

CHRYSLER GAINS
HIGH SALE RATIOAuto Sales Reduced When
Compared With First
Half of 1929

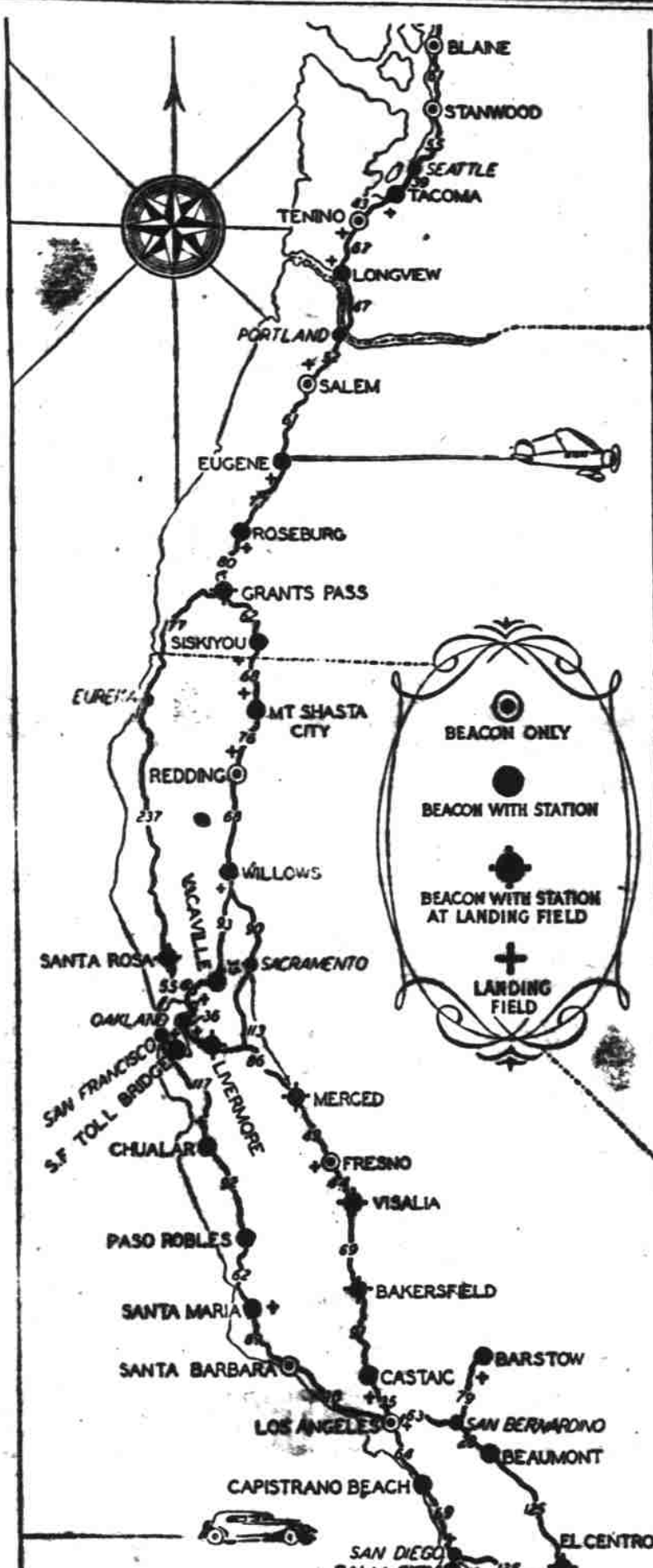
In the first six months of 1930, all cars sold in the United States numbered 1,653,519, or 76.72 per cent of the total sales numbering 2,155,352 in the corresponding period last year. Excluding Fords, Chevrolets and Plymouths, the total sales of cars in the higher-priced ranges in the first six months of this year were 441,158, or 51.7 per cent of the 853,100 cars in this price range sold in the corresponding period last year. Chrysler Motors (excluding Plymouths) sold during this same period 101,836 cars, or 70.32 per cent of the 144,820 higher-priced cars sold in the first six months of last year.

June registration figures show Plymouth in third place, Chrysler in fifth place and Dodge in sixth place in the number of automobiles sold in that month in the United States.

Retail sales of all makes of automobiles in the United States in June were 67.51 per cent of the number sold in June last year. The combined retail sales of Chrysler, Dodge, De Soto and Plymouth cars in June were 69.58 per cent of the number sold in June last year. Excluding sales of Ford, Chevrolet, and Plymouth—the three cars in the low-price range—the total sales of higher-priced cars represent 47.2 per cent of those sold in June last year, while sales of Chrysler Motors other than Plymouth numbered 65.13 per cent of the sales of the same class in June last year.

Chrysler Motors shipped to dealers 21,779 automobiles in July compared with 27,211 for the same month last year. This is relatively the best showing made so far this year, being 89 per cent of last year's shipments of the same month while total shipments for the first half of this year were only 65 per cent of the first half of 1929. Plymouth shipments were nearly twice those of July last year.

Kern county, Cal., farmers are taking drastic measures to offset damage from the army worm. Entire acres of field crops have been affected.



Points show location of air beacons established by Richfield Oil company for benefit of night-flying airplanes. Some of the beacons have service stations and hotels operated in connection. There is only a beacon located at Salem, but plans embrace future development of service station and tourist hotel. The site is on the hill south of the city, along the Pacific highway.

TOURIST CROP
MEANS PROFITLargest Industry of Oregon
Brought Revenue of 30
Millions in 1929

Oregon's largest "annual" crop is the revenue from tourists. This revenue is estimated to have reached the staggering figure of over thirty million dollars in 1929.

During the same year the hay raised in Oregon was valued at 28½ million dollars, wheat at 25½ million, while the entire fruit crop of the state was valued at 24½ million. These latter figures are given by the U. S. Department of Agriculture and represent Oregon's three most valuable agricultural crops.

The lumber industry in 1929 amounted to 192 million dollars but this is an "extractive" crop because it does not reproduce annually and the tree once cut takes approximately two generations to reproduce.

Livestock too is of major value to this state, amounting to approximately 72 million dollars last year. This figure includes poultry products also.

All of these industries are encouraged and developed by government and state aid. The department of agriculture passes out seeds, issues pamphlets on the care of grain, appoints commissions to see that products of the soil are marketed intelligently and in general attempts to make "bigger and better" reproduction in the agricultural and livestock industries.

The state, too, has its various commissions and bureaus and department working toward the protection of existing agricultural incomes and the development of new and better crops and products.

The state makes every effort to protect and develop the hay, wheat, fruit and livestock industry, but it makes no effort whatsoever to develop the tourist industry which forms our greatest annual crop. Other states have departments of exploitation whose business it is to see that tourist business is adequately cared for and that attractive publicity matter is made available to the potential tourist.

Probably the most outstanding example of government and state co-operation is Canada, where the Dominion government enters into the field of exploiting Canada's

recreational advantages in a big way, but their effort is ably seconded and followed up by the individual provinces, each of which has a department of publicity efficiently operated and amply financed.

A number of states not only have state departments of exploitation but in addition issue a state magazine profusely illustrated and carrying to the motorist an alluring message of the interesting time awaiting him in the host state. These magazines and publicity material are sent to the various distribution points of tourist travel and are there placed in the hands of the traveler.

Hazel Green

HAZEL GREEN, Aug. 16—The Christian Endeavor and Sunday school are finishing the paper drive. The funds secured will be applied on the debt on the piano.

Miss Helen Davis will go to Newport Sunday with her sister-in-law, Mrs. Homer Davis and children Billie and Richard of North Howell. Miss Vera Dickson of Corvallis, sister of Mrs. Davis will join them. Mr. Davis will take the party and will go the following Sunday to bring them home.

Mr. and Mrs. Nash and children Violet and Albert, who have been visiting at the Orville Luckey home for the past three weeks, left Tuesday for their home in Colorado. They liked Oregon very much and tried to rent a farm, not wishing to buy until they had spent a year in this vicinity.

Miss Ruby Woodward has added to the attractiveness of her home by having the home roofed with composition roofing in variations of brown and green.

Mr. and Mrs. Edward Dunnigan, Sr. were guests at the Guy Spencer home during the Elks convention.

AUSTIN, Tex.—(AP)—An increase of approximately 1,600,000 in the number of lambs in the 13 western range states this year is reported by the United States department of agriculture here. There are 18,724,000 lambs in the area, it is estimated a gain of 9.5 percent over 1929.

Middle Grove

MIDDLE GROVE, August 16—Mr. and Mrs. Lawrence Hammer and their six children motored to Grants Pass Sunday to visit Mrs. Hammer's relatives.

B. L. Skaltitsky of Covina, Cal., is visiting at the home of his daughter, Mrs. Ethel Davis.

Rev. and Mrs. H. E. Abel and sons, Elmer and Daniel of Zillah, Wash., visited at the W. H. Scharf home the 14th and 15th.

Rev. H. R. Scheuerman, pastor at the Middle Grove church, who was residing at Brooks has moved to Salem.

Miss Joy McCarty was a guest of Katherine Scharf Thursday evening.

Kingwood

KINGWOOD, August 16—Mr. and Mrs. Glenn Adams attended a picnic at Albany Sunday where they met relatives and friends from different places. Mr. and Mrs. James Elder of Portland were there. Mr. Elder is a cousin of Mr. Adams and often visits the Adams family. Friends of Mr. and Mrs. Adams from Eugene were also among those present.

Mr. and Mrs. Everett Rawlings of Kings Valley were dinner guests Sunday of Mrs. Rawlings' parents, Mr. and Mrs. J. A. Yantiss. The Rawlings returned home Sunday evening, taking with them their daughter, little Miss Margaret Rawlings who had spent a couple of weeks with her grandparents.

Sahford Blodgett of Seattle and Mrs. Julia Blodgett of Salem who are brother and mother of Mrs. Theodore Bernard were her guests one day recently.

Miss Arvilla Kubin returned home Tuesday from a visit of two weeks with friends in Portland.

Luther D. Cook, carrier on rural route two, is having his annual vacation. G. E. Wikoff of Salem is substituting on the route during his absence.

Miss Naomi Alsop who has been doing office work in Tillamook the greater part of the summer has returned to her home here.

Mr. and Mrs. Alec Taylor and

family, former residents of this community, were visitors Sunday at the J. P. Smart home. The Taylors now live at Pringle.

Harvey Page who was recently severely injured in a gasoline explosion at the Chevrolet Sales way.

and Service company is still very ill at a Salem hospital. His throat and lungs are badly burned.

Howard Adams has returned from a week's outing at Rockaway.



VALLEY MOTOR

Best Values This Week

1928 Standard A Coupe	\$390
1928 Chevrolet Coach	\$375
1928 A Roadster	\$410
1929 A Closed Pickup	\$450
1927 Chevrolet Coupe	\$235
1926 Chevrolet Landau Sedan	\$225

Valley Motor Co

Corner Center and Liberty Tel. 1995

Getting Near the
Finish—
SO HERE GOES!

Lowest Summer Prices

GOODYEAR

Double Eagles
New Heavy Duty
All-Weathers
Standard
All-Weathers

Get Our
Offer!

ZEPPELIN-GRAM

We MUST Win!

The Zeppelin Race between Goodyear Dealers ends August 31st. It's a close one—we have lots of hard-working rivals. We can't let anything stand in our way now. Sales are what count.

You WIN, too!

DON'T FORGET
We Do

Tire Repairing
Battery Service
Gasoline Oil
Washing and Greasing

For Satisfaction at Lowest Cost

GOODYEAR Pathfinder

World's greatest tires in their price class. Values only Goodyear can offer because of building millions more tires than any other company. Lifetime guaranteed—fresh firsts—carefully mounted free.

Regular 4-Ply Full Balloons	High Pressure	6-Ply Heavy Duty
4.40-21 \$5.55	30-3½ \$4.98	10 PLY TRUCK TIRES
4.50-21 \$6.35	31-4 \$8.65	4.50-21 \$8.75
4.75-19 \$7.55	32-4 \$9.35	5.00-19 \$10.45
5.00-20 \$8.15	33-4½ \$13.55	5.50-19 \$12.55
6.00-19 \$11.35	34-4½ \$14.20	32-6 \$34.10
		36-6 \$37.85

Ford-Chevrolet
Specials!New Improved Speedway
Cords—Factory Firsts

30x3½	\$4.25
29x4.40	\$4.85
30x4.50	\$5.45

FREE MOUNTING!

Tubes also low priced

IT'S WISE TO CHOOSE A SIX

Announcing a new
production record

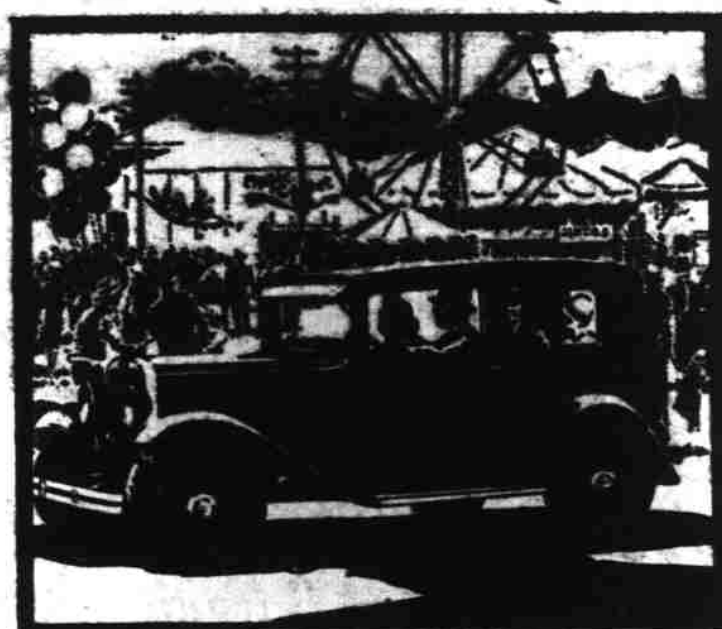
2,000,000 Chevrolet Sixes now on the road

Since January, 1929, Chevrolet has produced and sold over 2,000,000 six-cylinder automobiles—nearly five times as many as any other manufacturer has ever built in an equal length of time.

These 2,000,000 buyers have chosen Chevrolet because it offers many desirable qualities not obtainable in any other car so low in price—

—the smoothness, silence and flexibility of a modern six-cylinder engine—the comfort and roadability of a modern, full-length chassis—and the style, safety and distinction of bodies by Fisher.

Yet, despite these fine car advantages, the Chevrolet Six is unusually economical. Its gas, oil, tire and upkeep economy is unsurpassed. And



The Coach, 1926, J. O. B. Flint factory

any model can be bought for a small down payment and easy monthly terms! Come in today. Learn for yourself why two million buyers have agreed—"It's wise to choose a Six."

Some Distinguishing Features

50-horsepower six-cylinder motor... 48-pound crankshaft... full-length frame... four semi-elliptic springs... fully-enclosed four-wheel brakes... four Lovejoy hydraulic shock absorbers... dash gasoline gauge... Fisher hardwood-and-steel body... adjustable driver's seat... safety gasoline tank in the rear... non-glare VV windshield... and, for your protection, a new and liberal service policy.



Modern production methods assure high quality

Sp. Roadster... \$355	Club Sedan... \$445	ROADSTER or PHAETON	Sedan Delivery... \$595	1½ Ton Chassis... \$520
Coach... \$465	Sedan... \$475	Light Delivery	Light Delivery	With Cab... \$625
Coupe... \$545	Special Sedan... \$725	Roadster Delivery \$440	Prices J. O. B. factory	Prices J. O. B. factory
Sp. Coupe... \$655	(Values shown standard on Special Sedan)	(Pick-up has extra)	equipment extra	equipment extra

\$495

CHEVROLET SIX
Douglas McKay Chevrolet Co.

430 N. Commercial

Telephone 1802

SIX-CYLINDER SMOOTHNESS AT LOW COST

Frank Doolittle Master Service Station

Telephone 66

North Commercial at Center

Telephone 66

COMPLETE SATISFACTION WITH EVERY TRANSACTION

The "Doolittle Twins" are on the job