

GOOD ROADS HAVE INFLUENCED CAR DESIGNS

With the increased building of good roads in all portions of the country, and with motorists more and more extending the range of their automobile riding, many new problems in design and construction are presented to automobile engineers.

Each new step in the development of the automobile through the years to the present time, however, has brought new realization to the motoring public that the automobile is no longer in the experimental stage.

In the past few years, with practically every state in the Union improving its roads and a great system of national highways coming into being, the motorist is more and more realizing the enjoyment to be derived from long tours through the country.

AMERICAN CARS POPULAR ABROAD SAYS JOHNSON

"American motor manufacturers can look forward to continued prosperity so far as Great Britain and Continental Europe are concerned," said Courtney Johnson, general sales manager and a director of the Hudson Motor Car Company.

"Our own Hudson and Essex cars are enjoying a real tribute. We are selling more six cylinder cars in the European countries than any other American manufacturer, and more than a third of all passenger cars imported to England are Essexes."

"The British, French, and Germans are mechanically minded. They are shrewd judges of value because money is not easy to get and they cannot be extravagant; also, they are keenly critical of the appearance of their cars."

FRIGIDAIRE HOST AT GENL. MOTORS PARTY

An up-state girl who came to New York City to become a concert pianist but who became instead one of the country's best beloved sopranos, Olive Kline, will be heard as guest star in the General Motors Family Party, Monday, September 30, at which Frigidaire will be host.

In the varied presentation of a program of musical comedy songs, Miss Kline will be assisted by the Green Brothers and their marionettes, the Frigidaire trio of male voices, and the orchestra under the leadership of Frank Black.

Frank Black, a national favorite as composer and pianist, has been conducting orchestras and making special vocal and orchestral arrangements since his early youth.

Remarkable achievements in French naval construction were demonstrated recently when the "Valmy," latest war ship constructed under the post-war plans, attained an average speed of 25.85 knots.

Gets Weather Reports While Above Clouds



Lieut. Robert K. Giavannoli's ship in the "Sky Fleet" of the General Tire and Rubber Company keeps the fleet in communication with the earth, while the fleet is flying thousands of feet above the ground, by means of the special radio equipment that has been installed on his plane.

NEW ZONE MANAGER OAKLAND-PONTIAC

Of especial interest to northwest industry in general and to dealers who represent Oakland and Pontiac automobiles in particular, is the announcement made this week by L. M. Dreyfus, regional manager of the Oakland Motor Car company.



G. R. JONES

Mr. Jones succeeds H. G. Lehr, who is transferred to other and important duties in this area. Mr. Jones comes to this territory admirably equipped to properly carry out his new duties and has established an enviable reputation as a business leader and managerial expert in Los Angeles.

"We are immediately instituting a very aggressive and comprehensive retail policy throughout this zone," said Mr. Jones. "We are organized with a retail setup that is second to none in the automobile industry and there is no reason why Oakland-Pontiac dealers in this area should not capitalize it."

"The prosperity of the northwest is very apparent. Rapid growth of this area is very noticeable and quite obviously produces enormous industrial and economic expansion for this territory. We are intent on keeping pace with this enlargement."

Scientific Notes

One meadow mouse eats more than an ounce of green food a day or twenty-three pounds a year. Government experiments to determine the destructiveness of these rodents have shown, one hundred mice to an acre, which is not a large number, in a year destroy more than a ton of green grass and even as few as ten to the acre on one hundred acres of meadow consume eleven tons of grass.

Raccoons are curious animals, easily attracted by bright objects, and an inventor has utilized this fact to aid trappers. Bright objects, such as colored bits of cloth, often are placed near the traps, but these are useless at night. Then a double-faced adhesive tape with a luminous coating may be used, which glows so that it may be observed for some distance.



"Gee, Mom, a truck just ran over Pop and mashed him all over the pavement."

"It's still a hick town if you can recognize Saturday by the number of cars on the street."

Ford and General Motors will soon know whether possession of all the money there is brings happiness.

Many a girl has discovered that the pursuit of happiness means walking back home.

"How's your car running?" "Not so good, can't get her throttled down."

"How's your wife?" "She's the same, thank you."

In these automobile days, many a timid young swain is probably wishing that the Stone Age, when a man axed a woman to marry him, were back again.

A hypocrite is a youth who quit school at the seventh grade and yet has wise cracks on his flivver.

A tree will stand beside a road without making a move for sixty or seventy years, and then one day it will suddenly jump in front of an auto.

The other day we saw a couple of Medford guys trying to beat each other to death. No, they weren't using their fists; they were driving automobiles and racing to see who could get across the railroad crossing first.

The automobile is now killing more than 27,000 people a year. As soon as the run and hospital statistics are compiled we'll know whether or not it will be necessary to have any more war in order to keep the population thinned out to a stand.

Tourist dust is at its best around about 20 or 25 miles an hour.

What is needed is more people working for themselves and fewer working for automobile finance.

Advertisement for 'MONEY' magazine, featuring a woman's face and the text 'NEARLY WRECKED HER HAPPINESS READ THE LUXURY by MAYBE GREIG HUSBAND A DASHING ROMANCE OF MODERN LIFE Starts Tuesday in the Mail Tribune'.

AUTO DEAL INCLUDES COW, BEAR CUB, ROW BOAT AND USED CAR

Competition, a man's worldly possession in lieu of cash, and the Yankee trading instinct create some odd deals in selling automobiles.

One of the most unique is recorded in the September 13 edition of the Boston Globe. Involved were an energetic salesman, a registered cow, a new rowboat, a used car and a young bear cub of the black variety.

Harry E. Libby is the reputable dealer in Wolfeboro, N. H. His star salesman, and premier "swapper," is Leon F. Roberts.

Roberts had a former prospect who had no ready cash with which to buy a used car. But he did have a valuable dairy cow. So the cow's ownership came to Roberts and that of the car to the farmer.

Obviously, a registered dairy cow is of little use in a modern automobile showroom. So Roberts sold the cow to a neighbor. So well did the deal go that the star salesman visited a boat builder in the nearby town of Center Ossipee, N. H.

Science says the inferiority complex makes people self-conscious, but doesn't explain why they become truck drivers.

Front Seat Advice

If your gas is running low and you need it all to reach the next filling station, drive slowly with as little as possible and feed the engine smoothly. Jerky acceleration, and sudden changes in speed, waste gas. It may even be wise to set the hand throttle for smoothness.

Good advice is sometimes negative—so, unless you really are an expert, don't monkey with your carburetor. If it goes wrong, have a mechanic look at it. But before blaming it for the trouble, examine your spark plugs, distributor points, battery terminals and gas line for dirt or disorder.

When you fill your tires with air, it's a good thing to put the valve and dust caps in your coat pocket. Then, if you forget to put them back on the valves,

you'll discover that fact, and have them with you, the next time you reach for a cigarette.

Come in NOW

We have the Greatest Selection of O.K.'d Used Cars . . . at the Lowest Prices in Our History



- List of used cars for sale: 1923 CHEV. SIX COUPE, 1925 CHEV. SEDAN, 1927 ESSEX COACH, 1926 CHEV. COUPE, 1926 FORD COUPES and Sedans. Each listing includes details like 'in perfect shape, fully equipped' and 'O.K. THAT COUNTS'.

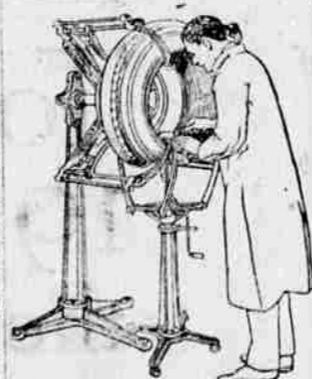
Pierce-Allen Motor Co. 112 So. Riverside Phone 159 USED CARS with an O.K. that counts

Nothing Newer than Today's Hudson

The greatness of Hudson value is expressed with unparalleled power in the way its NEWNESS stands out among the Newest and Latest models the industry offers.

Advertisement for Hudson cars, featuring a car image and the text 'Here we find feature after feature of Hudson's origination, now offered in the new models of the more expensive cars. Here we find, featured as new, such advantages as radiator shutters—first introduced and for years standard with Hudson. Here we find Hudson type brakes, Hudson type shock absorbers. Counterbalanced crankshafts are much to the fore, which seek to approximate the efficiency and smoothness of the Super-Six principle. Nothing has been produced to touch its value and price advantage. It is still the master car in performance and reliability. \$1095 and up at factory'.

ARMSTRONG MOTORS, INC. 101 S. Riverside Ave. Phone 18



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