



AUTOMOBILE NEWS



PORTLAND AUTO SHOW FEB. 4 TO 11

More Than 120,000 Square Feet of Space Available for Brilliant Display

PORTLAND, Ore., Jan. 28.—Portland's 18th and greatest of all automobile shows combined with the First Northwest Motor Boat and Aeroplane Show re-establishes Portland's most important annual trade show on a scale that is a true reflection of the world's greatest industry, local men declare. It takes place Feb. 4 to 11.

A building rushed to completion for this event gives the cars, boats and planes more than 120,000 square feet of space which means double the amount ever before available at a Portland winter show. After this expedition of "transportation of an advanced age" the structure will become the new delivery depot of the Motor & Frank Co. The building is located at Fourteenth & Everett streets.

In each of its three fields the exposition will be entirely complete giving the visitor an opportunity to see and learn of the important advances that have been made in price quality and greater convenience and beauty of manufacture.

Never will a visitor to an automobile show have had as much to marvel at as this year. Advance stories from New York City about the first national show gave some idea of what had happened. Never has an industry discarded so completely all precedent of prices, standards and design as has the automobile industry in the past few months.

Cars are not just rebuilt and worked over, a little touch here and a little touch there. It takes but one glance at the advance showings which have already come to the coast to see that the 1928 cars heard about are in every sense new models. With the majority of makers having taken part in this rejuvenation, the cars in new form represent without question the largest single investment in change-over that the industry has ever brought out.

Starting with Ford's expenses of nearly \$100,000,000 to produce a new car, other makers in the aggregate have spent equally staggering totals to evolve new automobiles designed to satisfy the will and fancy of the public as each in turn has interpreted it.

Plenty of Variety
Some idea of variety to be seen at the show may be gleaned from

the fact that Portland's sales agencies this year will display 120 automobiles. Many of the booths will not be able to bring in their complete lines even so as some makes feature up to 40 different body styles.

Body styles, color, finish and motor design will all intrigue the visitor this year. The great play thing that the industry is making is the new standard of elegance and design that is obtained by even the smallest price range.

The setting for the colorful automobiles will be on a par with the advance in cars. The motif by M. V. Lerner and L. J. Stead of the John L. Stark studios is Japanese, gold, silver, dragon greens and bright colors woven into an intricate mass of beams and panels to stimulate the temples of the South Orientals.

Beautiful, gilded temple lanterns will shed a warm glow over the entire picture while still providing direct illumination for the myriad brilliant car models.

The space devoted to boats will be equally interesting both in display and arrangement.

Another floor will feature the aeroplanes. Here nine great ships of the air will be assembled. Motors of every well known make will be on display and instructors and licensed pilots from all the Portland and Washington airports and flying schools.

The show management recognizes that the public is air-minded and accordingly every question that the layman may want to ask will be explained to him by the corps of air pioneers who will be there during the long daily schedule of the show to answer all questions.

The equipment displays will be more interesting than ever, as they will serve the three fields of transportation.

Sponsored by A. B. A.
The show as usual is presented by the Automobile Dealers' association of Portland. During the week the Oregon Automotive Trade association will hold its annual meeting, the sessions being scheduled for Tuesday at the chamber of commerce.

San Francisco show exhibits will be rushed to Portland so that the Portland picture of modern transportation will be complete in every respect. The Portland exposition is followed by one in Seattle February 10 to 17.

President J. A. Crittenden, of the Automobile Dealers' association, stated yesterday that the entire automotive and transportation trade is alert to the merchandising possibilities of 1928 as space for the show went so fast that salesmen have been withdrawn from the field. The board felt certain that the remaining equipment space would be absorbed without trouble.

FORDS JOIN CROWDS INSPECTING NEW MODELS



While the crowds in Detroit gathered to inspect the new four-shift models of the Ford automobile, the makers of the car mingled with the throng. Edsel Ford is shown to the left, while his two sons stand with their grandfather, Henry Ford.

Cure Hoped For In Disease Held To Be Incurable

CLEVELAND (AP)—Twelve years of research in the Cushing laboratory of experimental medicine at Western Reserve University have resulted in the perfection of a glandular extract which officials of the institution believe may cure Addison's disease hitherto regarded as incurable.

Prof. J. M. Rogoff, of the university medical school, with the cooperation of Prof. G. N. Stewart, director of the Cushing laboratory, conducted the experimentation.

The disease is characterized by emaciation, anemia and extreme weakness in the patient.

Dr. Rogoff has developed a glandular extract from the cortex or outer layer of the adrenals, two small glands situated in front of the upper part of each kidney.

Authorities at the university medical school believe Rogoff's work may prove as important a discovery as insulin was for the cure of diabetes.

Seattle Girl To Become Hindu To Wed Maharajah

BOMBAY, British India, Jan. 28. (AP)—Advises received here say that the former maharajah of Indore has apparently overcome one obstacle to his marriage to Miss Nancy Ann Miller, of Seattle, Wash.—her conversion to Hinduism.

Various progressive Hindu religious bodies have refused to convert Miss Miller on the ground that the former ruler has two wives living and that such conversion is intended only to give her marriage legal sanction.

Nevertheless, the former maharajah's emissaries are stated to have apparently won over a certain noted Hindu preacher to perform the conversion in accordance with Vedic rites. The preacher achieved fame through philosophical works on the saying of Hindu saints while under patronage at Indore. Where the conversion ceremony will take place is not disclosed.

The wives of the former ruler refuse to be persuaded to favor the marriage. State officials and relatives are opposed to it.

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National G. A. R. Chaplain Picks Chrysler Auto

The Red Indian's trail, the pioneer's covered wagon, the stagecoach, the railroad train and the steamboat street cars, horseless carriages and their modern development, the fleet and beautiful automobiles of today, even the aeroplane—all methods of transportation developed in the fast moving progress of the Nineteenth and Twentieth centuries have been watched with interest by Chaplain James King Gibson during the 52 years of his busy life. But until very recently the veteran national chaplain of the G. A. R. knew them only as spectator and passenger. Salesmen found him innumerable when they tried to induce him to buy.

Not until Walter P. Chrysler gave to the world an automobile so full of new beauty, smart handling, flashing acceleration and dependability that its appeal could not be resisted, did Dr. Gibson fall from grace. A few weeks ago he went into the showrooms of the Barlow Motor Car company of Dayton, Ohio, and came out the owner of a "Chrysler" car, the first gasoline car he has owned.

With only a few lessons he mastered the details of gear shift and steering and he is now an enthusiastic Chrysler owner, driving through Dayton's city traffic with as much ease and certainty as any representative of Young America.

Aged Car Takes Dust of Horse In Race of Vets

Handicapped by 13 years, an automobile took the dust of its ancient rival, the horse, in an unique contest recently staged at the new University Stadium, Seattle, Wash. The car was an 1898 Oldsmobile, a veteran of many a road dash. The horse was Lady Violet, a mature 17 but still frisky with thoughts of her record of a mile in 2:07 she had clipped off while in her prime.

The drivers were representatives of their steeds. Lady Violet was guided by G. W. Loveberry who has one of the few livery stables in existence. A. R. Tyson, president of the Oldsmobile Motor company of Seattle, was at the tiller of the Oldsmobile.

During the race Lady Violet broke into a gallop several times but her wind held better than did the "one lung" of the ancient Oldsmobile. Tyson claimed that the unusual sight of a horse caused his engine to balk.

The difficulties of the trip were increased by the fact that it was frequently necessary to pass cars abandoned in the center of the road, unable to proceed through the drifts.

Mr. Anderson, Ford dealer at Wisconsin Rapids, set out to meet the party, but was forced to abandon his car and return with the party in the new Ford.

The only casualty of the trip was two frozen fingers, sustained by Mr. Melkjohn.

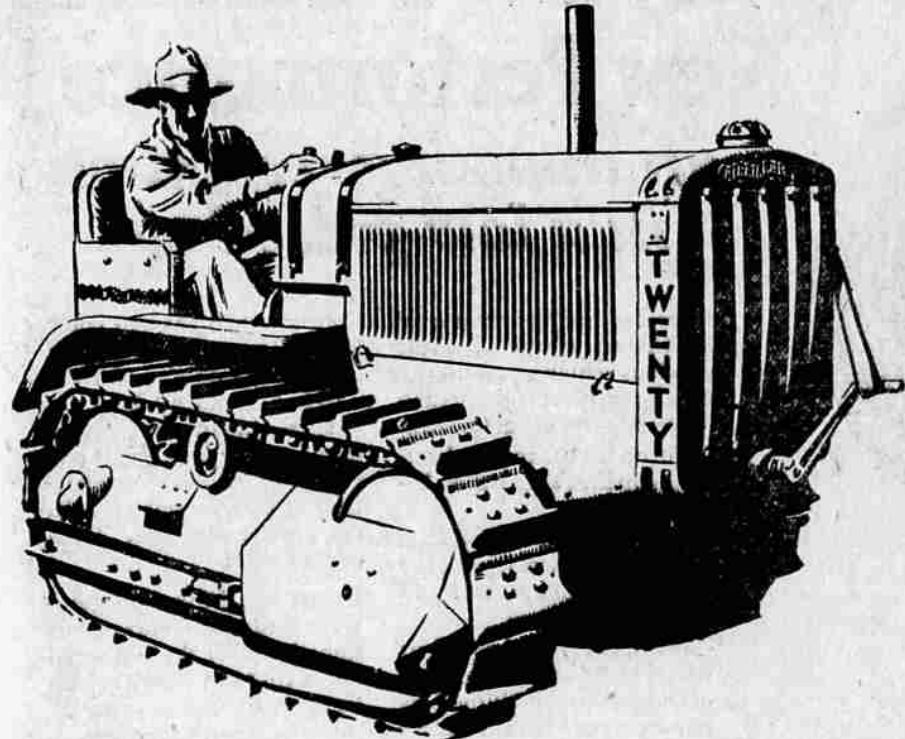
500 Miles

Then Change the Oil



Racine Tires Miller Tires
LA GRANDE FILLING STATION
KUHN & ZWEIFEL
Corner Jefferson and Hemlock
on Wallowa Highway

The cost of changing the oil in the crankcase is small—it takes only about 5 minutes to do the job—and think of the saving that this precaution means. Diluted oil is common this time of the year. Excessive churning before the motor is warmed up shoots raw gasoline down the cylinders. Now, of all times, you'll want to change oil every 500 miles. Drive up today—we have Veltex in the right grade for your car.



THE NEW-- "Caterpillar" Twenty

A sturdy little companion to the other models of "CATERPILLAR" Tractors—

A Tractor with the inbuilt qualities of all "CATERPILLARS"—pleasing in appearance—and built with the comfort and convenience of the operator in mind.

BUNTING TRACTOR COMPANY
La Grande, Oregon

Boise, Idaho

Pocatello, Idaho



Stop! Listen!

If you are in need of Parts or Accessories for your car—Jack Allen Supply Co. is here to serve you. Our Store is YOUR Store—make it a better store by your support.

REPLACEMENT PARTS FOR ALL CARS
Replacement Parts for All Cars

Factory Distributors Of

Timken Roller Bearings
New Departure Ball Bearings
Emsco Brake Lining
Champion Spark Plugs
Federal Tires and Tubes
Cylinder Head Gaskets
Clutch Facings
Hyatt Roller Bearings
Thompson Silcrome Valves
Spicer Universal Joints
A. C. Spark Plugs and Oil Filters
Quality Piston Rings
Ring Gears and Pinions
Universal Joint Discs

We also have a complete line of Sporting Goods. Watch for our display of tackle for the coming season.

Jack Allen Supply Co.

R. A. FARNAM, Mgr.
PENDLETON LA GRANDE

La Grande Branch cor. Adams & Elm

STUDEBAKER The Great Independent



The Dictator 4-Door Sedan \$1195 f.o.b. factory

STUDEBAKER's new Dictator established itself as the champion of its class in a grueling 24-hour test run held at the Atlantic City Speedway on October 10-11, 1927. A stock Dictator Sedan, fully equipped, covered 1483 miles in 24 hours—total elapsed time—better than mile-a-minute speed for 1440 consecutive minutes!

This remarkable record was established under the supervision of the American Automobile Association. No stock car selling under \$1400 has ever traveled so far so fast—convincing proof of The Dictator's sound design and inbuilt stamina.

Look to Studebaker for value!

The Dictator's remarkable value is due to Studebaker's One-Plant manufacturing facilities which reduce profits of outside parts-makers to a minimum. Savings thus made allow for extra quality and added refinements without corresponding increase in price.

You must drive The Dictator to realize its super-value. In it the integrity of construction for which Studebaker has been famous for 76 years is combined with the most advanced engineering of 1928.

Results of Engineering Genius

Due to advanced design, precision manufacture, and the Studebaker practice of running in every car on a dynamometer, The Dictator may be driven as high as 40 miles per hour the day it is delivered. After the few thousand miles changing the oil in the motor and chassis lubrication are required only at 2500 mile intervals.

VALUES IN FOUR PRICE FIELDS

	Brake H.P.	Miles per hour
The President Eight	100	80
\$1985 to \$2450		
The Commander	85	72
\$1495 to \$1745		
The Dictator	70	65
\$1165 to \$1345		
Erskine Six	43	62
\$795 to \$965		

All prices f.o.b. factory, including shock absorbers

M. J. GOSS
Adams and Fir