

OLDS CELEBRATES ITS ANNIVERSARY

Automotive Company Organized 30 Years Ago the 21st of August

Thirty years ago August 21 a meeting was held that was destined to create automotive history. On that date the first meeting was held by the directors of the new automobile company that later was to introduce to the automotive industry, the quantity production method, which has made possible the phenomenal growth of the industry into the largest in the world.

At that meeting the following outline was carried:

It was moved by Mr. Stephens that the manager be authorized to build one car, in an early period, it being as possible and complete it at the earliest possible moment.

That was the order for the construction of the first Oldsmobile. Oldsmobile is the only company that has been building automobiles for a 30-year period. Its progress has been continuous and consistent. Now, having reached the thirty-third anniversary, it is embarking on a \$2,000,000 expansion program that will give it facilities for the greatest production in its long history.

The 30-year history of Oldsmobile discloses numerous changes and developments in the industry. In response to that first director's meeting, the first Oldsmobile was built. It ran. Today it is housed in the Smithsonian Institute at Washington, D. C.

Closely watching trends, nearly

Oldsmobile's 30th Birthday



Directors' Meeting

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HINTS ON CARE OF AUTOMOBILES

By Israel Klein
Science Editor, NEA Service.

The new tourist from the flatlands has a unique thrill when he strikes the mountains.

The roads are steep, long and winding. They are narrow and treacherous. There's a cliff on one side, a chasm on the other and nothing ahead.

It's an experience for only the best of drivers to encounter with equanimity. The new driver must be ever cautious and well prepared for any emergency.

If your trip takes you through mountainous territory, see before-hand that the motor is in perfect condition and that the brakes hold tightly.

Brakes, however, should not be relied on for mountain driving, since at the top of long, steep hills today many motorists go into low. They should be respected, or the motorist may find himself smelling rubber, then ripping out the brake linings, and finally trying to stop and destruction.

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sufficiently for long steep downgrades. The ignition should be kept on, but the throttle should be almost shut.

Never coast, and never turn off the ignition. It's dangerous to coast, except where you know your ground and the hill is short and easy. And it's costly to turn off the ignition, because fuel is being pumped into the cylinders anyway and isn't being burned. The result is that it works into the lubricating oil in the crankcase, sooting the cylinders as it passes the pistons.

It's easier to go up a mountain road than down. You go up usually in low, and have perfect control of your car. Going down, however, even if in low, the least mistake may cause disaster.

Yet the up-going driver has the right of way on such roads. The reason is that it is he who must keep his foot constantly on the accelerator. He can't stop for the brakes alone won't hold on many a climb.

Therefore, the down-going driver must stop for him. He must pull over into a nook in the cut, if the road is wide enough, only for one car, and permit the up-going driver to take the outside, whether to the right or left. That's the courtesy for mountain driving.

6

CYLINDER TWO-TON

4 Speed Transmission

4 Wheel Brakes

[LOCKHEED HYDRAULIC]

\$1595

CHASSIS F.O.B. DETROIT

Heading a complete new line

BINGO!

"My windshield is sure broken in a million pieces and the sedan windows, too. Oh, well, accidents will happen. Not so bad, though, they can be replaced at the

La Grande Construction & Supply Co.
1501 Madison

Chevrolet Goes Through Parks Of Northwest

With its speedometer registering almost 3,500 miles since it left Los Angeles a few weeks ago to visit the scenic wonderlands of the Far West, the new famous National Park Chevrolet is being successively exhibited at Chevrolet dealer establishments in the major cities of Oregon and Washington. Wherever parked, it has invited the attention of passersby, a majority of whom have stopped to admire its Duo-coating of ivory, its polished nickel work and the artistic map on its sides and spare tire cover showing in black the route to be followed, with parallel red lines indicating the part of the itinerary over which the tires have rolled.

On its entry into Seattle the car was officially greeted by C. F. Hildebrand, Seattle sales manager for the factory; George Heade, assistant sales manager, and representatives of the local dealer organization. The same warm welcome was extended the car in Portland, where W. J. Richmond, zone sales manager, with his assistant, H. W. Bush, and representatives of the local dealer company, assembled to do honor to the noteworthy feat of the imperial lander.

Visits Many Parks

Before reaching the coast the car had visited the Grand Canyon of the Colorado, Zion, Bryce and Capitol National parks, Mesa Verde, the Royal Gorge, and Yellowstone and Glacier. It has since gone through Rainier National park, where it was received cordially by representatives of G. A. Tomlinson, the superintendent, and appreciation expressed of the value to motorists of the data gathered and published relative to road conditions and scenery, accommodations for tourists and road conditions. Within the confines of Rainier now are 25 miles of the finest graded road in the west, making a trip through the region most enjoyable. The entrance by way of Morton is for the most part in fair shape, with six miles of narrow and rather rough detouring from the path entrance to Tacoma extending a ribbon of concrete with the exception of six miles, unpaved but level and smooth.

Though the only attention given the car as yet has been washing, oiling and refilling of the brakes, worn thin by constant use on the steep grades of the Rockies, it is in the finest mechanical condition. The engine is quiet and powerful and the body and chassis are remarkably free from squeaks and rattles.

"The tour of the Chevrolet has demonstrated conclusively that owners of a small, light car such as the imperial lander can start

Tube Heals Its Own Wounds, Is Polson's Claim

"The car owner will not find it necessary to carry an extra tire for emergency use as a part of the car's equipment if Polson pneumatic sealing tubes are used in the casing."

This is the statement of Paul Polson who is making his headquarters at the Western Auto Supply company while exploiting the tube. According to Polson, the pneumatic rubber of which the

1 1/2 TON TRUCK ~

4 SPEED 4 WHEEL BRAKES
4 TRANSMISSION 4 (LOCKHEED HYDRAULIC)

—with the new 4-cylinder engine, the finest Dodge Brothers ever built—stronger, faster, more powerful—no advance in price. Chassis, f. o. b. Detroit - - **\$1245**

6 CYLINDER 2 TON DUMP TRUCK

4 SPEED 4 WHEEL BRAKES
4 TRANSMISSION 4 (LOCKHEED HYDRAULIC)

New, powerful 6-cylinder engine—gear ratios to fit your needs—a specially built chassis for dump truck work. Chassis, f. o. b. Detroit - - **\$1645**

This new Graham Brothers Truck is being sold at the lowest price ever put on a 6-cylinder 2-Ton Truck—hundreds of dollars lower than most others.

1 TON G-BOY

Known the world over as the greatest value in the 1-Ton field, the famous G-Boy now has the new engine—more power, more speed, faster acceleration, less fuel—chassis, f. o. b. **\$895**
Detroit - - -

3/4 TON COMMERCIAL CAR

New speed, economy and ease of handling—the new 4-cylinder Dodge Brothers engine—smooth, quiet, dependable—for years the standard among light delivery cars—chassis, f. o. b. **\$670**
Detroit - - -

It means higher speed for heavy loads with perfect safety.

It means power—abundant, smooth and instantly responsive.

It means more trips per day—more profit to owners.

Engineers proclaim it the most advanced motor truck . . . See it . . . Compare it with any other truck ever made.

See the entire new line . . . The new 124 engine in the lighter trucks . . . New cabs . . . New body lines . . . New standards of value.

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We are authorized factory service station for these two Starting, Lighting and Ignition Systems. Demand that all replacements are genuine—they cost no more and do give better service. Tell your mechanic—he can get them for you.

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ever get in a traffic jam and have to get out and crank the car because the battery was run down?

Avoid such inconveniences. Have your batteries tested often!

SEE DALE COX
for Battery Service

Branch Battery & Electrical Service

Tube is composed, automatically and permanently seals all cuts and punctures that the tire may receive. The weight of the car combined with the heat of the road and turning of the wheel automatically forces the rubber back into shape and completely fills the incision made by the puncturing object.

In addition to the thousands of extra miles of service gained from each tire through the use of the pneumatic sealing tube, the motorist also saves the money that he would otherwise spend on an extra tire for emergency use," says Polson.

The Western Auto Supply company has been appointed distributor for the Polson product in the western states and is exploiting it throughout their 150 stores.

The wheat crop, in such states as South Dakota, is fine, but the latest national corn forecast wasn't so good. Unfortunately that Mr. Condit could get around to some of the corn states this year.

L. C. Smith

5th & Depot

GRAHAM BROTHERS TRUCKS

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