

AUTO INDUSTRY BASICALLY SAFE SAY INVESTORS

American People Follow Habit of Searching for Right Things

By LAWRENCE P. FISHER
(President and General Manager
Cadillac Motor Car Company)

The American people have an established habit of hunting for things that are basically right and sound, and, when found, holding fast to them. This is well illustrated in the automotive industry, which has climbed from practically zero thirty years ago to first place in the whole-sale value of its products, and to a point at which the American people have invested in its capital stock to the amount of nearly two billions of dollars. Illustrative of the faith of America in this industry, the General Motors corporation alone is composed of more than fifty thousand stockholders who have invested upon their belief in its solidarity.

There are 3,294,442 persons, according to the latest figures, who are directly employed in this industry, and there are an additional 241,200 indirectly so employed. When the American people have tested a principle or a product and have found it sound, there is in them a strain of steadfastness in adhering to it that is the keynote of American accomplishment.

The world has never witnessed so rapid a growth of any means of transportation as it has witnessed in the motor car. The growth has been revolutionary in its suddenness; and it has been revolutionary in its social and economic results. And we are just beginning to realize what these results are.

Yet so fundamentally sound is the use of motor car transportation that the most alert, progressive and substantial business brains of the country have been attracted to automobile manufacture and distribution. The results of putting the world on wheels are already so apparent that, in addition to today's healthy condition of this industry, an even brighter future is assured beyond peradventure.

What has happened in the United States exemplifies what this vehicle can accomplish in its world-wide influence. Here in this country, while railroads have actually benefited by the automobile industry, we have seen a shifting of a tremendous volume of passenger travel and of freight to the motor car. Most of the big movements of population here during the past 15 years are attributable to its use. Californians are placed "just around the corner" from their eastern cousins. The great chain of national parks have become known to countless thousands as never before. Without the motor car the flood of humanity to Florida would have been impossible. Since its use has become general here, provincialism has become a practical impossibility. Our frontiers have vanished. Mutual understanding, with its resultant co-operation in business and civic activities, has come as a natural sequence.

In the light of what the motor car has accomplished in our own unified nation, it seems that its benefits will be even more clearly felt on continents where there are the greater barriers of differing nationalities, races and languages. Where there is mutual understanding, hatred dies and co-operation takes its place.

This fundamental soundness has attracted to the distribution of motor cars the highest type of business men in communities throughout the country. In the Cadillac organization, with which I am so closely associated, I have made first-hand observation of the high and substantial character of the men who are distributing the cars. Many of them started with the company in the earliest days. The distributor who sold the first Cadillac car is still a Cadillac distributor. Many others date their association back for fifteen or twenty years. They have prospered in the business and are leaders in their communities. Most of them are active either in Rotary or Kiwanis clubs, boards of commerce or other civic organizations or activities. This is true in the east, the south, the central and midwestern states and in the west.

Throughout its 24 years of business Cadillac has had the same definite goal. It has always produced a quality car and the only change it has made has been to intensify its purpose. The continuity of purpose and ideals has naturally attracted and held business men of the highest standing.

The industry as a whole is today remarkably sound and, with a bright future of service ahead of it, the business is on a bed-rock foundation. As time goes on, its service to the public will, I believe, be carried on by only the most substantial and stable business men in every community.

Clutch trouble may be avoided if oil is administered to the throwout collar on the clutch at least once a week.

Essex Easy Riding Praised By Expert

That English motor car manufacturers, seeking to improve the riding qualities of their cars, have turned to America for new ideas in spring suspension, and that several of them shortly will copy one of the best known and widest selling Yankee automobiles, is disclosed in a recent copy of the London Sunday Pictorial Review.

The British magazine, containing a "leading article" by E. M. Wright, celebrated British automotive engineer and motor critic, featured trials made on the "Essex saloon"—as the coach is known in England. Discussing the spring of the Essex, Mr. Wright wrote: "I liked everything about the Essex (except its nationality)—but, above all, I liked the springing."

"The makers do not pretend that there is anything out of the ordinary in the design of the latter, beyond the fact that the rear springs are splayed outward. But certainly the results are quite exceptional. On the worst roads the only motion imparted to the body is a slow, gentle rocking. Furthermore, the car holds the road like a leech at any speed within its range, which goes up to over 50 miles an hour. The low center of gravity and the excellent suspension and road-holding qualities afford the feeling of absolute safety which is one of the many pleasant impressions conveyed by a run in this car."

Taking up other features of the American-built Essex coach, the English writer commented:

"Of the coachwork, I can hardly speak too highly. Whether one likes the appearance or not, is always a matter of taste. For myself, I must say that I like the lines of the Essex as well as those of any other saloon car on the market. For a closed car, it looks neat, even handsome, without being sporting, which too often means vulgar."

NORFOLK DEVISES NEW PLAN FOR PARKING

In order to facilitate a check on those who park overtime and thus play a big part in creating traffic congestion, particularly around the city market in Norfolk, Va., an automobile dealer has devised a plan whereby each motorist would become his own timekeeper. His suggestion is to have the city issue books or tags, each tag to contain space on which to pencil the time at which a car is parked. Upon parking a car the driver would be required to note on the tag the time and hang it around his radiator cap.

SPEED DEMONS RIP OFF 112 MILES HORULY

ALTOONA, Pa., June 12—

(United Press)—Covering the 250 miles without once going to the pit, Dave Lewis today won the sixth running of the Altoona speedway race. His time was 2 hours, 13 minutes and 24 seconds.

Lewis was fourth behind Frank Elliott, Hatten and Hill at the end of 200 miles, but he came from behind in the last 50 miles.

Hatten, who also stayed out of

the pit, was second. Duff was third and Hill fourth. Elliott finished fifth.

Pete de Paolo, Harry Hartz and Elliott took the lead among the 16 entrants at the start, but the three drivers encountered constant trouble, Hartz finally being forced to leave the speedway when his motor broke down on the 123rd lap.

The racers suffered no accidents, but Captain Yost, an aviator, who was engaged for the air derby which preceded the race, sustained a broken jaw and other minor injuries when his plane crashed 100 feet. The cars averaged 112 miles an hour. De Paolo was leading the pack at a speed of 119 miles an hour, when forced to relinquish the lead as a result of tire and other trouble. The favorite finally had to be content with eighth place.

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1925 Coupe, balloon tires, extra good shape	\$400
1924 Coupe reconditioned, new paint, 5 good tires	375
1924 Coupe	335
1924 Coupe	300
1924 Touring, Ruckstell axle, new paint	200
1920 Touring	95
1924 Tudor Sedan	300
1924 Roadster, new paint, all weather enclosure, A-1 shape mechanically, good tires	225
1924 Touring, new top, new back curtain, just overhauled	200

In addition to these cars we have the following
that have not been reconditioned

1924 Touring, Ruckstell axle	\$165
1923 Touring, Ruckstell axle	150
1923 Ton truck, cab, body, starter, 1926 license	250
1918 Buick six touring	50
Hupmobile touring	150

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