



# AUTOMOBILE NEWS



## STUDEBAKER ADDS COUPE FOR FOUR

### Erskine Line Augmented with Latest Arrival in New Models

The latest arrival in "automobile news" according to M. J. Goss, local dealer, is the Custom coupe for four, with a rumble seat for the additional two passengers in the rear deck. Smart, economical, compact and easy to handle, it is meeting widespread popularity with motorists who have long been waiting for a small four-car in this convenient body style.

Like other Erskine models, the Custom coupe was designed by Dietrich, the custom body builder. From its wide flaring fenders, typical of many of Europe's smartest cars to the graceful curve of the rear deck, the Custom coupe reflects an individuality that sets a new note in body design.

A feature of the new coupe is the roominess Dietrich had contrived to give passengers in both the driver's seat and the rumble seat which folds into the rear deck. Like the Erskine sedan, Dietrich designed the coupe from the inside

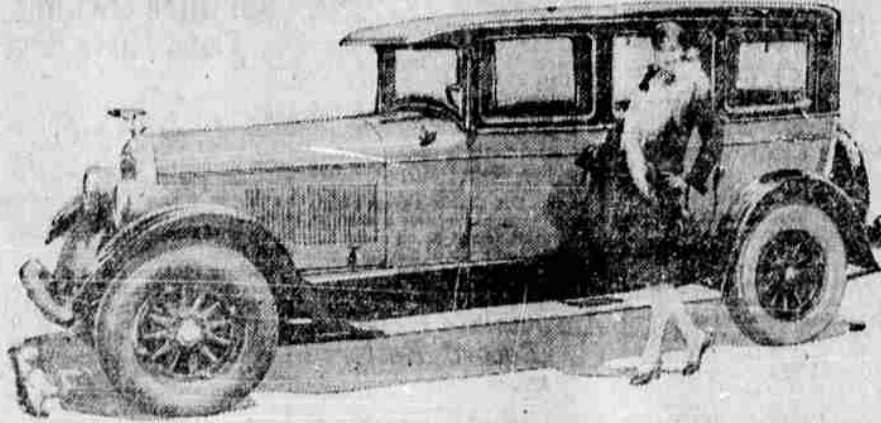
out—providing big car dimensions and comfort for passengers before laying out the body lines. As a result there is ample room for six-footers in the driver's seat, and the deep cushions and ample leg room of the rumble seat set an entirely new standard of comfort for this type of seating arrangement.

Particular attention to detail in the interior finish of the Custom coupe and the beauty and refinement of the interior appointments and upholstery undoubtedly stamp the new Erskine coupe as a fine custom car. Interior upholstery is broadcloth, embellished with fine broadcloth trim.

Typical of the completeness of the Custom coupe's equipment are bumpers, front and rear, and a silvered motorometer on the radiator. The French spher, tilted at a smart arbitrary angle, accentuates the distinctive European character of the car's design. A cowl ventilator, automatic cleaner, and rear vision mirror are included in the equipment.

The Custom coupe is powered with the sturdy Erskine six motor which offers unusually brilliant performance. Its acceleration tests the coupe will flash from 0 to 25 miles per hour in 8 1/2 seconds, and climb swiftly and smoothly to 60 miles an hour. It will climb an 11 per cent grade in high gear. Cradled on springs that total more than 82 per cent of the wheelbase,

## A PAIR OF BEAUTIES



The most beautiful girl in Michigan and "The Most Beautiful Car in America." She is Miss La Verne Reynolds, of Detroit, selected as "Miss Michigan" in a mid-west beauty and charm contest conducted by a Chicago newspaper. The other beauty is the new Paige Eight Sedan, with Warner Hi-Flex four-speed transmission.

The coupe's riding comfort and roadability are exceptionally fine. The steel sub-frame body has narrow window pillars that afford an unobstructed view of the road, and the chassis is equipped with positive self-energizing four-wheel mechanical brakes.

### Changing Tires Improves Service

Changing tires around from time to time will result in longer tire life and better all round service, according to W. C. Perkins, Firestone dealer in La Grande.

"When a motorist buys a new spare, we recommend that he put it on the right rear and give that tire a rest for a while," he stated. "The other three should be changed, too, left front to left rear, etc. Each wheel puts certain strains on a tire different from that of the other wheels, and by using the tire on each in turn the wear is evenly distributed and the tire lasts longer and gives better service."

"It is also important to have tires looked over frequently for minor cuts and bruises, etc., and to have small repairs made promptly. Tires should be inflated to the correct pressure as under-inflation of a few pounds will often result in the loss of hundreds of miles of useful service. Valve caps, screwed down tightly by hand, should always be used to prevent air leaks. "If motorists will give their tires ordinary care and attention they will have less trouble and enjoy great tire satisfaction."

Movie magnates who get rich should thank their lucky stars.

## HINTS FOR MOTORISTS

By ISRAEL KLEIN (Science Editor, NEA Service.)

When an automobile skids the driver might almost as well throw up his hands.

An outside force is at work which is more or less uncontrollable for the moment. The brakes more often are a hindrance rather than an aid, although they may be used sparingly to advantage sometimes.

The most practical course is to "skid the skidding along"—direct the front wheels in the direction of the skid and let her go, taking the foot of the accelerator, but leaving the car in gear.

If the back of the car suddenly swerves to the left, turn the front wheels to the left and try to head the back off. The same action is applicable to the right.

Prevention of any skid is most advisable. And skids, no matter what the conditions, can be prevented.

Take snow conditions and the worst of them in traffic, when deep ruts of snow and ice have formed. It's hard getting out of these, without sliding all over the street.

But it can be done. The way to do it to slow down almost to a dead stop, get into low, engage the clutch and pull out gently rather than with a jerk.

If the front wheels can't climb the rut and, instead, let the car slide along, there's better chance of getting out by reversing and turning; the front wheels just enough to guide the back out. The rear wheels, held firmly in one direction, can't be flung back and forth by the ruts.

The dangerous skid in the one lane while the car is going down hill. That's dangerous because it's most likely to happen. Then, usually, the thoughtless driver coasts down hill, gathers momentum and applies his brakes with force. It's exactly opposite to what should be done when the hill is wet and slippery.

Maybe the 100-cup coffee drinker, the 150-stick gum chewer and the rest of the clan should organize. And affiliate with the Amalgamated People Who Have Slapped Kerosene's Face.

Tons of shoe polish are sent from England to California to meet the demand of the natives, who take the greatest pride in keeping their shoes glistening to the highest degree.

## Engineer Gets Basic Patent On "Clear Vision"

Right of proprietorship in the principle of automobile closed-body construction known as the "clear vision" front, has been awarded William H. Edmond, body engineer of the Franklin Automobile company, by a basic patent recently granted.

Two other patents covering the individual peculiarities of the Edmond's preferred design were allowed last year. Modifications of the design have been used generally and advertised broadly by the automotive industry during the last two years.

The Edmond idea and the construction principle on which the basic patent was granted both have to do with corner elements that have a transverse sectional dimension smaller than the normal distance between the pupils of the eyes. Corner groupings of this kind obscure no part of a driver's view because the line of vision of each eye focuses around the corner instead of being stopped by it.

## HEALTH

### SCIENCE FOR HIS TREES BUT PATENT MEDICINE FOR HIS WIFE

By Albert P. Duryee, M. D., Everett, Wash. Member Gorges Memorial Institute

Last summer, while on a vacation in the eastern part of Washington, I stopped for a chat with Harvey, an old acquaintance, a man who is a superior orchardist. During the course of our conversation he said: "My wife has not been well for some time. She has some trouble with her kidneys. Last night I got this medicine (showing me a bottle of proprietary medicine) for her. Do you think it is all right for her to take?"

"I don't know," I said. "It is a proprietary preparation; only the proprietor—the fellow who makes it—knows what's in it."

"That's true," said Harvey, "but it says on the label that it is good for diseases of the kidneys and bladder, for rheumatism, etc., so I thought it must be all right."

"Now just a minute," I interrupted. "You are an orchardist—one of the best around here. You have fine trees and produce good fruit. How do you do it?"

"Oh, I always mix my own sprays," he replied. "I always mix my own sprays."

"Suppose a fellow should happen along here and offer to sell you a preparation that would protect your trees from all pests, and when you asked him what it was composed of, he replied that it was a secret. Would you use it?"

"I should say not!"

"You would be risking your trees as well as your fruit, wouldn't you?"

"Yes."

"It has always been interesting to me to observe how little we use our business reasoning when it comes to taking care of our own bodies."

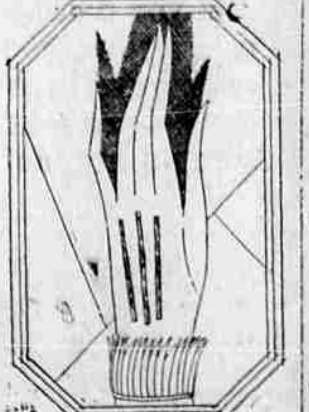
"I remember a few years ago a disease attacked your fruit trees. It was a new disease to you and your neighbors. No one seemed to know anything much about it. You cut off a branch of one of the trees and sent it to the state college. They diagnosed the disease and told you the remedy. Forthwith you used the remedy and your trees have been free of that disease ever since. Now if we used the same sort of business reasoning in the care of our bodies that we do for our fruit trees, what would you do about your good wife?"

Without waiting for a reply, I added: "It happens that within a radius of a few miles you have as good doctors as you will find in this state. Would it not be good judgment to send your wife to one of them for a diagnosis and for an outline of treatment, and give her physical well-being as much consideration as you do your fruit trees?"

Harvey got the point with suddenness that was startling. He rose from his chair, went inside the coal living room to the telephone. He was calling the doctor.

When Raymond T. Galtright of Virginia went to his cellar to remove some oysters from a barrel, he found that one oyster had captured a large rat.

### Petal Fringe



A new cuff on a kid afternoon glove of pastel gray, called "mist," has petals of the kid arranged in a fringe.



# Gives you more power, beauty, safety, value

## Studebaker Custom Sedan Now \$1335

THIS luxurious Studebaker Custom Sedan gives you more for your money than any other car at anything like its new low price.

A world of power insures thrilling performance

Based on the ratings of the Society of Automotive Engineers, this is the world's most powerful sedan of its size and weight. So expect a new thrill when you drive it.

Enjoy its brilliant performance—see how slowly it will idle in high, how smoothly it accelerates, how flashing fast it is on the pick-up, how easily it darts through traffic openings, skims down the free stretches, climbs the steepest hills.

In addition to supremacy in power, this new Studebaker Custom Sedan gives you a new standard of safety—the safety of a full-

vision steel body, fused by electricity into a unit, practically indestructible—positive mechanical 4-wheel brakes, and the finest steering mechanism ever devised.

Matching the custom beauty of its lacquered exterior is the custom luxury of its roomy interior—rich mohair, exquisite broadcloth, Butler-finish hardware, silk curtains, iridescent dome light and deep, restful seats.

Save money when you buy—and when you drive

At its new low One-Price price the Studebaker Custom Sedan saves you money at the start and saves you money all the way, because its lighter steel construction is less wearing on tires and more sparing of gasoline—gives greater economy all 'round. Drive it today—without obligation.

f. o. b. factory including \$100 worth of extra equipment

EQUIPMENT—Nickel-plated bumpers, front and rear, no-draft ventilating windshield (exclusively Studebaker's full-size balloon tire disc wheels and positive acting four-wheel mechanical brakes; engine thermostat and hydraulic gas-line gauge on dash; two-lamp acorn headlights, controlled from steering wheel; coil lights and interior dome lights; rear traffic signal light; automatic windshield wipers and rear-vision mirror; oil filter; Alameda chassis lubrication; silver curtains; Butler-finish hardware.

STANDARD SIX Duplex Phaeton, \$1195; Custom Tourer (for two), \$1165; (for seven), \$1245; Coach, \$1285; Super Roadster, \$1195; Country Club Coupe, \$1295; Custom Victoria, \$1325; Custom Sedan, \$1335.

Studebaker Commander models, \$1545 to \$1645; other Big Six models, \$1445 to \$2245; Erskine Six models, \$995 and \$995.

All prices f. o. b. factory, including front and rear bumpers, 4-wheel brakes, and full-size balloon tires.

Four Erskine Six models are now available for delivery. This Little Aristocrat offers a new standard of comfort, performance and economy at its price. See it in our showroom.

## M. J. GOSS

Cor. Fir and Adams Ave.

# STUDEBAKER

[This is a Studebaker Year]

## THE LAST 200 MILES MAY BE THE HARDEST

A motor car in average condition can be safely driven by changing the cylinder oil regularly at 500 miles. By an oversight you may drive an extra 200 miles before thinking of changing the oil. This last 200 miles with diluted oil in the crankcase causes most of the damage. Check up today—avoid costly wear and tear.

Let Us Drain and Refill with VELTEX

LA GRANDE FILLING STATION KUHN & ZWEIFEL

# Why Firestone Dealers

## Serve You Better and Save You Money

WE know tires—how to select the best—how to help you take care of them, and get the most out of them. We sell Firestone Gum-Dipped Tires and Tubes—also Oldfield Tires and Tubes.

Both Firestone and Oldfield Tires are scientifically designed and manufactured by The Firestone Tire and Rubber Co. Mr. Harvey S. Firestone is President and active head of the Company and under his management many

outstanding developments and improvements for economy, safety and comfort in tires have been made. He is the acknowledged leader in lowering tire costs and fought almost a lone battle to secure lower crude rubber prices from a foreign monopoly. He has saved, and is saving, millions of dollars every year for car owners.

Through the Firestone policy of selling and distributing direct to dealers through 148 Factory Branches and Warehouses, we receive fresh, clean stocks of tires of the highest quality at prices which are the lowest in the history of the industry, and we pass these advantages in quality and low price on to our customers.

## BUY NOW!

### Gum-Dipped Tire Prices Lowest in History

Note Low Prices on Oldfield Tires They Cost You No More Than Ordinary Tires

30x3	Fabric	\$ 5.85
30x3 1/2	Fabric	\$ 6.85
30x3 1/2	Cord, oversize	\$ 8.25
29x4.40	Balloon	\$ 8.10
32x4	Cord	\$13.40
31x5.25	Balloon	\$15.35
33x6.00	Balloon	\$18.35

Oldfield Tubes are also priced very low

Made in the great economical Firestone Factories at Akron and carry the Standard Tire Warranty.

Perkins Motor Co. La Grande

Strite-Wade Motor Co. Wallowa

Hug's Garage Elgin

Towle's Garage Cove