

MOTORISTS THIS IS YOUR PAGE

STATE IS HIGH IN PER CAPITA CAR OWNERSHIP

Surpassed Only by Five Others in United States.

"Oregon ranked sixth in number of motor cars in proportion to population in the year 1928," stated W. R. McDonald, director of the Oregon State Motor association.

"Oregon was surpassed by California, Nevada, Iowa, Kansas and Nebraska. Washington, our neighbor to the north stood fourteenth in the list with 4.6 persons per motor car while Oregon in sixth place had 3.96 persons per car.

"California had the greatest motor car density with 5.87 persons per car; Nevada was second with 3.55 while Iowa 3.61, Kansas 3.58 and Nebraska 3.93 completes the list of the states who ranked ahead of Oregon. Florida which has ranked very high for the past three years was 17th with 4.75 persons per car.

The recent announcement by oil companies that the wholesale price of gasoline had been advanced one cent, coupled with the instability of retail prices of gasoline during the past few months, has caused the Oregon State Motor association quite a little concern, according to Dr. E. R. McDaniel, president of that organization.

Dr. McDaniel pointed out that a recent survey by A. A. A. national headquarters revealed that gasoline was retailed at 77 different prices throughout the United States on February 19th.

New Body of Dodge Arouses Wide Interest

Recognition of the Dodge Brothers mono-piece body as an advanced step in modern motor car body design has been given significance by experimental and research work conducted by automotive engineering students of the Oregon Institute of Technology at Portland. To carry on the investigations, sections of the mono-piece bodies were sent from the factory at Detroit.

"We regard the mono-piece body, found exclusively on the New Dodge Brothers Six models, as one of the most significant contributions to modern motor car design," said C. E. Spencer, principal of the automotive division of the school. "Our aim in obtaining sections of this body from the factory was to acquaint our students with the latest development in automotive body engineering. Rigidity and strength in construction, freedom from body noises and ease of repair were found to be outstanding advantages in this construction."

The mono-piece construction introduced with the announcement of the New Dodge Brothers Six models is an all metal seamless body that incorporates strength, safety, roominess and improved appearance. Four major sections are welded into one piece, and horizontal-vertical bolting to the chassis frame eliminates the conventional all separating the body and chassis in other forms of construction. This lowering of the passenger load makes for perfect balance under all driving conditions without sacrificing head room.

Efficiency of Ford Reduces Cost of Tolls

Close to 150,000 pounds of special steels are used daily by the Ford Motor company in its Rouge plant in conditioning and replacing worn tools, dies and machine parts.

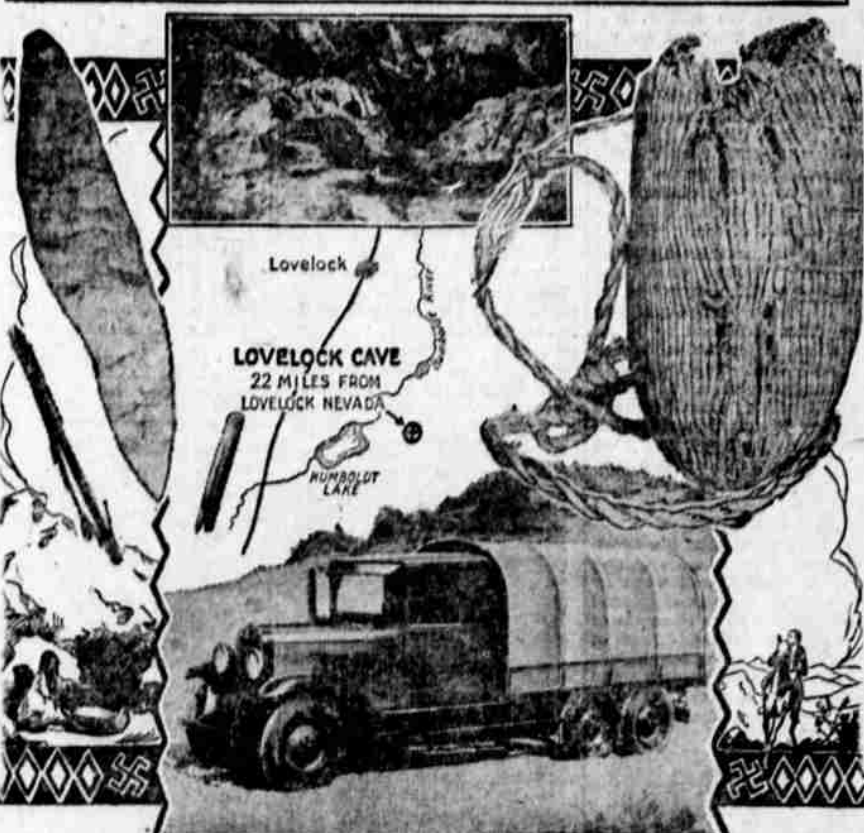
Ford efficiency has found a way to beat the cost of this very costly process by reclaiming the expensive alloys from high-speed steel scrap. As scrap it is worth \$14 to \$15 a ton, and, as high-speed steel, up to \$1 a pound.

Fifty tons of that material are run through special electric furnaces every day to reclaim the chromium, nickel, vanadium, tungsten, cobalt and molybdenum thereby saving the company thousands of dollars a day.

The equipment of that department consists of one 50-ton, two 10-ton, one 8-ton and one 1-ton electric furnaces. They turn out steel in ingot form, ranging from one-half to eight tons in weight.

At times that department is called on to furnish special castings for slag pots, pouring dishes, locomotive frames and wheel centers and for other purposes. Some have weighed as heavy as 12 tons when finished.

Ancient Civilization Unearthed at Lovelock Cave



Evidence pointing to the oldest civilization in America has been unearthed at the Lovelock Cave, located on the Nevada desert. The cave was once the home of a tribe of Indians, legend of which says were cannibalistic. Entrance to the cave is shown at the top; to the left is a flint knife, and at the right is a basket which contained two fur blankets in a perfect state of preservation. The six-cylinder Chevrolet truck found the sand road to the cave not difficult. The tandem rear wheel construction affords easy traction.

WORK HURRIED ON RICHFIELD BEACON LIGHTS

All But Ten Towers on Pacific Coast are Completed.

LOS ANGELES, June 26. Work is progressing with amazing rapidity toward the final completion of the Mexico-to-Canada chain of airway-highway beacons for the Richfield Oil company in Washington, Oregon and California and all but ten towers of the

\$10,000,000 project have been finished and are lighted.

This was the announcement made at Richfield headquarters today by W. H. Cotrell, in charge of arrangements for the Richfield "Lane of Light" construction. He stated at the same time that official government approval of the aerial beacons which tip the towers—each of 8,000,000 candlepower—is expected now any day.

"Several of the revolving beacon lights now on the towers are more or less experimental; several others are practically what we have decided on for permanent installation," stated the Richfield official. "Announcement of the definite selection, as approved by the government, may be expected shortly."

In the case of units located directly on municipal or local airports—as in the case of Imperial,

Merced, Livermore, Santa Rosa and Grants Pass—the towers will bear both the high-powered revolving beacon. Other towers will bear both the big beacon and a directional light, pointing the way of night fliers to the nearest airport.

With the "Call of the Open Road" now being officially issued throughout the West, and with school closed and motorists planning their vacation motor journeys, the company already has finished eleven of the ideal service-comfort stations at the base of the beacon towers and others are being rushed to completion.

The Indian tiger is sometimes longer than ten feet and weighs from 550 to 650 pounds.

Tigers kill about 500 people in Africa every year.

AUTO OFFICIAL HOLDS DEMAND HAS NO LIMIT

Believes Possibilities for Manufacture are Great.

"I do not believe that it is within the power of man to say that demand for any necessity is limited," said W. J. McAneny, president of the Hudson Motor Car company, in his first statement since becoming Hudson's president. "That depends upon the purchasing power of the dollar, and the more we can increase that purchasing power the greater the demand will be. Automobiles, for instance, are today sold for lower prices than ever before and their value has increased immeasurably. When we admit there is a limit to production, progress will stop."

"This country presents as great an opportunity today as it ever did. American business is increasing and we are making heavy inroads into foreign trade. This offers a chance for every man—for American business is not soulless capital. The personal element and owner responsibility for management have not, despite the tremendous participation of the public in stock ownership, been replaced by the investor, who without responsibility, confines his interest to dividends and stock values. There is co-operation between the best elements of employer and employee. We have a structure based upon the recognition of human values which has created a new industrial order wherein undeserved poverty, misery and suspicion should have no place. Any workable business must be based upon utility, unity and confidence, and this means that ability, loyalty and willingness to accept responsibility shall be rewarded."

For results use Herald Class Ads

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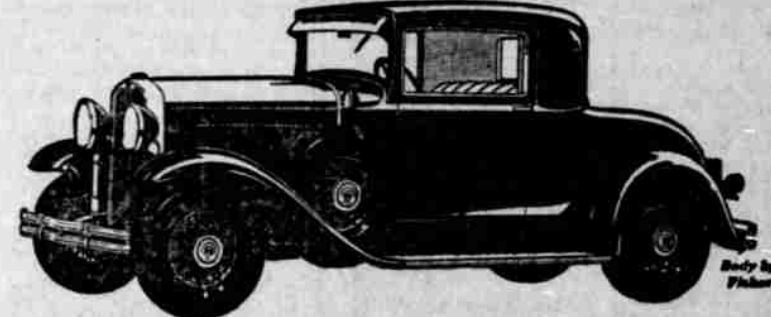
JUNE 20, 1929, 4:21 A. M.

MARMON SALES AGENCY
515 KLAMATH AVENUE
KLAMATH FALLS, OREGON

WE TAKE PLEASURE IN INFORMING YOU THAT TWO STOCK ROOSEVELT SEDANS RUNNING CONTINUOUSLY ON THE INDIANAPOLIS SPEEDWAY SINCE JUNE 12 UNDER OFFICIAL OBSERVATION OF THE AMERICAN AUTOMOBILE ASSOCIATION THIS AFTERNOON BROKE EVERY EXISTING RECORD FOR NONSTOP AUTOMOTIVE PERFORMANCE STOP AT THREE THIRTY TWO THIS AFTERNOON THESE CARS HAD RUN 173 HOURS 32 MINUTES AND 1 SECOND EXCEEDING BY THE REQUIRED ONE HOUR THE FORMER RECORD HELD BY JAMES KELLY AND R. L. ROBBINS WHO REMAINED IN THE AIR OVER FORT WORTH TEXAS LAST MONTH 172 HOURS 32 MINUTES AND 1 SECOND STOP AT TIME RECORD WAS BROKEN ROOSEVELTS WERE DRIVEN BY KELLY AND ROBBINS WHO MADE SPECIAL TRIP TO INDIANAPOLIS TO PARTICIPATE STOP ROOSEVELTS HAVE BEEN IN CONSTANT OPERATION REFUELING IN MOTION STOP ANY TIRE OR MECHANICAL TROUBLE WOULD IMMEDIATELY DISQUALIFY THEM STOP CARS STILL RUNNING IN PERFECT MECHANICAL CONDITION AND WILL CONTINUE AS LONG AS POSSIBLE STOP THIS IS BIGGEST AUTOMOTIVE EVENT EVER ACCOMPLISHED AND ITS IMMEDIATE SALES VALUE CAN BE READILY APPRECIATED STOP WIL' KEEP YOU INFORMED AS TO PROGRESS OF RUN AND SUGGEST YOU INFORM YOUR DEALERS AT ONCE STOP ALSO SUGGEST YOU IMMEDIATELY GET IN TOUCH WITH LOCAL NEWSPAPERS AND GIVE THEM ABOVE FACTS STOP

MARMON MOTOR CAR COMPANY

Marquette



BUILT BY BUICK



EXTRA VALUE

THAT ONLY MARQUETTE PROVIDES

Here is the most complete car ever offered in the thousand-dollar class.

Lift the hood and inspect the Marquette's power plant. Go over every feature of construction in the chassis. Fine workmanship everywhere. Superlative engineering. Expert design.

And the Body by Fisher. The very latest expression of the finest body craftsmen in the world. The upholstery is a brand new type. The finest mohair with a rubberized backing that makes it waterproof and dustproof—and there's a special type windshield that eliminates glare and gives new pleas-

ure and security to night driving. It's a marvel in appearance, inside and out.

The Marquette proves it is a true Buick product with a type of performance never before equaled in a car at the price. Getaway like a flash! Skyrocket pick-up—10 to 60 miles an hour in high gear in 31 seconds! Brakes with stopping ability to match such speed—positive, easy-operating and as smooth as satin.

Drive it today just to prove to yourself that there never has been anything like it anywhere near its price.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian Factories	Division of General Motors Corporation	Builders of
McLaughlin-Buick, Oshawa, Ont.		Buick and Marquette Motor Cars
Marquette Model 35—Two-passenger business coupe	Marquette Model 34—Four-passenger sport roadster	Marquette Model 36—S—Four-passenger special coupe
\$965	\$995	\$995
Marquette Model 30—Five-passenger two-door sedan	Marquette Model 35—Five-passenger phaeton	Marquette Model 37—Five-passenger four-door sedan
\$975	\$995	\$1035

These prices f. o. b. Buick Factory, special equipment extra. Marquette delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal G.M. A. C. Time Payment Plan.

Consider the delivered price as well as the list price when comparing automobile values.

CONSIDER WHAT YOU GET

For '875 in This Fine Oldsmobile



In every section of the country, Oldsmobile continues to score tremendous gains in public acceptance, because it offers a measure of value not to be duplicated at its price.

Consider carefully all that Oldsmobile gives for \$875. Then compare it, point for point, with other cars in its field.

Oldsmobile is a stylish, luxurious automobile. The spacious interiors are roomy and comfortable. Seats are wide, deep-cushioned, and form-fitting. Upholstery materials combine long wear with fine appearance.

Oldsmobile gives the performance advantages of a big 62-horsepower high-compression engine. It delivers brilliant speed—swift, sure acceleration—and, above all, a steady, effortless flow of power, more than ample for any need. And the sturdy construction that is evident in every detail of both body and chassis assures exceptional durability and long life.

TWO DOOR SEDAN \$875

Consider the delivered price as well as the list price when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

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