

DEVELOPMENT OF AIRPLANES WILL AID AUTO SALES

What effect airplane development will have on the automobile has frequently been discussed by those close to both industries as well as laymen interested in the transportation methods the future may evolve.

Is an era of keen competition ahead? Will the airplane relegate the automobile to a place beside the horse and buggy?

Decidedly no, in the opinion of H. J. Klingler, general sales manager of the Chevrolet Motor company. The two industries will rather follow parallel lines of development, with each one aiding the other, the Chevrolet sales leader declared in an interview here today.

"There will be no more competition between the airplane and the automobile than there is between the newspaper and the radio," Klingler states. "When the radio first began broadcasting news dispatches, there was talk of it supplanting the newspaper. Today the newspaper prints radio news, and the news items broadcast by the radio rather than the newspaper readers. Each one serves the other."

"I believe the airplane and the automobile will follow similar lines of development. I believe that for every airplane that goes in the air at least two automobiles will go on the ground. The owner of an airplane will need an automobile to take him from his home to the airport. He will need another car to take him from the landing field downtown to his destination. Meanwhile his wife and family will need a car at home while his is parked at the airport awaiting his return. Every flight will call into use at least two or three cars."

"There will be no competition between the airplane and the automobile because the airplane can move only a restricted field of transportation. It is essentially a rapid medium of long distance travel. It does not have the flexibility or the all-around utility of the automobile."

"The motor car takes the business man to work in the morning. It carries the professional man, who has many stops to make, on his route over town. It takes the wife downtown shopping, the family to visit friends, or on week-end or vacation trips. It does this without regard to distances or conditions of the weather."

"There is this further interesting distinction between the airplane and the automobile. The motor car in its evolution was first regarded as a fad and a luxury. It was recognized as an economic necessity only after it had gained with popularity as an instrument of pleasure."

"The airplane, on the other hand has been an instrument of business from the start. It is serving now mainly in aerial photography, in transporting mail, motion pictures and other quick freight, and in providing rapid passage between distant points. Its utility is limited to this highly restricted field which in no sense encroaches on the automobile."

"Both the automobile and the airplane are propelled by internal combustion engines. Hence any new discovery made in one industry will be available for the other. Aircraft motor building now is largely based on lessons learned in the development of the automobile."

"As mass production served automobiles in bringing them to a basis of low first cost and economical transportation, so I believe it will aid the airplane, in a limited measure, in reducing air transportation cost per mile. But at the same time great national super-highways will speed up automobile travel nearer to that now attained by airplanes. Each will be able to serve better in its own field."

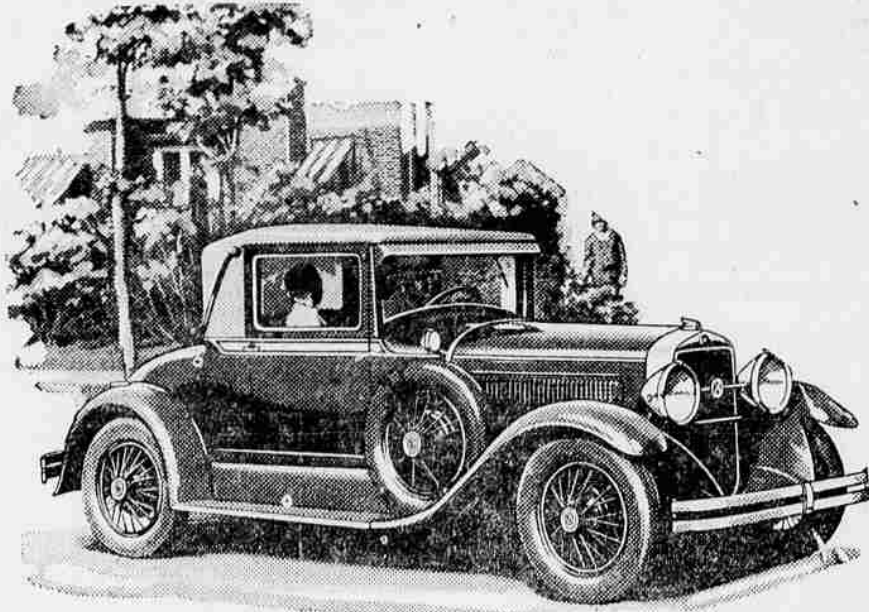
GENERAL MOTORS EXPORT MANY CARS

During the first half of 1928 General Motors cars sold to overseas dealers totaled 137,470, according to an announcement made by Alfred P. Sloan, Jr., president of General Motors Corporation. This compares with 92,452 cars and trucks sold to overseas dealers in the first half of 1927, an increase of 45,918 units or 48.7 per cent. The figure of 137,470 units for the first half of this year represents a record half for overseas sales, the best previous record having been 191,378 cars in the second half of 1927, and is greater than the volume for the entire year of 1926 when 118,791 cars were sold.

These figures represent the sales to dealers by General Motors export organizations, of Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac in all countries of the world, except the United States and Dominion of Canada. They do not include sales of Vauxhall Motors, Ltd., or overseas sales of the products of Yellow Truck and Coach Manufacturing company.

Good Crops Forecast
WASHINGTON, (AP) George C. Krenzer, federal director of reclamation economics, has just completed an inspection tour of 12 reclamation projects in Colorado, Wyoming, Montana, Oregon, Idaho, and Washington. He says in an official report that there is an ample supply of water for irrigation and that farmers generally are optimistic regarding prospects of a good crop and fair prices.

Studebaker President Eight Travels 30,000 Miles in Less Than 27,000 Minutes



Four Studebaker President Eights each recently traveled 30,000 miles in less than 27,000 minutes, establishing the greatest record for speed and stamina in the history of transportation. The President Eight Cabriolet illustrated above is fast becoming one of the most popular Studebaker models. It offers 109 horsepower, 80-miles-an-hour performance and a degree of riding comfort never before attained due to ball bearing spring shackles, an exclusive Studebaker feature.

CHRYSLER SALES SHOW INCREASE

From the moment of their introduction seven weeks ago, public interest and enthusiasm over the new Chrysler cars—the "75," the "65" and the Plymouth—have run high, says J. W. Frazer, Chrysler and Plymouth sales manager. "Even Chrysler's past experience of warm-hearted welcome of earlier models contains nothing to approach the present demonstration of public favor," he declares. "When the cars were put on display, sales rooms were immediately crowded with buyers enthusiastically over the new style that restyles all motor cars, as the new

Chrysler "75" and "65" lines and developments have been aptly termed—and the greatest dollar value in the lowest priced field," as represented by Plymouth. "But even this earlier interest, unusual though it was in size and heartiness, was exceeded as a result of more and more of the new Chrysler's making their appearance on the streets. There the strong contrast of their original and distinctive lines with ordinary body fashions every section of the country are reporting new July records made for deliveries, and the prospects of exceeding even these high marks for August. For instance, in Detroit—center of the industry—Chrysler out-registered in July all cars of other makes—cars of much lower average price than Chrysler. Nearly 1900 cars—a 25 per cent increase over the previous best—were registered.

"Dealers everywhere are reporting that their ability to deliver cars to owners is limited only by the factory's ability to supply cars. It is of interest, therefore, to Chrysler buyers as well as to dealers to learn that Chrysler has just set a new high record for production of 1921 cars in one day—a feat made even more remarkable when it is realized that Chrysler cars are built to a standard that insists upon quality before any numbers, and does not permit any car to be shipped which does not measure up fully to the inflexible demands of Chrysler Standardized Quality."

Foreign Stations Total 108
WASHINGTON, (AP) A net increase of nine foreign broadcasting stations in the first six months of 1928 is shown in the latest compilation by the department of commerce. Foreign countries now have 463 stations, compared with 441 on January 1. Of these, 34 are new stations, seven having been discontinued.

Flaming Youth
"Now I wonder," remarked the nice old-fashioned lady at the dance. "I wonder whatever's become of the girl who used to drop her eyes, raise her face timidly and murmur, 'You'll have to ask papa.'"

"She's got a daughter," answered the up-to-date matron, who shouts 'Shove her into high, kid.' The old man's gaining on us."

Cap. "Hey, you! This is a one-way street!"
Motorist: "But I was only going one way."

Cap. "All right, here's a one-way ticket."

Why traffic officers go mad.
Traffic officer: "What's the idea huffing up traffic! Why don't you use your noodle?"



A parking space is a place where you leave the car to have those little dents made in the fenders.

Your Pet Puncture
It's easy enough to be pleasant. When you haven't a worry or care But the man worth while Is the one who can smile When somebody's swiped his spare

Exasperated Traffic Cop: "Say, lady, do you know how to drive a car?"
Fair Motorist: "Why, yes, I think so. What is it you wish to know?"

This explains their rush. Some people drive as if they were anxious to have their recipient quickly and get over with it.

Living room: That part of the house the family passes through on its way from the car to the dining room.

In the category of Human Curious, next to the back seat driver comes the passing motorist who yells to you that your lights are on when you know that they are on, and have them on on purpose.

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Sweet Miss: "Didn't know the car had one."
"How did Jones become such a victim of wanderlust?"
"Oh, from years of constant searching for a place to park his car."

Another popular filling station is an inkwell in the lobby of a bank.
"How about some nice home, radish?" said the grocer to the bride.
"Oh, no, indeed! We keep a car."

Single six: Life is a one-way street but there are lots of attractive detours.

Moto-Mottoes
How to the line, let the pedestrians fall where they may. The better to have loved and lost, than never to have had a car at all.

There's no tool like an old tool. The longest way around is the shortest way to the garage.

Your Favorite Jeweler Since 1918
Fountain Pens
The gift of utmost utility—of long appreciated service—a real fountain pen selected from our wide stock of finest makes.
Larry Schade THE JEWELER
NEXT TO CRATERIAN THEATRE

"There's none so blind as those who face strong headlights. He still, sad cart. Train up a child in the way he should go, and when he is old you won't have to get him out of jail for speeding so often."

Pedestrian: "What's the shortest way to the emergency hospital?"
Officer: "Just stand right where you are."

A Grade Crossing Warning Stop, and let the train go by. It only takes a minute! Your car will start right off again And better still, you're in it."

Officer: "Hey! Where'd you think you're going?"
Mr. Mook: "He easy on me, officer. This is the first time I haven't had my wife along to tell me."

Releasing clutch does not mean letting go of steering wheel.
A road hog takes his half of the road out of the middle.
Most of the folks who drive 70 miles an hour to get some place don't seem to have anything important to do after they get there.

FRESNO—Mrs. Aki Hata, Japanese, 38, died in a sanitarium at Fowler of burns suffered when her clothing caught fire at her home in Sunnyside. The accident was blamed on a leak in a gas-line stove she had just lighted.

Prevents Misunderstanding in Property Deals When You Put Them in ESCROW

Here are a few things which our ESCROW department does when a property deal is put in escrow: It adjusts interests, pays taxes, attends to fire insurance, records necessary documents, secures releases, pays claims, prorates fire insurance, obtains title insurance policy—and PROTECTS THE INTERESTS of everybody concerned. Many a good deal has fallen through because of misunderstanding. In short, ESCROW means a square deal for all—quick, satisfactory—time saved—money saved, and errors eliminated.

\$7.50 for any amount to \$7500 value	\$1 per \$1000 for Escrows from \$7500 to \$25,000	50 cents per \$1000 for amounts from \$25,000 up
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Jackson County Abstract Co. ESCROW DEPARTMENT
121 E. Sixth St. Phone 41

LE MOSS THE TIRE MAN

Now IS THE TIME TO BUY FEDERAL Tires and Tubes
LOOK AT THESE LOW PRICES

It is time now to buy tires for summer and fall driving and a long winter of trouble-free motoring. Because of the fact that we are factory distributors we are able to offer you prices that you cannot afford to pass up. A glance at these lists will convince you of the tire values we are offering. Our stock is FRESH, too—we are able to continually turn our stock because of our remarkably low prices.

HIGH PRESSURE

Size	Blue Pennant	Federal Defender
30x3	\$	\$ 4.95
30x3 1/2	7.45	5.85
Straight Side		
30x3 1/2 Giant O. S.	8.95	6.35
31x4	11.45	9.60
32x4	12.05	10.10
33x4	12.65	10.60
32x4 1/2	16.00	13.75
33x4 1/2	16.60	14.25
34x4 1/2	17.20	
30x5	19.80	16.95
33x5	21.65	
35x5	23.30	
32x6 Com'l (8-ply)	32.40	26.85

EXTRA SPECIAL 30x5.77

\$12.50

Our tires are priced at the lowest net cost possible to the consumer. FEDERAL TIRES are guaranteed on a 20,000-mile basis on DOUBLE BLUE PENNANT and 12,000 miles on BLUE PENNANT—and we're here to see that you get that!

Corner Riverside and Pacific Highway

FEDERAL BALLOONS

Size	Blue Pennant	Defender
29x4.40	\$ 8.00	\$ 6.70
30x4.50	8.90	7.25
28x4.75	9.65	
29x4.75	10.05	8.50
30x4.75	10.45	8.75
29x5.00	10.40	
30x5.00	10.80	9.75
31x5.00	11.20	10.10
32x5.00	12.35	
28x5.25	11.70	
29x5.25	12.10	
30x5.25	12.50	10.85
31x5.25	12.90	11.20
28x5.50	12.90	
29x5.50	13.30	
30x5.50	13.70	
30x6.00	14.20	
31x6.00	14.65	
32x6.00	15.10	14.10
33x6.00	15.55	14.50

Everybody invited to the BOY SCOUT JAMBOREE, Medford Armory, Fri., Aug. 31