



# AUTOMOBILE NEWS



## NEW OIL SUPPLY IN SHALE FIELDS

### Colorado May Furnish Nation—Exploitation Due in the Future

DENVER, Colo. (AP)—Oil fields, lying in rock ranges in northern Colorado and stretching north and westward into Wyoming and Utah, are being developed. The oil supply which has been secured in the natural oil fields of the world.

Exploitation of the source, federal and private experts are convinced, awaits only the working of the nation's oil supply to a point where some new method of oil derivation is necessary, and the development of a commercially feasible method of converting into oil the hydrogen and carbon atoms with which the shale is teeming.

No sure, as those concerned with the future of supply that the fields of shale will yield it, that the United States government is

## OUT OUR WAY

### By Williams

ready has established an experimental plant at Houston, Tex., for conversion of shale into oil and has set aside in the region a naval shale reserve, while private companies have obtained rights in almost all the ranges not absorbed in government reserves.

In the immediate area of western Colorado are some 2,000 square miles known to contain of shale—the heart of the largest shale deposits in the world. Government and private estimates of the field estimate that it will yield a barrel to a barrel and a half of shale oil from each ton of shale treated. Victor S. Alderson, first president of the Colorado School of Mines, places the productive value of the fields at between 50 and 100 billion gallons of oil—enough to last the United States for a century at the present rate of consumption, which is 100 to 150 million barrels.

The deposits are most extensive in the vicinity of Grand Junction, Dolores and Palmdale—some of the shale mountains rise to 3,000 feet. The oil strata range from a few inches to several feet in thickness and in color from light tan to a dark mahogany.

The shale does not contain merely the elements necessary



DON'T SEEK AND YE SHALL FIND. REG. U. S. PAT. OFF.

## Refrigerator Car Is Latest Advance in U. S.

Refrigerator automobiles, capable of maintaining a constant temperature of nearly zero, denote a new advance in the adaptation of the motor car to every type and kind of transportation problem.

Twenty Chevrolet chassis were recently purchased by the Detroit branch of a national firm whose business is selling ice cream and ice cream products on the major traffic arteries, in and around the city. Ten were also bought for similar purposes in Portland, Oregon.

On every chassis is mounted a specially constructed body into which the refrigerator is built as a unit. The refrigerator occupies the upper portion of the body while beneath it is the cooled compartment with a capacity of six bricks of ice cream. The temperature of this compartment, according to Pat Potter, special representative of the company, is maintained at from 5 to 10 degrees above zero to insure that the ice cream, briques and "slices" will be sufficiently hard frozen to tempt the parched motorist.

"This refrigerator," Mr. Potter

## New Addition to Tire Firm's Line

The United States Rubber company has announced to the trade an important addition to its line—the Ures Junior.

This will now be furnished in 20x2 1/2 and 23x4 1/2.

This announcement is considered by the trade of unusual significance because the Ures Junior is the lowest priced tire which has ever been announced by any of the large rubber companies which bears the name of the manufacturer and is sold under the standard warranty.

There are cars which make men smile. There are cars which make girls cry. There are cars which drive away the automobile. There are cars which always travel on high.

The Ures Junior may originate the bubble system, but the flapper-scented bubble her boy friend in a roadster is not without some knowledge of the idea.

Making traffic jams is about the nearest most girls come to cooking.

IT PAYS—TO HAVE YOUR BATTERIES IN GOOD CONDITION

SEE DALE COX for Battery Service

Hosch Battery & Electrical Service

## Erskine Sport Roadster to Be Ready Shortly

A new four-passenger Erskine sport roadster, with a novel and distinctive body design, has been put into production at the Detroit plants of the Studebaker Corporation and will soon be available for delivery, according to an announcement received from the factory by M. J. Goss, local Studebaker-Erskine distributor.

Equipped with wire wheels and finished in a lustrous, vibrant rise blue lacquer, with hood panel and trimmings of green, this latest edition to the Erskine six line is expected to meet with immediate popularity.

Every one of the new roadster suggests its exceptional speed and flexibility as well as its all-around desirability as a smart sport car. Its folding top with natural wood bows and nickel trimmings, and its sharply tilted windshield, accentuate the Erskine's distinctive European lines.

Upholstery in the deeply cushioned driver's seat and in the comfortable rumble seat in the rear deck is of genuine duotone olive leather.

The equipment is unusually complete, including self-energizing four-wheel brakes, bumper, front and rear, an extra wire wheel, nickel-plated windshield wiper, continental lock to steering and function, hydraulic gasoline gauge on the dash, Atlanta radiator ornament, automatic windshield cleaner, two-beam headlights, rear vision mirror and left fender mirror.

Engineering data on the new roadster, released by engineers of Studebaker's advanced proving ground, indicates that the new model is a brilliant performer. Speed of 60 miles per hour, acceleration of 3 to 25 miles per hour in 8 1/2 seconds, and climbing ability which enables the Erskine six to master 11 per cent grades in high gear are some of its capabilities.

The five spring body, cradled on a spring base equal to more than 32 per cent of the wheelbase, gives the car exceptional roadability and riding comfort, which, coupled with the power and economy of the Studebaker designed motor, sets a new standard of light car performance.

## Nash Eclipses All July Marks By 71 Per Cent

Official records of the Nash Motors company show that last month sales and production were 71 per cent greater than any July in the history of the company. The production for the month was 14,556 cars.

"August sales and production will surpass July by a wide margin," said E. H. McPartly, general sales manager of the company.

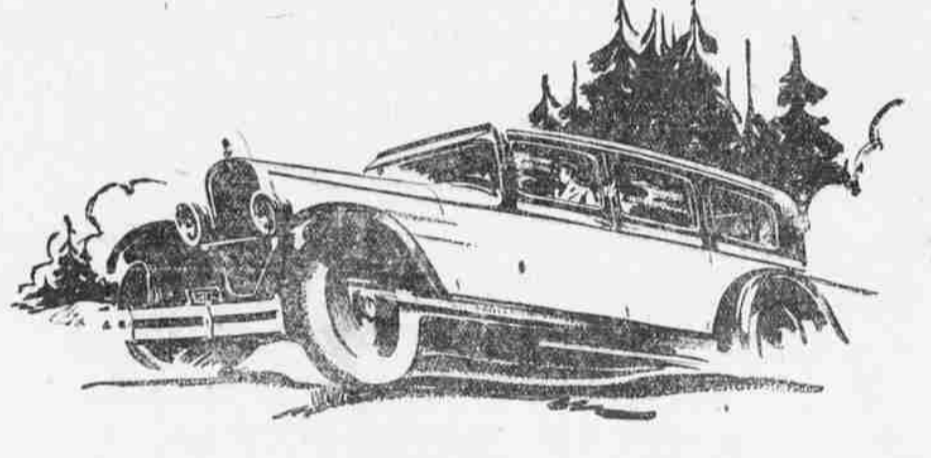
"Based on orders now in hand August not only will be the biggest August we have ever had but it will eclipse all previous sales and production records and will go down as the highest single month in the history of the company."

The seven-bearing crankshaft motors with which all cars in the three Nash series are equipped, the new easy-riding Nash springs of a secret process alloy steel, the handsome appearance of the 21 models in the new Nash line, the bodies, the handsome new radiators, and the countless details of refinement and improvement, have literally swept the country in public favor since the introduction of the new line, June 28. The record-breaking July sales and the forthcoming record-breaking August sales are the public's endorsement of the "finest cars ever built by" W. Nash.

As a result, the combined daily production at all three of the company's plants, Kenosha, Illinois and Milwaukee is greater than at any time since the first car bearing the Nash nameplate was shipped from the factory.

Solists say that there are some people who cannot drive cars. But they all do.

WHEN YOU WANT 70 — — — AN ACTUAL 70 — — — HERE IT IS — — — WITH THE SWEETEST, SMOOTHEST TOURING SPEED EVER DELIVERED



SIX CYLINDERS SURCHARGED WITH POWER. PRODIGAL POWER, CONTEMPTUOUS OF GRADES—SCORNFUL OF SLOUGHS AND DETOURS.

GRASP THE BIG WALNUT WHEEL OF THE GREAT DODGE SENIOR AND FEEL THE URGE TO TRAVEL FAR AND FAST. YOURS IS THE LEFT-HAND SIDE OF THE HIGHWAY—COMMAND OF THE ROAD.

GO SEVENTY ANY TIME YOU CARE—OR DARE—TO! MIRACULOUS PERFORMANCE.

DRIVE IT AN HOUR—AND YOU'LL DRIVE IT FOR YEARS.

L. C. SMITH  
5th and Depot St. La Grande

DODGE BROTHERS SENIOR SEDAN #1595 P.O.B. DETROIT

# Fisk Quality and More

When you buy a Fisk Tire from us you are taking no chances with mileage --- you are insured against cuts, bruises, blow-outs, or any road hazard. Just bring in your injured tire and get a new one with a proper adjustment based on the number of miles of service received. Fisk quality alone means low cost per mile, but we add to this at no extra cost.

## Complete Tire Protection

Next time buy FISK

# Playle Oil Co.



SPOKANE, Wash., has chosen a "Miss Spokane-of-the-Air." She is Margaret Nixon, shown here ready for a flight.

## "Singing Hinnie" A Popular Tidbit

DUBLIN (AP)—Everybody in Ireland knows what a "Singing Hinnie" is. Consequently there was much surprise when country families read in London dispatches that Mrs. J. E. Amery, wife of the secretary for the dominions and other well known British women had learned for the first time at a London cooking demonstration, just how to make this popular Irish country dish. The recipe known in every Irish household is: One pound of flour, one teacupful of currants, 1/2 pound of butter, lard or margarine, one teacupful of baking powder and sufficient sweet milk in mix to the consistency of pancake dough.

The hinnie are cooked in a hot griddle and are called "singing" because of the noise made by the sizzling grease.

Mother: Archibald Gintrock, what do you mean talking to your sister that way?  
We're playing I'm a traffic cop, ma.—Allison Reardon.

"My dear, the show is to tour England next year."  
"Oh! Good! I must get one of those Anglo-Saxons for my car."  
—Cincinnati Cycle