

## Auto Industry Looking Toward Huge Selling Job

By DAVID J. WILKIE  
DETROIT (AP)—The biggest selling job the auto industry has known lies immediately ahead of the new car retailers; it contemplates the retail delivery of 1 1/2 million or more 1956 model cars in the next 10 to 12 weeks.

Of the cars to be sold, something like three-quarters of a million currently are in dealer inventories. At least as many more are scheduled for production before the factories are fully converted to 1956 model assembly.

Optimistic industry experts are saying most of these cars will be sold before new models appear; they agree profit margins on most such sales will be unusually slim.

Less optimistic authorities say there will be many "new" 1955 model cars on sale by used car dealers for months after the 1956 models appear. That means many retailers may clear out their current model inventories by selling cars at cost or less to retailers whose chief business is the sale of second hand vehicles.

Generally the new car retailers will have from now through most of September to clean out their outgoing model inventories. Most General Motors and Chrysler 1955 lines are scheduled for October and early November introduction.

Ford and Mercury cars are expected in the showrooms several weeks ahead of Chevrolet. Ford is trying to whittle down a production lead of some 80,000 cars held by Chevrolet.

The new models are scheduled for introduction four weeks and more ahead of any previous new models in the postwar years to date. It has been suggested in some quarters the switchover to new models was set ahead so that new car retailers could get their sales campaigns started before normal Christmas buying flattens too many purses.

The first 1956 model to go on sale this year should be Ford's improved Lincoln. It is expected early in September.

## Federal Highway Funds To Go To Northwest Jobs

WASHINGTON (AP)—The Pacific Northwest will receive \$35,732,521 of the \$75 million dollars in federal-aid highway money the federal government is dividing among the 48 states.

The Commerce Department announced Tuesday Washington will get \$14,093,430 of the total. Oregon \$12,919,044, and Idaho \$8,730,047 for the fiscal year beginning July 1.

A breakdown of the allotments gave:

For primary highways—Washington, \$5,231,531; Oregon, \$3,410,740; Idaho, \$3,902,559.

For secondary roads—Washington, \$3,494,750; Oregon, \$3,781,440; Idaho, \$2,744,937.

For urban roads—Washington, \$2,616,940; Oregon, \$1,390,696; Idaho, \$333,787.

For interstate superhighways—Washington, \$2,750,383; Oregon, \$2,330,162; Idaho, \$1,738,744.

## Residents Asked To Report Stars

EUGENE (AP)—Pacific Northwest residents are asked to report meteors from now through Sunday.

The request came Tuesday from Dr. J. Hugh Pruett, astronomer for the Oregon System of Higher Education. He said he expects 60 to 70 Perseid meteors an hour to be visible at times.

Dr. Pruett counts meteors in the Northwest for the American Meteorological Society, Philadelphia, of which he is a director.

He said the best visibility should be an hour or two before dawn. He wants information on the number, light trails and drift sent to him at the University of Oregon here.

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