

MOTORISTS—THIS IS YOUR PAGE

HUDSON MAKES RECORD TRIP

The flying fishes still play "On the Road to Mandalay" and there is still sea room for the flotillas to lie, as per Kipling's famous ballad—but there is no road to Mandalay for automobiles yet.

H. M. Kelly, special representative for the Hudson Motor Car company, manufacturers of Hudson and Essex cars, who has just returned from a trip to the far east during which he set a record of 35,000 miles travel in five and a half months, using every means of transportation from airplanes to oxcarts and Chinese rickshaws, travel on the road and found it a vastly unpleasant experience. The road is a bullock trail with an abundance of dust, and surrounded by humid-tropical undergrowth and forest.

According to Mr. Kelly, the general market for automobiles in the far east is excellent. With the exception of India and French Indo-China, where commercial allegiance to the mother country controls buying motives, over 90 per cent of the far eastern markets absorb cars of American manufacture. The reason for America's motor car dominance in the Asiatic area may be attributed to the superior quality and performance of the American motor vehicle. In China and Japan, the Hudson and Essex are particularly popular for these reasons, says Mr. Kelly.

Who sells American automobiles in the far east—native or western? Mr. Kelly informs us that distribution is now largely in the hands of natives, who know the buying habits of his people and how they are best dealt with. Particularly is this true in Japan and India where the native element is predominant in the selling field. Not so in China and the Dutch East Indies, however, for here the white merchant most frequently supplants the native.

Road development still acts as the chief deterrent to automobile sales in the far east. In this respect continental Asia is very backward. In China there are but 20,000 miles of vehicular roads in an area larger than the United States. Many states in the union alone have more road mileage than this. One starts for an evening drive from most any sea coast city in China and winds up at the end of the road 15 miles inland.

Strange as it may appear, the protective element has been a factor in the purchase of automobiles in China. Individuals who felt unsafe on the streets in native quarters for fear of kidnapping are comparatively at ease under the roof of a closed car. This has been the incentive to buy with many of the wealthier Chinese who have abandoned their hand-drawn rickshaw and taken to the speedier motor car.

The most conspicuous road development in the far east has been in the island empire of Japan and the Dutch insular possession, Java. These countries have a well developed road system, linking all major cities by modern thoroughfares. The ready pick-up and easy riding qualities of the Essex has given it a wide distribution in these islands.

Travel in Asiatic countries is to a great extent prompted by religious motives. In most every country religious observances require natives of the faith to make long pilgrimages to their sacred shrine before death. Sometimes this pilgrimage is over 1,000 miles and has to be made entirely on foot. Far sighted automobile men predict the day when many of these pilgrimages will be conducted by bus or motor vehicle.

In the main, the market uncertainty in Asia is due to political instability more than any one factor. Governmental disturbances, particularly in China and South Central Asia, have in the past hindered free commerce to a marked degree. Purchasing power in the Orient is at present concentrated in the hands of native princes, merchants and mandarins, but when a more equitable distribution of wealth does come, the motor car industry is bound to receive a very liberal share of it.

NICE ANTIQUE BOY.
BERLIN, Aug. 14.—An antique that would add atmosphere to any aspiring matron's home is being advertised for sale by a Russian royalist. It is Lucetta Borgia's poison cupboard in which she is supposed to have poisoned her lover. A poisoned needle, on opening the cupboard, would spring out and inject its poison into the body of the opener.

LONDON—Experimenting with electricity in killing fish, a Munster, Westphalia, electrical firm dragged through a well-stocked pool a copper wire carrying an alternating current of 220 volts. After a short time 300 pounds or more of carp, and 50 pounds of pike rose to the surface unconscious.

Protects Car and Clothing



Fair motorists are enthusiastic about Biltmore seat covers whose harmonizing patterns combine smart appearance, utmost comfort and complete clothing protection, advises the Western Auto Supply Company. Pretty June Marlowe shows how the tailored covers completely cover the upholstery of the car and protect summer frock from touring grime.

Attractive patterns and fabrics designed to harmonize with the prevailing colorful trend of car bodies and upholstery, are making Biltmore seat covers one of the most popular automobile accessories, according to Rex Hlatt, local manager of the Western Auto Supply company.

"No matter what may be the make or model, the appearance of any car can be improved and summer driving can be made far more comfortable by the addition of seat covers which are now obtainable at Western Auto stores in many fabrics and patterns. The latest innovation in this line is the tailored Biltmore covers, made of genuine Du Pont Fabrikoid, which has long been identified with the automobile as

top covers, tire covers and trunk covering material. The Biltmore Manufacturing company saw in this fabric an ideal seat covering material and recently began marketing it through the Western Auto stores under the trade name of Aerocloth.

"Seat covers serve a variety of purposes," says Mr. Hlatt. "They protect the upholstery from soiling, save soft pile fabrics from undue wear, are cooler in warm weather, protect clothing and enhance the appearance of the car. When soiled they can be easily cleaned. The economy of the covers is apparent, for when the car is traded in on a new model, well-preserved, clean upholstery adds many dollars to its value."

"Biltmore seat and door covers are made in three different grades—the standard, de luxe and Aerocloth. For downright price economy, the slip cover is offered. These are made for easy installation and removal, and cover only the cushions and seat backs.

"For one week, ending Aug. 17th, a special Biltmore sale will be held at all Western Auto Supply company stores. During this time substantial reductions will be offered on all models of the nationally advertised Biltmore seat covers."

PILOT LOST IN ERIE

CLEVELAND, Aug. 14. (AP) A Cleveland-Detroit Amphibian plane of the Thompson Aeronautical corporation was reported here today to have been forced down in Lake Erie four miles west of Pelee Island. Jack Casper, the co-pilot, is missing. A man and woman, passengers, were picked up by the steamer Midland King, according to reports.

ENJOYING HIS JAUNT

GLASGOW—Andrew Robe M-Wmte, 42, is walking around the world for a bet of \$10,000. His 25,000-mile trip must be made entirely on foot, and he must not accept a lift from anyone. He carries a small tent and cooking utensils. He must also earn his living while on the trip.

NASH MODELS CUT IN PRICE

KENOSHA, Wis., Aug. 14. (Special)—One of the most important announcements of the current automobile year came when C. W. Nash, president of the Nash Motors company, notified his national sales organization of sweeping reductions in the retail prices of the famous Nash "400" series cars.

Effective Aug. 12, he declared, the motoring public was benefited by reductions on "400" models, ranging as high as \$200 a car. This drastic lowering of prices on the cars whose international popularity has broken all Nash sales records will affect models in the two popular price groups—the Advanced Six and the Special Six series. The exact reductions on each model will be announced locally.

This big Nash price reduction, which comes as a welcome surprise to motorists the country over following the brilliant success of these new type, twin-ignition and advanced design cars, is made primarily to clear the manufacturing decks for the introduction of new Nash models later this year, according to company officials. The new cars, they declare, will carry prices higher than those prevailing before the present reduction. Thus the buying public is offered triple benefits in securing new Nash cars before the arrival of the 1930 models.

Buyers may avail themselves of the finest type of automobiles ever developed by the great Nash factories and cars which have incorporated in them the advanced engineering principles which will also feature the year's new models. They are given the opportunity to write off the considerable sums in depreciation which usually affect current models when new ones are announced; and they may secure automobiles

far in advance of their field at costs which strike a new low note in automobile merchandising.

In the estimation of automotive engineers, these Nash reductions represent the highest automobile values known in American motor car history.

A day on the planet Eros is five and one-half hours long.

JULY FIRE LOSS HEAVY

SALEM, Ore., Aug. 14. (AP)—The total fire loss in Oregon outside of Portland for the month of July was \$426,252, according to the monthly statement of Clara A. Lee, state insurance commissioner. The heaviest losses were: Clifton, hotel and store, \$30,000; Forest Grove, restaurant and tea room, \$19,000; Klamath Falls sawmill, lumber and equipment, \$100,000; St. Helens, sawmill, lumber and equipment, \$60,000; Umatilla county, sawmill and lumber \$10,000. The total number of fires was 132.

If diplomats would play golf together, diplomacy would be improved, thinks the Prince of Wales. But we have enough bedtime story tellers now.

You pay for KELLYS—why not have KELLYS?

SOME people buy "mail order" tires under the impression that they are saving money. Others buy Kelly-Springfields—and don't have to pay any more for them.

Contrary to general belief, Kelly-Springfield tires are not high-priced. Their reputation has given many people the idea that because Kellys are so good they must cost more.

If you'll drop in and see us the next time you are in the neighborhood, we believe you'll be surprised to learn how Kelly prices run.



Besides, we can make you a trade-in allowance on your present tires—and put the new ones on for you.

When you can buy the best for the same price, why be content with less?

The Imperial Garage

3rd and Main

Phone 130

Superior Service Station

2301 So. 6th St.

KELLY SPRINGFIELD TIRES

THE New BUICK

New Buick Low prices

New low prices on the greatest Buick of them all! A feat of value giving that only Buick could achieve! A feat that instantly stamps this new Buick the greatest dollar value ever offered in the quality field!

Consider these amazing new superlatives: new Fisher styling in new bodies of matchless luxury; new and more powerful valve-in-head engine; new longer springs with double-acting Lovejoy Duodraulic Shock Absorbers; new Controlled Servo Mechanical Brakes, unrivaled for smooth, sure, silent operation; new steering gear with

new and exclusive Road Shock Eliminator—and a host of other important improvements!

Also consider these remarkable new prices, representing reductions of as much as \$250.

Compare Buick—and Buick prices—with any other automobile. Every comparison will definitely establish it as the world's greatest motor car value.

BUICK MOTOR COMPANY, FLINT, MICHIGAN

Canadian Agencies: McLaughlin-Buick, Ottawa, Ont. Buick and Marquette Motor Cars

118" WHEELBASE			
5 Passenger Two-door Sedan, Model 40.....	\$1235.00	2 Passenger Business Coupe, Model 46.....	\$1225.00
4 Passenger Sport Roadster, Model 44.....	1275.00	4 Passenger Special Coupe, Model 46-S.....	1265.00
4 Passenger Phaeton, Model 45.....	1275.00	5 Passenger Four-door Sedan, Model 47.....	1295.00
124" WHEELBASE			
5 Passenger Four-door Sedan, Model 57.....	\$1495.00	4 Passenger Coupe, Model 58.....	\$1465.00
132" WHEELBASE			
7 Passenger Sedan, Model 60.....	\$1845.00	4 Passenger De Luxe Coupe, Model 64-C.....	\$1623.00
7 Passenger Limousine, Model 60-L.....	1995.00	5 Passenger Coupe, Model 66.....	1675.00
5 Passenger Four-door Special Sedan, Model 61.....	1695.00	7 Passenger Phaeton, Model 69.....	1525.00

These prices f.o.b. factory. Special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Convenient terms can be arranged on the liberal GMAC Time Payment Plan. Consider the delivered price as well as the list price when comparing automobile values.

BUICK GARAGE

WHEN BETTER AUTO MOBILES ARE BUILT... BUICK WILL BUILD THEM

GOOD WILL GOOD WORDS FOR A FINE CAR



THE good opinion of Oldsmobile that is invariably expressed when the discussion turns to motor cars is conclusive evidence of the increasing public favor this fine car is winning throughout America.

Such priceless good will can be achieved in only one way—the continued satisfaction of thousands of owners over a long period of time.

This satisfaction and enthusiasm on the part of Oldsmobile owners have been expressed time and again—not only from one neighbor to another—but in the multitude of written messages which flow constantly into the Oldsmobile factory.

Oldsmobile owners are loyal because they know that Oldsmobile is loyal to its owners. The exhilaration of Oldsmobile performance—its brilliant speed, power, and getaway—is theirs to enjoy, day after day. The roomy comfort of Oldsmobile's bodies by

Fisher—the restful riding ease provided by wide, deep-cushioned seats and four Lovejoy hydraulic shock absorbers—the luxury of richly furnished interiors add infinite pleasure to their motoring. And above all, they have absolute confidence in their cars—confidence that is born of months and years of faithful service.

Yet these splendid qualities—and the additional advantages of handling ease, parking ease, and operating economy—are available in Oldsmobile at a remarkably low price.

Good will—good words—and universal good opinion unmistakably stamp this Oldsmobile as a fine car—an automobile that will serve you long and well. Study the facts yourself. Drive the car and examine its many points of merit. Make critical comparisons. And then you will agree, with thousands of owners, that Oldsmobile has fully earned this widespread popularity.

TWO DOOR SEDAN

\$875

Consider the Delivered Price

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.

f. a. b. factory, Lansing, Michigan. Spare tire and bumper extra.

OLDSMOBILE

The VIKING
—the new 90-degree V-type eight at mid-price—built in the Olds factories, by Oldsmobile craftsmen, and sold through Oldsmobile dealers. At \$1595 for all models, f.o.b. factory, Lansing, Michigan, it is an outstanding value in its field as the popular Oldsmobile Six, the fine car of low price.

LAKE AUTO CO.

136 MAIN ST.

PHONE 108