

NEW SLANT ON THE USED CAR

An entirely new slant on the used car, elevating it to its rightful place in the industry, was taken by R. H. Grant, vice president in charge of sales of the Chevrolet Motor company just prior to sailing on a month's trip to Europe.

"The Pierce-Allen Motor company, local Chevrolet dealer, has gone over from headlights to tail lamp by skilled mechanics and reconditioned cars bear an 'O. K.' tag. Lenient time payments are made available to the purchaser."

"Of some 25,000,000 passenger cars now registered in the United States it is estimated that approximately 60 per cent are in the hands of their second or third owners. In other words, 15,000,000 motorists are now riding in cars that were purchased on resale. Eliminate the used car from the market and a goodly share of those millions would be denied the use of a car, while most of the 10,000,000 remaining would be driving automobiles that do not measure up to their ideas of style simply because they could get no trade-in allowance and would refuse to scrap their cars with unused value remaining in them."

NEW A-C RADIOLA ON MARKET SOON

A new and improved socket-power receiver to be known as the RCA Radiola 18 has just been announced by Mr. Frobach of Southern Oregon Electric of this city, to supersede the popular Radiola 17.

Entirely self-contained and extremely compact, Radiola 18 requires no batteries or external radio power units, but plugs directly into the nearest A-C electric light socket or outlet for its inexhaustible supply of uniform power. With simplified precision tuning, substantial volume and realism of tone, and finely balanced sensitivity and selectivity, Radiola 18 has all the basic features which have made its predecessor an outstanding success, while selling at an even lower price, the announcement declares.

In addition, the laboratory technicians of the Radio Corporation of America and its associated companies have further improved selectivity so that sharper tuning is provided with the new receiver. An improved form of RCA tuned radio-frequency circuit is employed, comprising three stages of radio-frequency amplification, detector and two stages of audio-frequency amplification. Four A-C radiotrons UX-226, one UX-227 and a power amplifier radiotron UX-171-A are employed, as well as a rectifying radiotron UX-280 for supplying plate voltages.

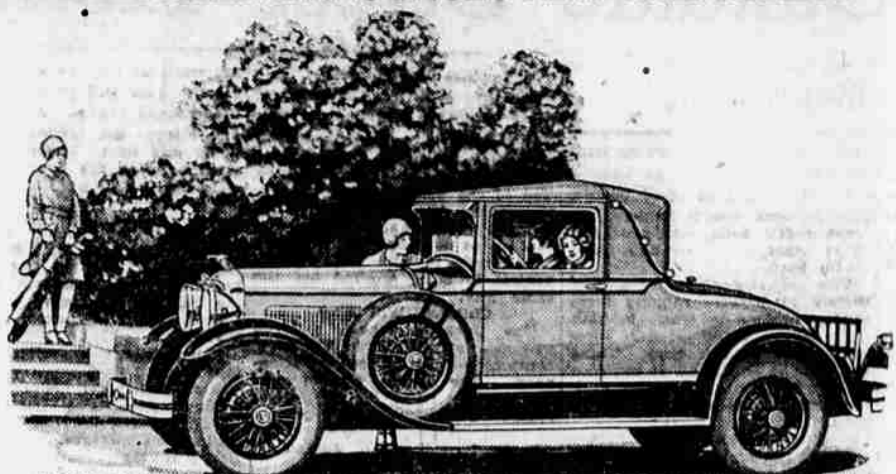
MOTOR CARS ARE CHEAPER PER POUND THAN SOME FOOD

New spring automobiles, fresh from the factory, cost less per pound than the butter, coffee and tea of the average American family, according to statistics worked out by the mathematically minded employees of Dodge Brothers, Inc. The new Standard six sedan of the company costs 33 cents a pound, the Standard six sedan costs 46 cents a pound and the Senior six sedan costs approximately 45 cents a pound. Average food prices as of January 15th as compiled by the U. S. bureau of labor statistics show coffee selling at 48.5 cents per pound, butter at 57.8 cents per pound and tea at 77.4 cents per pound.

The Standard Six sedan, selling at \$895, weighs 2,721 pounds. Twenty-four years of automotive progress have brought a steady increase in the buying power of the motor car dollar. The average man can buy five closed cars today for the price of one of the clumsy panting limousines on the market in 1904. If he purchases a car selling approximately in the \$1000 class.

These statistics appear inconsistent with figures just announced showing the purchasing power of the dollar as measured by the average living costs at \$2.1 cents during March compared with the dollar of 1914 according to the National Industrial conference board. But in the automotive market, with highly efficient manufacturing processes, the dollar has reached a position where it represents more value than at any period in the industry's history.

STUDEBAKER ANNOUNCES NEW CABRIOLETS



Beauty of line, sturdiness of construction with performance, characterizes the new Studebaker President 8 Cabriolet.

Three new cabriolet models available on the President, the Commander and the New Erskine Six chassis are announced by the Studebaker Corporation of America. All three models are characterized by extremely low and graceful body lines, and are finished in new, attractive color combinations.

The President and Commander models seat four passengers, comfortable seats for the extra two some being provided in the roomy rear cockpit. Ample luggage space for bags and golf clubs is available in the rear deck of the Erskine cabriolet, as well as in the side-opening luggage compartments of the President and Com-

mander. The new President distinctive cabriolet is an unusually attractive car. The long 141-inch wheelbase, the length of the hood over the 100 horsepower straight eight motor, and the graceful curve of the rear deck accentuate its beauty. Other features are a smartly tailored top with landau bows, deep window reveals, broad body belt finished in contrasting color, and a new cockpit type wheel. The wide crown fenders are recessed to carry two spare wire wheels and fliers.

Book Review

SHODDY, by Dan Brummitt, Chicago. Willett, Clark & Colby. Shoddy is dead wool-rags—salvage of raw material which is not worth the cost of a short cut to new cloth. In the case of Bishop Bartolomeo Bonafede, of whom "Shoddy" is written, it made him an easy picker up of borrowed and recycled ideas, and put into his hands the mortal dread of being discovered for other than what he seemed.

The book is a young of the development of a young English boy into a bishop of the Methodist church and the part which his early environment played in unfolding of his character, which, like his work, is shoddy. The book contains some marvelous character studies and a keen and penetrating understanding of Methodism from the country stretches to the more complicated, and less frank city pulpits.

The author understands his leading character and still better makes the reader understand him. Two violent contrasts in the book come from the presentation of the two leading women in it, Viola Dimont, calculating, beautiful, far-seeing, who marries Bartolomeo Bonafede, and Effie Bailey, demure, sweet, pious childhood sweetheart of Bartolomeo, who is lifted by him and marries Peter Middleton.

These four are the outstanding characters in the novel, and it is their story and the story of their two children which carry the theme thru to a surprising conclusion. The start is slow and difficult, but the action becomes increasingly speeded up as the story grows.

GLORIA AMORIA, by Charles Daniels, San Francisco. HARR Wagner. Having a strange antipathy for sonnets, it is rather hard for the reviewer to criticize the opening section of Mr. Daniels' book. Some may be good sonnets, and some of them are probably very bad sonnets, but who reads sonnets any more?

The latter part of the book is devoted to "Gloria Amoria" which is written in rather a trying style. "Lyric Poems" which are much better than the two groups before mentioned; and two long poems which justify the book. These longer poems are "The Tropics; a Caprice," and a wretchedly called "Merry Party on Capri." The latter evinces a hitherto unguessed sense of humor on the part of the author, with some rather nice bits of verse interspersed with variations:

"Ha! ha! Ha! ha! For a soldier boy was he! Ha! ha! Ha! ha! Than to fight he would rather flee! The corpse of a fly Was as huge to his eye As the corpse of a man and three As... We... were... drink... lig red... Ch... r...!"

THE TRIAL OF MARY DUGAN, by Bayard Rustin, New York. Samuel French. A melodramatic play enacted in the court room is "The Trial of Mary Dugan." The girl is accused of having murdered a man named Rice who was found dead in her room. The case seems to be very complete against her; there seems to be only on decision possible from the jury. Mary's defense is baffled at every turn. Then Mary's brother enters the scene. He takes over the defense himself, and suddenly a change in the turn of the trial takes place.

The denouement is a surprising one, the action reaching a highly melodramatic climax just before the end. The solution rests upon the simple fact that the murderer was his left hand to stab the man named Rice, and in establishing this fact and its connection with the case, the brother Jimmy Dugan, provides the audience with many thrills.

THE EARLY LIFE AND LETTERS OF LUTHER BURBANK, by Emma Burbank Beeson, San Francisco. Hays Waggoner. A different slant on the life of the great plant wizard is offered in this volume by his sister, Emma Burbank Beeson, the only surviving member of the family. No effort is made to list the unbeliev-

NIGHT FLYING AIR MAIL SOON M'CRACKEN SAYS

WASHINGTON. — (AP)—"Fly-by-nights" have put American commercial aviation on its feet, and night flying is making American air mail service a paying proposition without any of the government subsidies found necessary in Europe, believes William P. McCracken, Jr., assistant secretary of Commerce for aviation.

At any rate, Horatio Alger, although they say he never got the trick of turning his bright ideas into millions as all of his heroes did, had a vast influence upon national reading and national life, and Ade wasn't just being funny; he was being the most effective of critics, a humorist, when he wrote "Bang! Bang!" The illustrations by John T. McCutcheon admirably fit the book.

CHICAGO, May 19. — (AP)—The slaying April 29 of 17-year-old Pearl Eggleston, usher at the IRTs movie theater in suburban Beverly, who was shot down by masked bandits, appeared today to have been solved. Three youths were held for the slaying, having been identified by several witnesses.

A poolroom quarrel between two of the men over what had been done with "the money from that last job," gave the tip which led to the arrest of Stanley Durnan, 26, Stanley Thomas, 19, and Albert Mas, 21.

Police said all confessed, Durnan admitting firing the shot that killed Miss Eggleston.

The result has been a doubling of the amount of mail carried, which totaled 1,034,000,000 last year as compared with 819,855 pounds in 1926.

The total of American air mail contractors' earnings, in federal payments for mail transport alone, amounted last year to \$2,624,946. This does not constitute a first appearance, since the government's receipts from an annual stamp sales, but it does mean that air mail carrying in this country is becoming a money-making proposition without the prop of government subsidies. In Europe, on

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the contrary, government subsidies paid to air mail contractors amount to one-third of their operating expenses.

In every 24 hours, McCracken says, a total of some 8000 miles is flown by night in this country, whereas in Europe the only night flying done is over the 400-mile Berlin to Moscow route. American preference in night flying is even more marked in view of our inferiority in total mileage flown both day and night. This 24-hour total for the United States averages only 23,000 miles, against a European total of 50,000 miles. This country has air routes Chicago to Dallas, Chicago to St. Louis, Chicago to San Francisco, Los Angeles to Seattle, Los Angeles to Salt Lake City, and Cheyenne to Pueblo.

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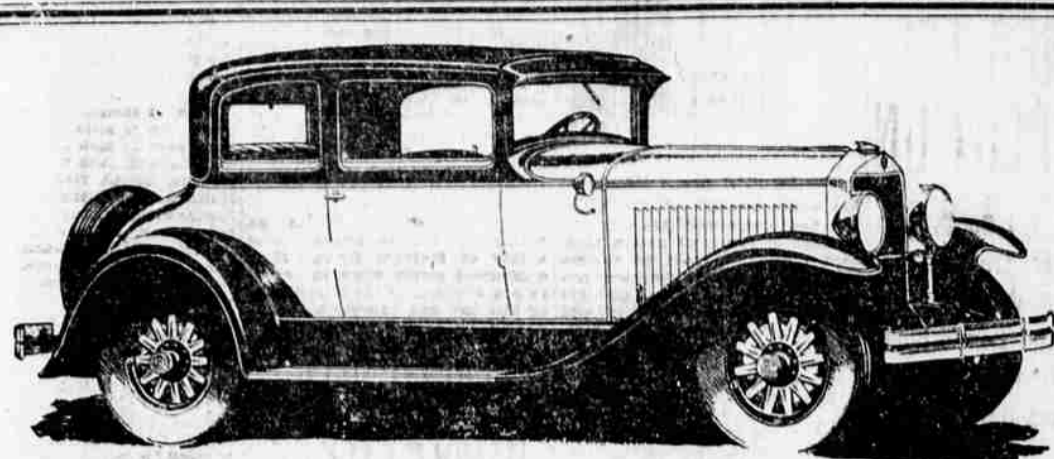
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