and the northwest has suffered as a consequence. Investigations are being made by the Oregon State Motor Association to ascertain just what proportion of tourists trade is using Oregon as a corridor to go to and from some other scenic area and what proportion actually comes to see Crater Lake, Columbia River highway and the many scenic wonders in the state.

Pontiac Makes Record Run to Salt Lake



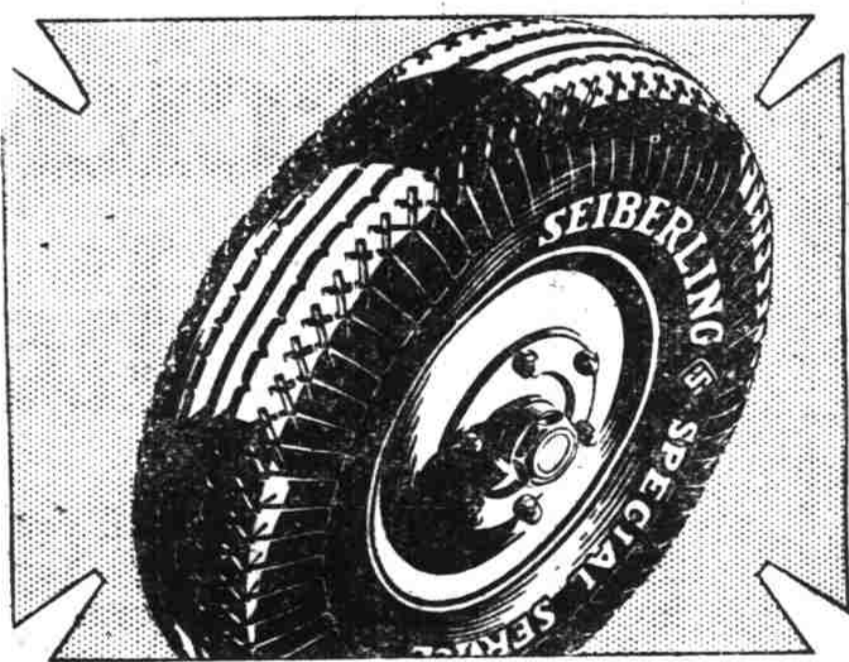
Driving a Pontiac landau sedan, A. H. Patterson, Oakland-Pontiac dealer, recently covered 1600 miles from Stockton to Salt Lake City and return in 40 hours. Scenes along the route are shown above. Upper left, the Nevada palisades; right, snow-capped Rockies; lower, salt beds; right, Mormon temple. Inset—Air Mail beacon, which also acts as guide for motor cars crossing the Salt beds, over which there is no regular road.

Housed for the Bounding Deep



More than one and one-half million feet of the best lumber goes each month to protect Nash "400" cars bound for points on all the seven seas and subjected to all sorts of export traveling experiences. Trained men, following rigid Nash rules of precision workmanship, are engaged in the carefully planned boxing process, and so sturdy are the shipping cases that many are used for homes and garages in far countries after their precious cargo has been removed. The picture shows a Nash car at the end of the boxing assembly line in Kenosha and a car swinging to the docks in a South American port. The majority of export cars are shipped in this manner.

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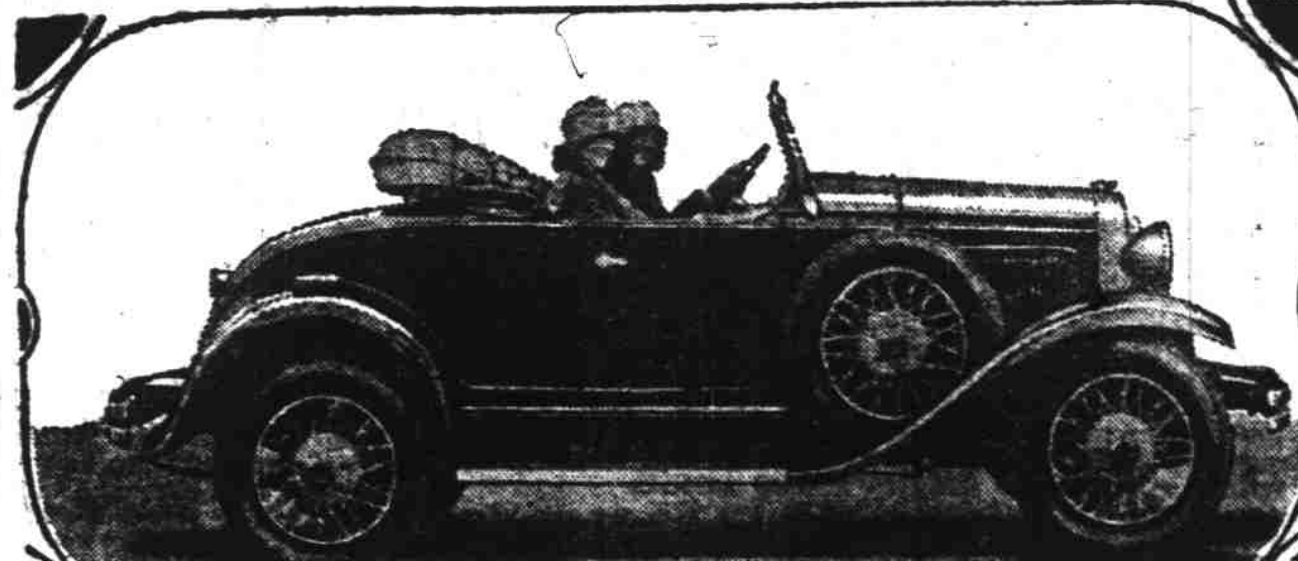
AUTO STORES RECORD SIX MILLION SALES

The week starting July 23 has been designated by the Western Auto Supply company as the week for their annual "Buy one, get one free" offer according to an announcement from Manager Clark of the local Western Auto store.

"This is Western Auto's talked of sale," says Mr. Clark and it was so well received by automobile owners last year that we have decided to make it an annual event. The real purpose of this sale is to acquaint every car owner with the many advantages of buying at Western Auto. We want every motorist to know the values that brought car owners flocking to our stores last year for more than six million individual purchases.

"It is more than worth the loss we are taking, in this splendid offer to acquaint new customers with the every day values offered by our stores and to introduce to them the many products sold by our company.

Whippet Roadster Popular



The ever increasing number of Whippet Four Roadster models on the streets and highways of nation is an indication of the wide popularity of this striking car. The long, sweeping lines give it every appearance of speed and power. A rumble seat is built into the rear deck and provides ample room for two passengers. The water-proof collapsible top may easily be lowered or raised while the detachable side curtains complete the protection when driving in inclement weather. The attractive color combination and the spare wheel, set firmly in a well in the right forward fender, round out the car's smart appearance. A mechanical feature of this model is the "Finger-Tip Control" which enables the driver to control all the functions of starting the engine, operating the lights and sounding the horn without changing the driving position. The Whippet line of four and six-cylinder cars are products of the Willys-Overland Company, Toledo, Ohio.

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