



AUTOMOBILE NEWS



STUDEBAKER TO HOLD A REUNION

Company, Started Feb. 16, 1852, Has Prospered Since Beginning

SOUTH BEND, Ind., Aug. 20.—A reunion of the Studebaker family is being held in South Bend, Ind., today. The reunion is being held in honor of the company's 75th anniversary. The company was founded by John Studebaker, a pioneer in the automobile industry. The reunion is being held at the Studebaker Hotel. The company has prospered since its beginning in 1852.

hardly beyond the frontier stage three quarters of a century ago. It was on February 16, 1852, that the career of Studebaker in the new west was begun. In South Bend two brothers, Henry and John Studebaker, sons of John Studebaker, a wagon maker of Ashland, Ohio, set up a little wagon and blacksmith shop in the frontier city. Their capital was \$50 in cash and two horses. Soon they were joined by John M. Studebaker, a third brother who still farther west. His brothers secured his passage by furnishing a wagon in an overland train. Five years later he returned from California, where his industry and judgment had enabled him to amass \$5000 in savings. This he put into the business of his two brothers in South Bend, who by this time had been joined by two other brothers.

Company Prospered
The company prospered.

Through the latter part of the nineteenth century all types of vehicles and accessories were built. Branch houses were established throughout America as Studebaker products did their share in contributing to the development of the growing west. In 1902 the company was making experiments with the new "charcoal carriage" and produced its first vehicle of this type—an electric runabout. In 1904 was produced the first Studebaker gasoline propelled vehicle, forerunner of the modern Studebaker line of custom cars.

Because of the pioneering character of the Studebaker brothers, and to do honor to the principles of business integrity they established, the annual Studebaker reunion this year is to be held in the birthplace of the Studebaker name.

Studebaker National Reunion membership is open to any person who has the name of Studebaker, and to any person who by blood or marriage is related to or affiliated with the name in any manner. Any one interested is invited by Col. Carlisle, son-in-law of one of the five brothers, to write Mrs. Charles A. Carlisle, president, Studebaker National Reunion, post office box 657, South Bend, Indiana.

rumble seat), four-passenger coupe, close-coupled sedan, royal sedan, crown sedan, convertible coupe (with rumble seat).

New Beauty of Larger Bodies
In appearance the new "72" is an improvement even over the original Chrysler which so influenced automobile body design upon its introduction more than three years ago. The car is longer and the added length has opened the way for space engineers to increase the roominess of the bodies. Unusual leg room adds to the enjoyment of motoring and the soft luxury of the new saddle-spring cushions enhances the comfort.

A new radiator design contributes to the unusual beauty of the new "72". Charming new color harmonies have been devised for each type of body by Chrysler's famous color experts, always artistic technicians. Genuine mohair upholstery in handsome and durable weaves is used in trimming the closed coupe; high quality leather in the open types.

Remarkable Performance
Advance trials of the road qualities of the new "72" reveal performance of the highest order. The new engine, which has 44 inch long and five-inch stroke, gives an increase of fully ten per cent in driving torque, puts at the driver's command 72 and more miles per hour with remarkable acceleration and flexibility of performance. The piston displacement is 248.5 cubic inches, compared with 218.5 cubic inches of its predecessor, the "70".

Actual tests of the car in mountainous country show a climbing ability little short of marvelous. "This new car simply wipes out every hill it comes to," one driver said in talking of his experience.

Chrysler Brings Out "72" Model, Succeeding "70"

Rarely unusual features of chassis and body are presented in the "Illustrious New '72'." Bright successor to the famous original "70", just announced by the Chrysler Sales Corporation and by L. W. Weeks.

It is confidently predicted by Chrysler officials that the "72" will receive the most enthusiastic welcome ever accorded any creation of the company's designers and engineers.

The principal features of this remarkable new car include an entirely new, larger and more powerful engine mounted in rubber at both front and rear, and featuring a seven bearing crankshaft which is counterweighted, similar to the crankshaft used with such phenomenal results in the Chrysler Imperial "80"; a longer chassis fitted with rubber shock insulators replacing metal spring shackles; and roomier and more handsome bodies.

Seven body styles are available as follows: roadster (with rumble seat), two-passenger coupe (with

rumble seat), four-passenger coupe, close-coupled sedan, royal sedan, crown sedan, convertible coupe (with rumble seat).

Willis—Smith had another accident last night.

Gillis—Yes. He shouldn't be allowed to drive a car. He's too absent-minded.

Willis—Your right. He took the man he hit to the garage to be repaired and then went over and put the car in bed at the hospital—Motorism.

AUTO ADVERTISING BIG
During 1926, 59 automobile concerns spent a total of \$42,000,000 on advertising in newspapers and magazines. This figure excludes cost of art and mechanical work—a substantial sum in itself.

"What makes your daughter so talkative?"
Old Gent: "I think she and her mother both were vaccinated with a phonograph needle."

GARAGE GOSSIP

Buys Studebaker—W. R. Parker recently purchased a Studebaker sedan from the Studebaker garage here.

To Conduct Demonstration—A public demonstration of the Greiner cushion will be held Tuesday, Aug. 22, on the S. Mo-Arthur farm, two and one-half miles due east of Alport by the dealer in this section, W. C. Perkins. Everyone is invited to attend and watch the machine cut the heavy down grass and do anything else that is expected of a combine. Not being equipped with any drapers or canvases, there have been many skeptics. They will be given an opportunity to see the machine in actual operation. According to Mr. Perkins, all the machines in operation have been giving excellent service.

In Enterprise—W. E. Buchanan and L. W. Weeks, local Chrysler dealer, spent yesterday at Enterprise on business.

Received Shipment—A shipment of four standard sedans and one landau is expected Monday at the Oldsmobile Sales company.

Buys Studebaker—Leland Stanford is the owner of a new Studebaker sedan which he purchased from M. J. Goss, local dealer.

Here Yesterday—E. C. Gettings, of the firm Gettings & Hanks, spent yesterday in La Grande from Elgin where he conducts a garage looking after interests here.

At Wallawa—J. P. Morelock, of the Morelock Service Motor company, spent most of the week at Wallawa.

Buys Studebaker—Jack Khyler, of Union, is driving a new Studebaker sedan.

Up Branch Yesterday—Elmer Shumate, of the firm Jennings & Shumate, spent yesterday in Wallawa county on business.

Buys Chrysler—E. M. Boylen is driving a new Chrysler "72" sedan purchased from the local dealers, Weeks & Buchanan.

Unloaded Chrysler—A carload of Chryslers including two "62" sedans and two "72" sedans was unloaded during this week at the Chrysler garage.

At Enterprise—A. R. Trachsel spent Friday at Enterprise looking after business. Mr. Trachsel is the local Nash dealer.

Ford Motor Man Here—R. M. Kelly, service manager for the Portland branch of the Perkins Motor company, including 105 dealers is spending several days here looking after the service department at the Perkins Motor company. According to Mr. Kelly, production on the new Ford is coming along as rapidly as possible. The new Ford will be all that the most optimistic prophecy, he declared.

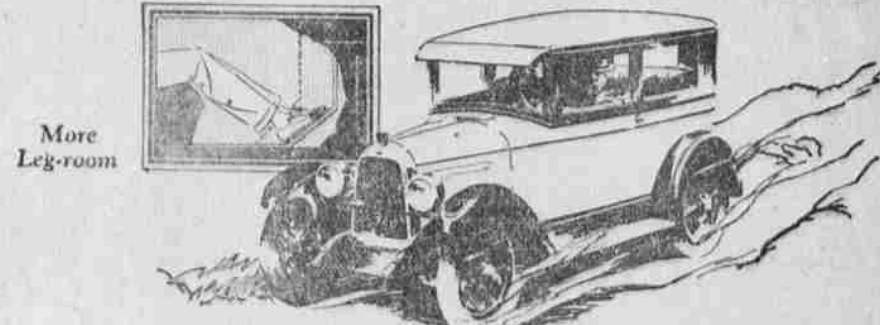
Old Mechanic Back—Bill Strong, who for over ten years has been in the Willis-Overland service, first for the Gallo-way & Reese company and later for the present firm of Gettings & Hanks and who, since October has been in Idaho living on a farm, has returned and resumed his position here. Mr. Strong is incidentally, greeting old customers and friends of long years standing.

Buys Chrysler—A. H. Tiffany is the owner of a new Chrysler "50" sedan purchased from Weeks & Buchanan.

In Boise—L. W. Weeks returned last Tuesday from a short business trip to Boise. Mrs. Weeks and son, Harold, accompanied him.

Buys Oldsmobile—E. J. Schillings, engineer at Maxville, is driving a new Oldsmobile sedan, purchased from Frank Apling, manager of the local Oldsmobile Sales company.

A Year Old -and a Year Ahead



Whippet features—proved by more than 120,000 sales—are forcing revolutionary changes in the light car field

Whippet's modern design is effecting important and beneficial changes in the light car field. The country-wide success of this up-to-date car in its first year is now causing other makers to follow Whippet's lead.

It is not only that Whippet is America's most economical car, but the fact that Whippet introduced such high-priced car features as 4-wheel brakes, increased roominess, greater speed and acceleration, lower center of gravity and smarter appearance—at a price all can afford.

Come in and see the car that is "a year old and still a year ahead"—Whippet—the car of proved superiority.

Superior Quality—New Low Prices

	Whippet	Whippet 6	Coupe	Whippet	Whippet 6
Coach	\$625	\$795	Sedan	\$625	\$795
Touring	625	765	Sedan	725	875
Roadster	695	825	Landau	755	925

Prices and specifications subject to change without notice. Prices f.o.b. factory. Willis-Overland, Inc., Toledo, Ohio

Whippet

GETTINGS & HANKS
Corner Fir and Jefferson

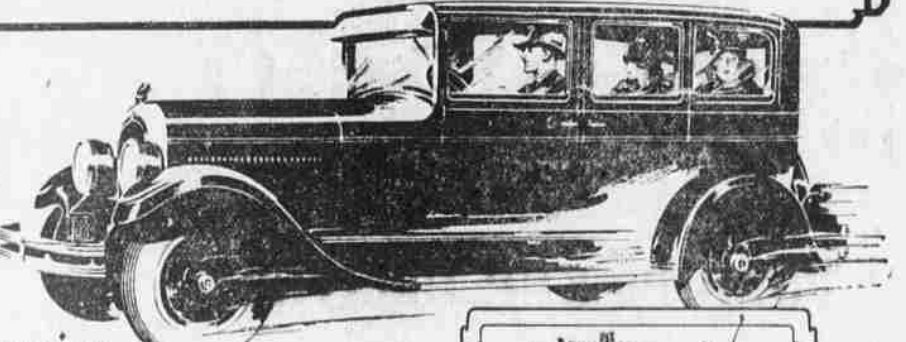
Announcing the Illustrious NEW CHRYSLER 72

A Statement from Walter P. Chrysler:

In announcing the Illustrious New Chrysler "72," we are confident that our latest product is as great an advance over today's fine cars as was the famous "70" over the best of four years ago.

The New "72" is ultra modern—again setting new standards, establishing new results for the industry to follow. The New Chrysler "72" with the Great, New "62", the New "52", and the magnificent Imperial "80"—are Chrysler's covenant of faith with the public which has so generously demonstrated its faith in us.

\$1495
to \$1745, f.o.b. Detroit



Longer, Roomier, Faster, Handsomer

The Illustrious New Chrysler "72"—longer, roomier, faster and handsomer—but that tells only a touch of the "72" story.

For the first time, in a car costing less than \$2000, the New "72" gives an engine of 75 horsepower, with counterweighted 7-bearing crankshaft and rubber engine mountings to wipe out every last vestige of vibration.

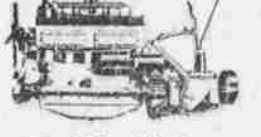
It gives you speed of 72 and more miles an hour, pick-up of 5 to 25 miles in 7 seconds, hill-climbing ability that sweeps you up even mountain grades at constant acceleration.

It gives you rubber shock insulators, pioneered with such great success in the Chrysler Imperial

"80." The spring ends are anchored in blocks of live rubber, eliminating wear, noise and the need for lubrication. These insulators, with the special Chrysler spring suspension result in riding smoothness hitherto unknown.

It gives you longer, more beautiful bodies, tastefully appointed, luxuriously roomy, and fully equipped with saddle-spring seat-cushions and adjustable steering wheel to give you the utmost in comfort.

Test it to your satisfaction in every conceivable manner. Only then can you appreciate just how much wider is the gap which the Chrysler "72" has placed between itself and all others in this class.



"Red-Head" Sets Chrysler Performance Farther Ahead

For those who seek supreme performance—speed, pick-up, hill-climbing ability, going beyond even the qualities of its standard sizes—Chrysler furnishes its new "Red-Head" high compression engine. . . . The New Chrysler "Red-Head" will be regular equipment on the Illustrious New Chrysler "72" Roadster, giving even greater speed and acceleration than the standards announced. It is also available for all other "72" body models.

Illustrious New Chrysler "72" prices—Eight body styles, \$1495 and upwards, f.o.b. Detroit. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan.

WEEKS & BUCHANAN
Jefferson Ave. Telephone 180-J

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

FISK TIRES

Invite Us to Your Next Blow-Out

We'll rebuild the injured casing so you'll never know it happened—or we'll sell you a NEW FISK with a year's tire insurance so that blow-outs, cuts, or any road hazards will be repaired free of charge.

That insurance is FREE, and in addition to the EXTRA mileage you can safely expect when you're riding on Fisk tires. Phone or drive in—we'll fix you up—and at prices that will surprise you.

PLAYLE OIL COMPANY
HEASTY & GEORGE FILLING CO.
CLAY'S PLACE

EXTRA TAX FOR TRUCKS
Automobile club officials are combating truck owners in their effort to nullify the Wray bill in California, which imposes a higher tax on heavier trucks and reduces the tax on light trucks, for use of highways.