

MOTOR PRESIDENT WARNS INDUSTRY

Willis-Overland Executive Condemns Stepping Up Of Production

TOLEDO, Ohio, October 8.—Annual boosting of production schedules on the part of automobile manufacturers has resulted in the entire industry being faced with a serious problem, which not only threatens the welfare of the automobile dealer, but if a halt is not called, may affect the entire business and economic structure of the industry. This was the substance of a statement made by L. A. Miller, president of the Willis-Overland company, here today.

"The industry is faced with a serious problem," said Mr. Miller. "Year after year motor car manufacturers have set their production schedules at higher figures. The company that produced 200,000 cars last year had set its mark at 250,000 for the current year. If last year's sales totaled 350,000, the goal for this year was set at 400,000, and so on. The result of the public to absorb an indefinitely-increasing number of cars is constantly over-estimated. As a result, from the first month of this year, we have seen automobile plants running at record production. Dealers have had cars shipped to them in excess of the purchasing power of their communities, creating a problem of selling loans from banks and finance companies. Long trades, with the selling of cars at net loss to the dealer, is the result. And dealers find that while they have an increased volume of business, their profits have dwindled. The used-car problem of today is the direct result of this policy of overbuilding on the part of manufacturers."

"And," continued Mr. Miller, "this has been done on the theory that increased volume meant increased costs. Up to a certain point this is correct, insofar as manufacturing economies are concerned. But the theory fails when the volume is not maintained. Sales forces are expanded, plants equipped and tooling and materials bought to carry out these increased production schedules. In the closing months of the year, manufacturers usually find the market unable to absorb the number of cars they intend to build. Output is curtailed, with the result that at the end of the year a considerable lesser number of units have been actually built on which the average overhead expense has taken a decided upward trend and materially affected the producer's profit per car for the year."

"This Willis-Overland, with the dealers' interest in mind, intends to be the first big producer to apply corrective measures and to adopt a policy which, he predicted, would become the practice of the industry, was the assertion of the Willis-Overland president.

"This year, we will produce in the neighborhood of 300,000 cars. We do not plan to increase this total next year. We believe it is the conservative number of cars our dealers can move without the need of forced selling, unprofitable trades, excessive used car capital to assure a sound return on their investment at the end of the year. We will keep our productive capacity absolutely flexible, so that as dealer outlets increase, and resulting increased retail demand warrant expanding our output, we can do it promptly and efficiently. We are confident that the result will be a large increase in our own profits."

"With this policy, each new car sale will net our dealers a substantial profit. They will be able to keep used car stocks at a minimum and turning over regularly, and their net for the year will be substantial.

"The flood of new cars from the factories and the piling up of used-car inventories, both of which shoulder an unbearable burden on the automobile retailer, can be stopped when all the manufacturers adopt a policy of production in accordance with reasonable retail demand."

"With such a policy universally adopted, there will be no used car problem."

ROADSTER POPULAR FOR AUTUMN MOTORING



The tang of Autumn is in the air. As the leaves turn from green to brilliant reds and sepia browns, the call of the open is again responded to by lovers of the outdoors. Whether the road leads you to the football stadium, golf course, the riding club, to the country or within the city, the roadster is the car for real autumnal motoring pleasure. Snappy in performance, smartly styled, exhilarating in its swiftness, the roadster pictured above is a popular model in the line of Plymouth motor cars.

A YANKEE ABROAD

Solons are Solomons

By DeWITT MACKENZIE

LONDON — England expects every man to do his duty, and if he is a labor member of the house of commons his constituents expect him to do double duty.

When he is not legislating they like to have him around making good on that phrase so often uttered in election campaigns—"a friend of the people."

Being a friend and adviser of the folks at home is no insecure for the member of parliament who might otherwise be spending his parliamentary recess in comparative ease. The people who voted for him come to him now with all their troubles and perplexities, and they expect him to know the answer.

One labor member, James Gardner of Hammersmith North, was so overwhelmed with callers seeking advice on all subjects, ranging from the purely political to the purely personal and matrimonial, that he established an informal "court" where constituents could come with their troubles.

Once a week, with a lawyer to assist him he sat and listened to the mostly private troubles of his district—problems perhaps not so large but surely as pressing as any that worry the empire.

Meanwhile, in Scotland pretty Jennie Lee, the Fifeshire miner's daughter who is one of the 14 members of the house of commons, was acting as a sort of feminine Solomon, devoting her parliamentary recess to hearing and giving advice on the troubles of all who came to her.

And since she is a graduate of Edinburgh university and a bachelor of laws, it is only natural that she, too, should have been asked many questions ordinarily taken to a lawyer.

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hysterics by knocking out the Frenchman, Husson, in a six-round demonstration of fistie genius.

And it was here that Georges Carpentier, another Frenchman, stunned the British sporting fraternity by putting Bombardier Wells to sleep almost before the spectators could see the fight had started.

It was No. 43, too, which used to be such a dignified "headquarters of British boxing" that no member would have thought of watching the bouts attired in anything but full evening dress. No woman ever crashed the gate of this temple of pugilism in those days; nor did anyone ever so far forget himself as to yell "soak him!" "kill him!" or similar rude slogans.

An echo of the "I'm Alone" case, which filled whole pages in British and American newspapers last spring, and caused considerable nervousness among diplomats of both countries, is found in Lloyd's register of wrecks for the quarter ending March 31.

Since the sinking of the rum ship does not readily fall under the standard classifications of "Abandoned," "Foundered," "Missing," "Broken up," "Burnt," or "Wrecked," the vessel is set apart in a classification all its own. The entire affair is disposed of in one laconic paragraph:

No. 73688; I'm Alone, destination Belize; cargo liquor... sunk by gunfire off Louisiana March 22.

1929 Production Shows Large Gain

September production of motor vehicles was reported as 417,000 at the directors' meeting of the National Automobile Chamber of Commerce held in New York October 2.

This figure, which is estimated from statements of factory shipments, brings the production for the first nine months of 1929 to 4,828,720 which exceeds the 1928 total for full twelve months of 4,601,130.

It was here, too, in 1914, that the trail and boyish Jimmy Wilde, looking like a sickly student, sent sporting writers and fans into

PRESS CAMPAIGN FOR ROAD SAFETY

A A Would Curb Motor Accidents; Reduce Traffic Congestion

WASHINGTON, D. C. Oct. 19.—An effort to curb the mounting number of fatalities and accidents as well as to reduce the economic loss of millions of dollars due to traffic congestion in outlying metropolitan areas, was launched in the national capital today at the initial session of the A. A. A. committee on highway widening and segregation of grades.

Thomas P. Henry, president of the American Automobile association, who named the committee to study the subject of highway widening in an effort to formulate a national policy, declared that it is one of the most far-reaching and acute problems ever undertaken by motorists.

"Metropolitan centers have been focusing attention on their mid-city congested areas and state highway officials on the open country," said Mr. Henry, "with the result that the problem of outlying city and suburban areas has not received proper attention. As a result, the time has arrived for widening of highways and consideration of metropolitan traffic from a regional angle. I am confident that the comprehensive survey to be undertaken will go a long way toward formulating a national program to meet this traffic condition."

The A. A. A. President pointed out that this congestion is outlying metropolitan areas results from the intermingling of fast and slow moving traffic.

"It is a problem requiring the serious thought of all traffic authorities," said Mr. Henry. "This is especially true during the morning and evening rush hours. Thousands of cars are pouring workers into the city at the same time trucks are delivering goods to the suburbs. Add to this the outgo of tourist travel getting underway for the day. The result is a confusion which can be met only through widening the lanes of travel."

The statement continues: "The problem of adequate routes through the fringe of the metropolis is more than serious. It is one involving primarily human life and should be considered from the angle of national safety. In addition it also affects the business and social life of that area, the delivery of the mail, as well as the adequate distribution of merchandise."

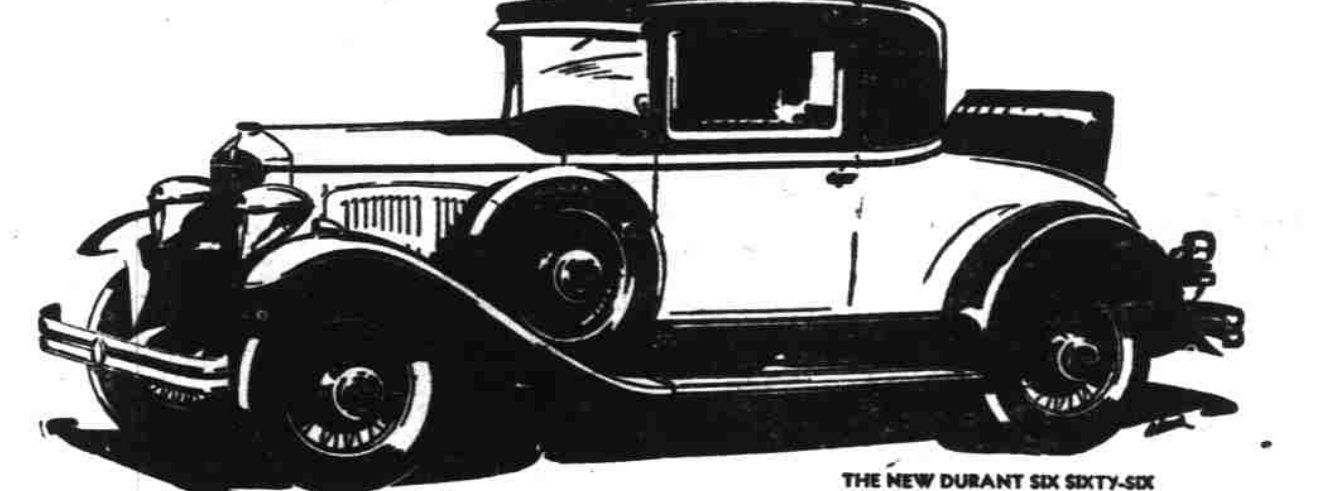
"Thousands of car owners now residing in cities would build homes for their families in the suburbs and enable them to enjoy the open air, were it not for the problem of traffic congestion in coming and going from the office."

By popular request WE RENEW THE PERSONAL INVITATION EXTENDED DURING 4-SPEED REVELATION WEEK

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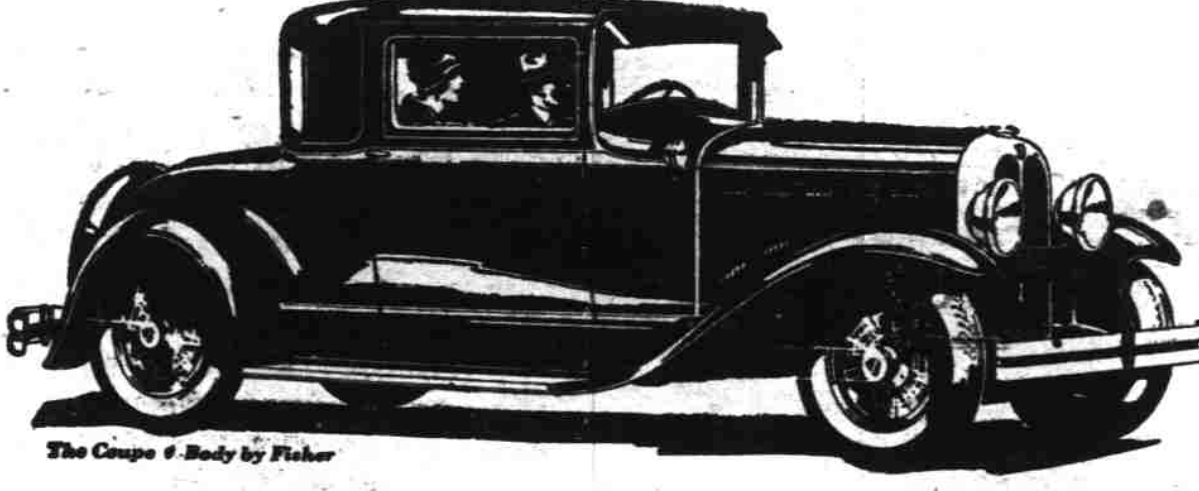
Whippet 6 Sedan DOWN PAYMENT ONLY \$335

Balance in 12 easy monthly payments. Line includes Coach, Coupe, Roadster, 1 1/2-Ton Truck Chassis. All Willis-Overland prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

Whippet 4 Coach DOWN PAYMENT ONLY \$253

Balance in 12 easy monthly payments. Line includes Coach, 4-passenger Coupe, Sedan, De Luxe Sedan, Roadster, 4-passenger Roadster, College Car, Commercial Chassis.

The one medium-priced car in the world that combines these Safety Features



TODAY'S Oakland All-American Six is remarkably safe under any condition—principally as the direct result of two great safety features. The first of these is an exceptionally fine system of four-wheel brakes. These brakes combine the positive action and the reliability of mechanical principles with the smoothness, silence and protection of internal-expanding design. They are protected against mud, rain and ice. And they are equipped with special non-squeak linings.

feature is Fisher body construction. Fisher bodies are built with frameworks of selected hardwood. Over this framework panels of heavy gauge steel are laid. The result is a type of body construction unparalleled for ruggedness—unapproached for safety to passengers in the car. Remarkable safety is only one of the qualities which combine to make it America's finest medium-priced automobile. If you want the most for your money in a car of its price, be sure to come in and investigate this Oakland All-American Six.

Proof that Oakland is America's finest medium-priced automobile

The following facts were obtained from a comparison of the Oakland All-American Six with 20 other medium-priced automobiles. All told, 878 individual comparisons were made. Of these Oakland proved to be distinctly superior in 451 or 51.37 per cent. The 20 cars combined were at best equal to Oakland on 382 or 43.50 per cent. And 13 of the 20 were higher-priced than Oakland!

PISTON DISPLACEMENT Oakland's 228 cubic inch piston displacement is greater than 12 of the 20 cars in its price field. Of the 8 remaining cars, 7 are much higher priced than Oakland.

BRAKES Only Oakland and one other car in its field use the fine type of brakes which Oakland employs. And no car in the field equals Oakland's 290 square inches of brake band area. Oakland's separate emergency brake operates on the transmission. Seven cars in the field have no separate emergency brakes, although three of them exceed Oakland in price.

FISHER BODY Only Oakland and two other cars in the field offer bodies by Fisher. And one of the two is nearly \$100 higher in price than Oakland. Of the 18 cars which have less-known bodies, 11 are priced above the All-American Six.

FOOT-CONTROLLED HEAD LIGHTS Only Oakland and one other car in the field offers this convenience. And the second car costs more than Oakland. Eleven more expensive cars fail to provide it.

Oakland All-American Six, \$1145 to \$1275. f. o. b. Pontiac, Michigan, plus delivery charges, spring covers and Lancer Hydraulic Shock Absorbers included in list price. Bumpers and rear fender guards extra. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values... Oakland-Ford's delivered price includes only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

OAKLAND ALL-AMERICAN SIX \$1145

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