

WILLYS-OVERLAND SALES LARGEST EVER

Sales of Whippet fours and sixes and Willys-Knight sixes in the third quarter ending September 30, 1929, established a new record for the same quarter last year, according to a statement issued by executives of the Willys-Overland company.

During the past three months 25,000 Whippets and Willys-Knights were sold as compared with 23,000 sales during the third quarter of 1927, establishing a new all-time sales record for the company's third quarter. September was the ninth consecutive record-breaking month this year with sales more than double those of last September. The month just closed set the highest September sales mark in the company's 20-year history.

Outlook for the closing quarter was reported exceptionally bright, with production in recent weeks moving upward to keep pace with sales. Export business for the third quarter showed a gain of 117 percent over the same period of last year, with September exports 75 percent over the corresponding month of 1927.



"I don't think you're much of a salesman. You haven't shown me the depreciation and my husband said that was the biggest thing about a car," she said.

In Memoriam
Here lies what's left
Of a road hog's nerve;
He met a fellow
Who wouldn't swerve.

Automobilists are not the only persons who are run people down. There are the ladies sewing circles.

Ten Commandments of Driving

1. Drive on the right side of the road; it's just as good as the left.
2. Slow down when approaching a crossroad; it is nearly as dangerous as a railroad crossing.
3. Look out for children. You can never tell what they'll do, and you're always in the wrong if you hit one.
4. Try to help instead of hinder the traffic officer; he's there for your good, and he's got a tough job.
5. Be sure that your "blinders" really blind, it's no joke driving into a blinding glare, you probably know.
6. Read and obey the warning signs; they're not put up as ornaments.
7. If you feel you've got to speed, do it where it won't kill anybody but yourself.
8. When making minor repairs, stop where your car may be seen from both directions; or, worse, you may stop longer than you anticipate.
9. Speeding around corners is a straight route to the hospital. Don't take just a stopped street car. Some day the jury may call it manslaughter.
10. Use discretion. The fact that you had the right of way don't bring anybody back to life, least of all yourself.

Pneumonia is claiming almost as great a toll of human life as the automobile accident and the surgical operation.

The bus had stopped and refused to budge for several minutes. "I believe we'll get on better if we get off," said one passenger to his neighbor. So they dismounted and walked on ahead. Fifty yards farther on the bus passed them.

"Well," said one of the walkers. "I thought we'd get on better if we got off, but we'd have been better off if we had stayed on."

Things never seem to work out right. The new paper money is to be smaller in size—smaller wheels—when what everyone wants is greater mileage.

A Cause for Reckless Driving

First Taxi Man: "I met my wife in a funny way—ran over her with my car an' later I married her."

Second Yellow Peril: "If that happened very often there would not be so much reckless driving."

Another fairy story. Something your best friends won't sell you—their used car.

Ambition without action is like a motor without gas.

"Do you mind telling me what you paid for that car?"
"Yes, I haven't."

To add to the many other annoyances, automobiles, we find, are increasing rapidly in Alaska.

They're picking up the pieces with a dustpan and a rake. Because he used his horn.

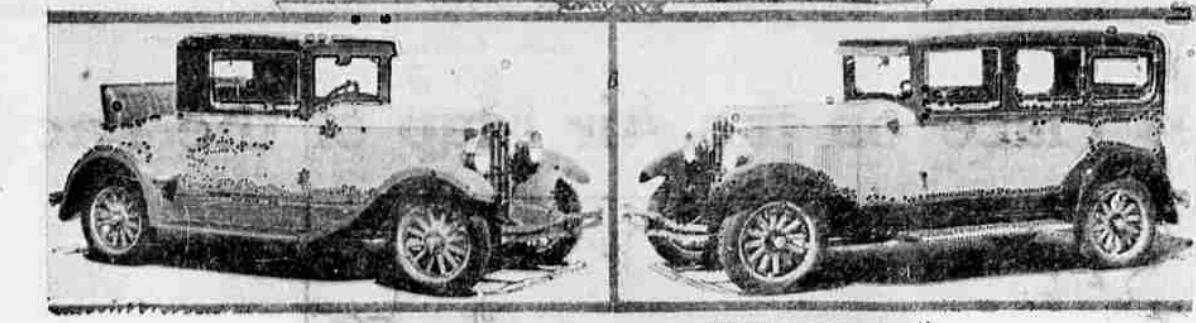
When he should have used his brakes.

"Here we are."
"Eh?"
"Garage for three cars, with built-in living room."

A parking place is where you leave the car—and have the full-light knocked off, and go home with a dent in the fender.

"Getting a husband is like buying a car; one has to consider the trade-in value."

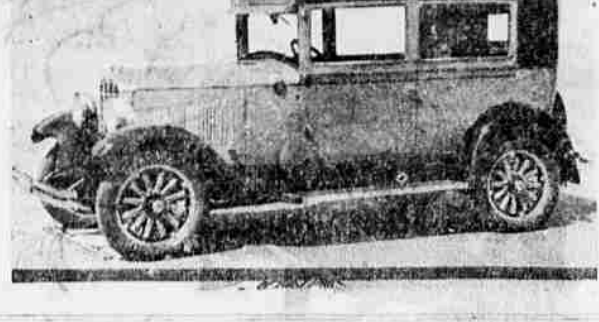
The New 1929 Greatest Durant Four



The Durant Motor company of California announces the 1929 Greatest Durant Four.

"The new models are improved throughout over the former models; having new advanced body lines, brilliant body colors, roomy body interiors, and as in all Durant motor cars, perfect balance and unrivaled comfort and performance," states Mr. Sabin of Sabin & Rent, local Durant dealers.

"For the first time in automotive history it is possible for buyers of cars in this price class to own an automobile with a body that is practically rattle-proof, squeak-proof and rumble-proof. Con-



structed on the same principle as that used in the manufacture of many of America's finest motor car bodies, the bodies of the 1929 Greatest Durant Four models have ten per cent more wood in them than the bodies of any cars of corresponding size, regardless of price.

"Through an exclusive development by Durant engineers, all body joints and metal surfaces are insulated against squeaks, rattles, and other noises, with the result that these new motor cars offer the luxury, comfort and distinction of cars costing five times as much."

GRAHAM TRUCKS ARE ALL TESTED

"High standards of dependability and performance demanded in trucking and commercial hauling are insured by road tests for every truck that leaves the final assembly line of the Graham plant, truck division of Dodge Brothers," says Clyde Eakin, local dealer.

"Despite record-breaking production and a heavy bank of unfulfilled orders, the company insists that all trucks and commercial cars must be carefully tested on a concrete proving course within the factory grounds.

"On this test track, all capacities and types of Graham trucks ranging from the merchants express to the three-ton units are carefully checked before final delivery to dealers. Particular attention is given engine performance, acceleration and brake operation, and trucks failing to pass the road tests are sent back to the final test department where adjustments and final using are made.

"Graham engineers point to these tests as a distinct advantage to the buyer, who has a right to expect a truck ready for immediate service with every mechanical detail carefully checked by thorough inspection and actual road tests.

"In addition to the truck tests of every unit, the company sends a lot of trucks on long cross country runs thru rugged sections for tests of new models and mechanical improvements. On these grueling trips, the trucks are operated on the steep mountain grades 24 hours every day by regular drivers who subject them to all conditions encountered in commercial hauling.

NEW DE SOTOS VERY POPULAR

"That production of the Chrysler-built new DeSoto six had reached nearly 500 cars a day by the end of September," is stated by C. W. Matheson, DeSoto vice-president in charge of sales, who states: "In less than two months after its announcement, the DeSoto is being produced on a scale never before attained by any other company in the same space of time."

"The speed with which the production and sales of this new Chrysler product have been developed has certainly surprised the industry and the public."

The local dealers, the Highway Motor Co., have received another carload of DeSotos and invite inspection and demonstration.

HUPP ROUNDS OUT ITS TWENTIETH YEAR

Rolling up a new all-time September production and shipment record, the Hupp Motor Car Corporation last week rounded out the twentieth year of its business, says Mr. Williams of the Highway Motor Co., local dealers.

"In its first year's operation the total production was 1418 cars. In 1928, there have been individual weeks in which that first year's production was surpassed. Announcement on October 1 showed that September, 1928, was the eighth consecutive month in which shipments exceeded any corresponding period of the company's history, reaching a total of 6,526 cars. The number was 85 per cent greater than in any previous September and 160 per cent greater than in September, 1927.

"In the first nine months of 1928 shipments were 56,992 cars, a figure not only 91 per cent more than the shipments for the first nine months of last year, but 36 per cent more than the shipments for the entire year of 1927.

"Hupp's growth in factory

GENERAL PETROLEUM BUILD NEW PLANT

Construction of the first unit of its new refining plant, to be located on the 1500-acre tract at Torrance, California, will be immediately started by the General Petroleum Corporation of California. Units now under construction will supplement the present refineries at Vernon, Olinde, and Lebec, Cal., which have a combined capacity of 60,000 barrels per day, making a total capacity of 90,000 barrels, or converted into gallons, approximately 4,000,000 per day.

A representative of the company says:

"Due to increased production and sales activities in connection with the marketing of its new Anti-Knock motor fuel, the company has rushed plans for an early completion of the work. Construction to be undertaken immediately will include two crude distillation units with a total capacity of 40,000 barrels per day with necessary auxiliary tanks, boilers, finishing apparatus, pump houses and office building.

"The contracts for the construction of nine 134,000 barrel tanks have been let. These tanks will constitute the largest battery of large tanks on the Pacific coast, provide storage for 1,000,000 gallons of products, and will supplement the four 50,000 barrel tanks already in place on the new site.

"It is expected that the new refinery will be in full operation by February 15, 1930. These tanks and 200 men will be employed in the building of the new refinery units. The immediate contemplated expenditures will total \$2,000,000.

"The new plant at Torrance will be on the largest refinery site on the Pacific coast. Needless to say all construction will be of the latest improved type, thereby providing the company with the most modern refinery for gasoline and other petroleum products in the west. Plans have been under construction for some time, involving the eventual expenditure of twenty million dollars on additional units for a complete plant."

CAR'S POPULARITY MEANS BETTER DEAL

"Popularity of a motor car is one of the best reasons in the world to buy it. Popularity not only means that the car must be 'right,' but also that buyer can purchase it on the best terms."

W. S. Armstrong, Hudson-Exess distributor, and went on to explain:

"Because our Hudson and Exess cars sell in such large numbers, we deal in a great number of used cars. Right now we are enjoying an exceptionally active fall business. With the result that we are offering very advantageous terms to the man who now owns a car but who wishes to improve his transportation. We make a generous allowance on the car he offers in trade to us and very often also this car is all or very near all the down payment he needs to make to us. It is only the popularity of Hudson-Exess cars that enables us to deal in this favorable way. It is our claim that, considering all angles of an automobile deal, we can make and are now making the best trades motorists even have known.

"Hudson-Exess is the world's largest selling line of six-cylinder automobiles. Such continued popularity is a severe test of quality and satisfaction.

"The sale of new and used units will, according to present indications, reach a higher peak this month than for any other similar period and we feel that buyer confidence, backed by a superior product has brought this condition about for us."



The Aviator Absolute dependability is aviation's first law and that is why I use dependable Champion Spark Plugs.

Champion is the better spark plug because it has an exclusive silt-metal insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.

CHAMPION Spark Plugs Tolado, Ohio

Auto Supply & Parts Co. Wholesale and Retail Distributors

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Round the World CRUISE

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ANOTHER SCIENTIST MARTYR TO X-RAY STUDY

ATHIS-MONS, France (AP)—Another martyr to X-ray science has died in France. He is Fernand Duran, one of the most cele-

brated X-ray specialists in France and holder of the Carnegie Medal, who died here from the rays he absorbed in his martyrdom and up to the hour of his death was made of his terrible study. He was only 35 years old. His wife and children were totally blind and made fearful his theories.

A GREAT ACHIEVEMENT

IMPROVED COLD WEATHER PERFORMANCE
Resulting from the



CROSS-FLOW RADIATOR

The cross-flow radiators in the cooling systems of the Pontiac Six and the Oakland All-American reduce to a minimum losses of water and alcohol. An automatic thermostat prevents water circulation until the engine reaches correct operating temperature. As a consequence the engine warms up quickly and less chocking is needed, reducing dilution of crankcase oil. Because of the protection the cross-flow radiator provides against losses of water and alcohol, the Pontiac Six and the All-American Six require less attention in winter than other cars. This is only one of the many advancements which only the Pontiac Six and the All-American Six provide.

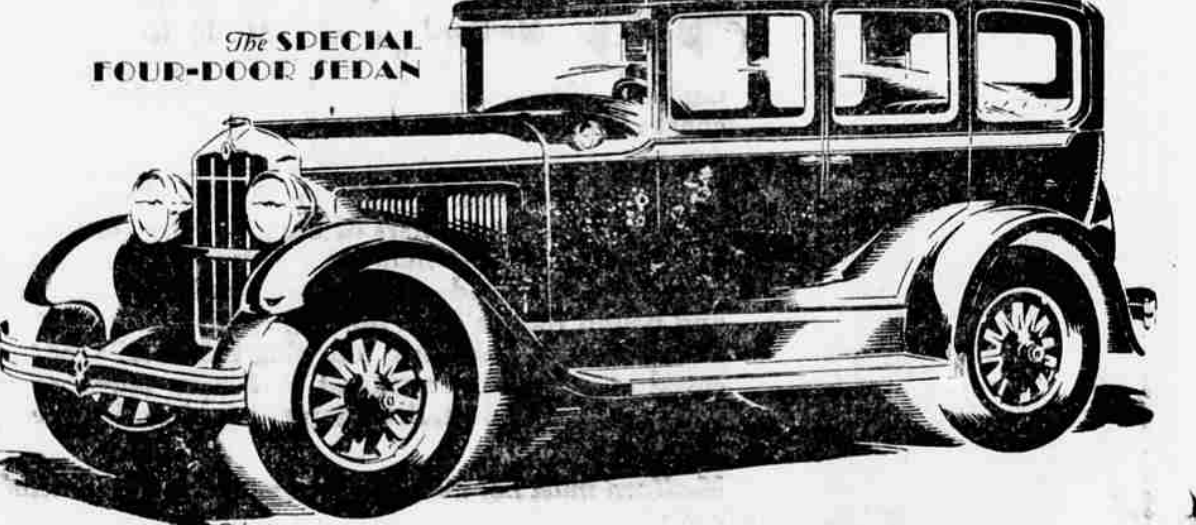
2-Door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-Door Sedan, \$825; Sport Limousine, \$875. All prices at factory. Check Oakland-Pontiac delivered prices—this includes lowest handling charges. General Motors Time Payment Plan available in minimum rate.

SANDERSON MOTOR CO.
So. Bartlett and 8th Phone 1385

ROBINSON MOTOR CO., Ashland, Ore.

OAKLAND-PONTIAC
PRODUCTS OF SIXES GENERAL MOTORS

1929 Greatest DURANT FOUR



Greater POWER Greater COMFORT ~ Greater BEAUTY FIRST SHOWING TODAY—SEE IT!

Today we invite you to ride in the world's largest and finest low-priced car.

Gleaming chromium plating, new-type body moldings, raised panel louvers, built-in cowl lamps, bodies insulated against squeaks or rumbles, 1929 colors and appointments. ♦ Surprisingly greater high gear power, unusually faster getaway, greatly improved steering, thin-grip steering wheel. ♦ Red Seal Continental Motor com-

pletely suspended in rubber, Nelson Bohnalite pistons, Bendix four-wheel brakes, and many other world-famous features.

Only Durant, with fresh sales triumphs giving spur to greater achievements, can offer such incomparable values in style, in beauty, in comfort and in power.

Special Models: Four-Door Sedan, Two-Door Sedan, Coupe, Coupe Cabriolet, Sport Roadster, De Luxe Sport Roadster.

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