

ATWATER KENT SECOND RADIO AUDITION 1928

Plans for participation of amateur singers from Oregon and from Pacific states in the Atwater-Kent Foundation's national radio audition will be made in Portland this week with the arrival from Washington, D. C., of Burton Hunch, manager of the 1928 audition.

Because of the success of an Oregon boy, Ted Roy, the "Singing Blacksmith," of Pilot Rock, who won second place for male singers in the audition finals in New York last year and received \$2000 in cash and a year's musical tuition, it is naturally expected that amateur singers by the hundred will enlist for the preliminary contests throughout Oregon. He is a student in the Oregon Agricultural college at Corvallis and is studying also in the School of Music of the same institution.

In selecting winners of both the Oregon and district auditions the vote of radio listeners will weigh 60 per cent, with the opinion of boards of judges making up the other 40 per cent. The awards—aggregating \$17,500 in cash, and for six of the national winners, free musical tuition—will be the same last year.

The contests will be conducted on the principles of elimination, beginning with local or community auditions. All contestants—who must be amateurs between 18 and 25—must enter the audition through the local or community contests, and then advance through merit to the state and district auditions. The United States is divided into five districts, each of which is entitled to send two winners—a boy and a girl—to compete in the national finals in New York in December.

SAYS WOMEN ARE MOTORWISE NOW

"Reports from dealers have been indicating for some time that a noticeably large proportion of all new Chrysler sales are going to feminine drivers," said J. W. Fraser, Chrysler sales manager, in a recent statement, a copy of which has been received by the local Chrysler dealer.

"They are bought either directly by women for their own use or as presents from male members of the family, in line with the growing custom of having a second car in the garage for the women folk. This second car habit, I believe, accounts to a very large extent for the popularity of our '52' and '62' models are enjoying, the roadsters, coupes and coaches in these models being especially popular with women drivers.

"Automobile dealers used to say that women were moved by style in their preference for cars. This is still true. The bright colors of this year's Chrysler have undoubtedly played a large part in feminine selection, as have also their dashing lines, high grade upholstery and attractive interior fittings.

"Women are also getting to be more motorwise all the time. They still want smart and style, but they are more apt to lift the hood now before they buy—and they quite frequently know just what they ought to find under it, too. They are as well posted as many men on mechanical details, we find. They insist on power, speed and handling ease as motor car requirements.

"The combination of power, speed and handling ease with style and luxury of appointments offered in Chrysler cars is unquestionably a leading factor in the increased demand evident in our heavy sales reports this season."

USED CAR SALES BIG TRADE FACTOR

"The used car department of the truly modern automobile dealer is today an established, permanent business, and one no less important than the new car sales division," says W. W. Allen, Pierce-Allyn Motor Co., Inc.

"The people who buy used cars represent all classes of society, and it is often true that the same man buys both a new and a used car from the same dealer within the same season.

"The uncertainty and risk in the purchase of a used car which once undeniably existed, is wholly gone except as transient and irresponsible factors try to engage in the automobile business with an assortment of odds and ends. The reputable, established dealer sells honest values, honestly represented, because used car sales are a vital part of his operation and involve the reputation and success of his business no less than his sales of new cars, supplies, and service."

When Curtains Come Off
The coming of warmer, dryer weather in most parts of the country will witness the disappearance of side curtains which have put in months of useful service. Before the curtains are stored away, they should be thoroughly cleaned and, if their condition warrants it, they should be given a coating of one of the excellent dressings made for the purpose of preserving them. A curtain not away clean and dry will never deteriorate while in storage. Others will do so.

ROTARY INTERNATIONAL CONFERENCE, APRIL 22 TO 25



Board of Directors of Rotary International. From left to right—Albert Bouchery of Belgium; I. B. Sutton, of the United States (president of Rotary International); J. S. Boyer of Canada, and Marcel Franck of France.

Noboru Ohnari, past president of the Rotary club of Tokyo, Japan, is to be a speaker at the first district conference of Rotary clubs to be held in Seattle April 22 to 25.

The opening address of the conference, to be made by Dr. Arnold Bennett Hall, president of the University of Oregon and an authority on international relations, together with that of Mr. Ohnari, will give the keynote to the conference program, the dominant

idea of which is the promotion of international good will, the furthering of which is one of the major objectives of the international Rotary movement.

The first district embraces Washington, Oregon, British Columbia, Alaska and the northern part of Idaho. Delegations will be present from every Rotary club within this territory.

One of the important objects of the conference will be to select the

body's nominee for the district governorship, who will be formally elected at the international convention.

W. W. Allen, president of the local club, Jack Carle, president elect, Dr. E. W. Shockley, secretary, Mrs. Allen, Mr. and Mrs. Jack Wakefield, Mrs. Shockley, Mr. and Mrs. Wm. Whitelaw and Mr. and Mrs. Walter Leverette of the local club will attend. Mr. Carle and Dr. Shockley are the delegates.

got around among the boys they were convinced he was crazy. Eighty-three dollars a month, and he had been getting only \$30, as everybody in town knew! There was only one answer to that kind of foolishness.

Within ten days Johnny Raskob was working for Pierre S. du Pont as his \$1000-a-year secretary. That was the beginning of the climb to riches and celebrity. He went up fast. His salary was increased every few months and now he is chief financial officer in the billion dollar corporation of General Motors, which makes just about one-half of all the motor cars used in the United States. The employer and employee who worked together in Lorain, O., some twenty-seven years ago, Du Pont and Raskob, are now respectively chairman of the board and chairman of the finance committee of General Motors, as well as the high command of the Du Pont de Nemours company, that has been making explosives since the Revolution.

More Like Poet Than Financier
Mr. Raskob talks about these things and much else as he sits in his office on the twenty-fourth floor of the General Motors building in New York. The place was as tranquil as the reading room of the Union club. Inch-thick, smoke-gray carpets covered the floor, harmonizing with walls paneled in French walnut, delicately hand painted, and with the big fluted desk of French walnut, and

the conference table and chairs in a far corner, also of this beautiful wood.

Mr. Raskob is a man of strongly artistic tendencies—fond of beautiful things—possessor of a discriminating taste. Beautiful materials and plainness of decoration are the characteristics of his office. There is only one picture hung upon the wall in the whole big room. It is a small photograph of Governor Al Smith.

In a flood of sunshine pouring in the big windows of his office he rises to shake hands with his visitor. And the first thing that strikes you is the fact that he looks more like a poet, painter or musician than he looks like a capitalist-general of industry. Something artistic radiates from the man—something in the long, delicate face and especially in the large brown eyes and sensitive mouth that hardly prepares you for a master of money and machinery.

His "start" in General Motors
"Take all the time you like," he says courteously. "There's no hurry."

And Mr. Raskob talks as if he had all day for it. He talks a little sometimes about luck, of which there might appear to be some

traces in his amazing career.

In 1913, for example, he persuaded his friend and former employer, Pierre du Pont, to go in with him in buying a block of General Motors stock. They bought about 2000 shares and then found, to their surprise, that they held the balance of power, because the 100,000 shares of the company happened to be about evenly divided between two sets of stockholders who wanted control.

That was the way they got into the company, and their 2000 shares were so potent a factor that Du Pont was made chairman of the board and Raskob became a director. Du Pont says today he only bought the stock to stop Raskob from selling it.

"It may have been luck," says Mr. Raskob, "but who knows? We might have got in anyway."

Mr. Raskob is a deeply religious man, devoted to his church, the Roman Catholic. It is enough he doesn't talk much about it. The pope has heaped honors upon him, making him a Knight of Malta and a Knight of St. Gregory and a Knight of the Holy Sepulchre. Only a little while ago he gave 1 million dollars to the Catholic diocese of Wilmington, Del., where he makes his home.

"Yes," he says, "I like Wilmington and my family of children are being brought up there. I have twelve of them, you know—all sizes."

He laughed and pointed to the twelve pictures in a long paneled strip which stood upon his desk—the two young men in Yale and so on down the line to the little girl. "You see, I had to make money."

Sees a Good Year Ahead
The talk drifted to business inevitably and Mr. Raskob struck a

fluent gait. He has a fine vocabulary and thinks smoothly, with a faculty of putting thoughts into clear, expressive English. His speech hesitates a little as his low, pleasant voice runs on. He smiles a good deal, laughs when there is a joke around and isn't afraid to use a bit of slang.

"I've been hearing a lot of talk recently about unemployment," he says. "Senator Wagner got up in the senate the other day and spoke about 4,000,000 men being out of work and demanded facts and figures. Our investigation (General Motors) shows unemployment is decreasing."

"I look for this year to be a fine business year, much better than 1927. There were bad factors in 1927 that are not apparent this year."

"I don't believe we will ever again have such panics and business depressions as we had in the past. There are just three causes in my opinion, which could create serious trouble. One is a scare such as the free silver scare—something affecting the stability of money. That's unlikely. The second would be over-production and every manufacturer is looking out for that. The third would be a lowering of the tariff to permit the dumping of foreign goods. And that is unlikely."

Made Eighty Millionaires
Mr. Raskob talked a good deal about his own career—General Motors, with its 175,000 employees and its 65,000 stockholders. He's very proud of the young giant and of the men who have gone ahead in it with him and his friend, Pierre S. du Pont.

"They say Carnegie made thirty millionaires over a period of years," he said. "Well, we made eighty millionaires, in four years."

in General Motors. In 1923 we induced eighty of our senior and junior executives to go into debt to buy General Motors stock. We got them to pledge themselves to buy \$1 million dollars' worth. They put up 5 million dollars and borrowed 28 million dollars. That stock is worth today 250 million dollars or so. All obligations have been paid off and every one of those men, even the juniors who only put in \$25,000, are millionaires.

The reason the stock got so valuable and made these men millionaires is that they became owners and worked their heads off for success."

Motorist Gets Most From Longer Days

"Signs of spring are more numerous and more visible around an automobile sales and service establishment than anywhere else, unless it be a millinery store," says L. R. Wicks of Pierce-Allyn Motor Co., Inc.

"The man who owns a car certainly does get the last minute out of the longest day. He can go and play 18 holes of golf and get back home while the one dependent upon transportation not personally owned is getting started to go somewhere. And because the car means so much in the outdoor season to the man who owns it, every favorably known automobile establishment is running at the 'peak' right now."

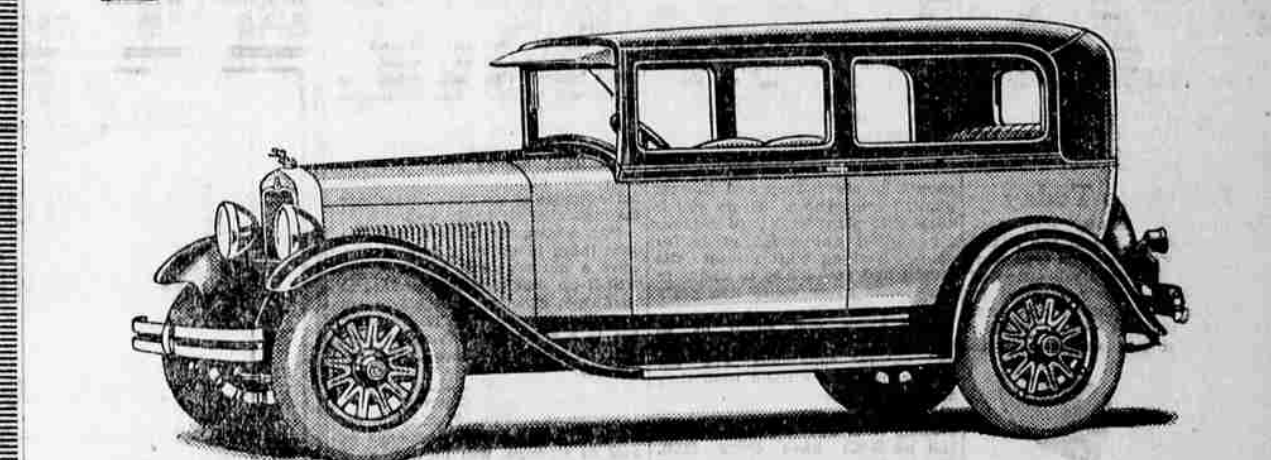
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(Excludes Tax)	(Excludes Tax)	(Excludes Tax)	(Excludes Tax)
PRESIDENT EIGHT	100	80	\$1985 to \$2450
THE COMMANDER	85	72	\$1495 to \$1695
THE DICTATOR	70	65	\$1195 to \$1295
ERSKINE SIX	43	62	\$795 to \$965

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