



Smart... Youthful... Colorful... BUICK leads the fashion parade

Fashionable throngs... sparkling motor cars... and standing out like a frock from Paris—today's Buick!

Fleet, low lines, suggesting rocket-like getaway and unrivaled power... glistening colors, vivid and varied as the harmonies of spring... and soft, rich upholsteries, delightful to the sight and touch.

Luxury like this ordinarily costs a thousand dollars more. But Buick

leads any other three cars in its field in dollar-for-dollar sales; and this tremendous volume makes possible unequalled value.

You may as well have a fine car, when you can buy it at Buick's price. Smart—youthful—colorful—Buick leads the fashion parade.



SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850 • SPORT MODELS \$1195 to \$1525
All prices f. o. b. Flint, Michigan, government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

M. J. GOSS
Adams and Fir

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

LOOK OVER OUR WANT ADS FOR BARGAINS



Bigger Profits With "CATERPILLAR" Tractors

When the grain is cut and the money is safely in the bank—then you thank the "Caterpillar" track-type tractor. Profits are quickly counted—your easiest year in history—you merely plan—"Caterpillar" did the work—tough work—all the work—on time.

Working steadily, wet or dry, reducing man-power—conquering weather—covering extra acres daily—"Caterpillar" steadily piles up new profits through the season that are reaped in cash at harvest.

BUNTING TRACTOR COMPANY
LA GRANDE, OREGON

Boise, Idaho Branches in Pocatello, Idaho



BUILDER OF AUTO READS DICTIONARY

Albert R. Erskine Has
Unique Diversion—Says
Fact Is Rare Article

By Israel Klein
(Science Editor, NEA Service)
SOUTH BEND, Ind., April 28—At his right hand, on a richly carved walnut desk, Albert Erskine, president of the Studebaker corporation, keeps a dictionary.

In his leisure moments he picks up his dictionary and opens it at random. Word by word he reads and reflects.

That is the unique diversion of one of the leading figures in the American automobile industry. He has been doing this for 35 years, acquiring a vocabulary that typifies his desire for accuracy and his anxiety for the full facts of every particular case he considers.

"Facts," he says, "are getting scarcer every day." Serious, industrious as he is, it is rather on this phase of his character that Erskine has advanced himself from the stage of a struggling bookkeeper to that of a wealthy industrial leader.

"Get all the facts," is his cry and he is impatient with those who ignore this injunction. Today, besides getting the facts, Erskine gets things done, and quickly. He has surrounded himself with young executives and a youthful staff that, despite its speed and pep, finds it hard to keep pace with this man of 57 years.

Started From Poverty
Practically all the people of Huntville, Alabama, where he was born in 1871, were impoverished by the Civil War and the ten year reconstruction period which followed it. Therefore his father, son of one of Alabama's leading citizens, moved to St. Louis for a new opportunity. There young Erskine went to school.

"But I wanted to be independent," says Erskine, "so I quit school at 16 and went to work. I had worked the previous summer as a shoe clerk from early morning to late at night for \$1.50 a week." Erskine's first regular job paid \$2.50 a week. At 21 he became bookkeeper in a wholesale drug house where, after two years at the same job, he saw his opportunity to keep two sets of books and demanded it. He asked to do the work of two men. He got the assignment and one-third more pay.

"But it meant staying on the job at least three nights a week, no vacations for three years, and the posting of 1000 entries every day."

Successful at 31 Years
At 27, he saw a chance for a better job as chief clerk of the St. Louis division of a large cotton concern and got it. For six years Erskine worked his way up in the accounting department of this business, studying technical books during his off hours and working late almost daily. His reward came at the age of 31, when he was appointed general auditor and was given supervision of the operations of 200 cotton gins, with headquarters in New York.

"It was the first official recognition that I had executive ability," he recalls. An he began to capitalize on this.

By 1904 Erskine became treasurer and director of the Yale Lock company. In 1910, he was elected vice-president and director of the Underwood Typewriter company, and the next year he went to Studebaker as treasurer, director and member of the executive committee.

Erskine had arrived, as they say of successful men. But he is still working hard, at his desk, in the plants, out in the field—thinking of his work at all hours, taking notes even in bed and on Sundays—whenever he thinks of some thing that might have been overlooked or that should be done.

He's Devoted to His Job
"I love my work," is the Erskine refrain, and he appreciates those who think likewise.

"I love my work," he repeats, "and my employers have been my

His Muffler



NEA Kansas City Bureau
Proof that Dr. William Osler was wrong when he said men are no good after the age of 40 is offered by D. Orrine Magoune of Plant City, Fla. Magoune recently gave up a job as newspaper reporter to become a singer. When he arrived in Kansas City, though there was a severe blizzard raging, Magoune says he didn't need a muffler—his wiskers kept him warm.

best friends. They gave me the opportunity to express myself." Despite his advancing years, he retains that dominant, self-assertive spirit of youth.

Only his white hair and a suspiciously rounding form betray his age. A healthy, ruddy complexion, twinkling eyes and a spirited voice reveal his more youthful self.

The genius of Erskine lies in his ability to understand figures to co-ordinate them properly and to get the most out of his men. His psychology is speed, action—the increased volume of accomplishment and the occasional mistake arising from immature, speedy action rather than the lesser accomplishment and frequent loss resulting from laziness and procrastination.

"There's no one here who's quick enough for me," says this man approaching the 60-year mark of his staff still in the early thirties.

Six months after he entered the Studebaker organization in 1911, he had reduced to 1600 the more than 4000 bookkeeping forms and had installed a new and simpler accounting system.

But while he has reduced costs for the company, and raised profits, he has brought about better conditions for his men. In 1915 he installed a pension system for veteran employees. He has paid bonuses. And he has seen that working conditions were improved.

Under him the average wage per man-hour has risen almost 200 per cent. In 1913, he shows it was a little over 25 cents an hour. Last year it was almost 70 cents an hour.

At the same time, through his genius, an automobile that took 800 man-hours to produce in 1913 now is put out in 300 man-hours. He has looked even farther than Studebaker and has taken an active part in community and national affairs.

"Running a big company," he says, "is a public responsibility." So he has given to the city of South Bend an 18-hole municipal golf course and he has been an active participant in all its civic affairs. Although a Protestant he is president of the board of lay trustees of Notre Dame University.

Descended from an old Virginia family that won official recognition in the Revolutionary and Civil Wars, he finds delight in collecting letters and other mementos of his ancestors, and through them getting a more intimate outlook on the history of the United States.

An Investment for the Future

- a Six of Long Life and Advanced Design

Judged by even the most critical standards, the New Series Pontiac Six is months—even years—ahead of its field. Its style is the height of fashion—achieved with low, graceful, modish lines—emphasized by magnificent Fisher bodies.

Its big, economical motor has the G-M-R cylinder head, for smoothness, power, snap and speed. It has every other really worthwhile feature that pro-

gressive engineering has devised! And in addition, it has that fundamental which has been the basis of Pontiac's ever-growing success—the great fundamental of long life!

When you buy a Pontiac Six you know you are getting—not only a car that is new today—but a Six so advanced in style and engineering, so famous for long life that its inherent value will always be high!

2-Door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-Door Sedan, \$825; Sport Landau Sedan, \$875; Oakland All-American Six, \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors Time Payment Plan.



JENNINGS & SHUMATE

PONTIAC SIX

PRODUCT OF new series GENERAL MOTORS

for Economical Transportation



Dependability, Satisfaction and Honest Value!

Never before in our history have we delivered as many new Chevrolets as during the first three months of this year. Naturally a large part of this increased business required the trade-in of the new Chevrolet owner's previous car. These cars have been reconditioned with the result that many of them can hardly be distinguished from new cars.

Furthermore, these cars carry the official red tag "with an OK that counts" which shows the true condition under which the car is offered for sale.

Come in and inspect these used cars, and when you buy from us you may do so, confident that we want your goodwill, the same as we now enjoy with Chevrolet owners in this community.



USED CARS

"with an OK that counts"

A Few of our exceptional Used Car Values "with an OK that counts"

1926 CHEVROLET SEDAN
Reconditioned throughout. Original Dura paint like new. Has 5 balloon tires, disc wheels. Can be bought for \$175 down, balance in 12 months.

1924 FORD ROADSTER
With pickup body. 5 good tires, and 1928 license. Mechanical condition A-1. You can buy it on small down payment, balance on terms.

1924 CHEVROLET COUPE
This car is equipped with straight side cord castings. Is in good mechanical condition and is priced to sell. Must be seen to be appreciated.

1926 CHEVROLET SEDAN
This is a late 1926 model and is in perfect condition. The original three point gives it a new appearance. Has a new rubber case battery. Has 5 good tires.

1924 CHEVROLET TOURING
The motor has just been completely renewed in our own shop. Has 4 good tires and a spare. There is a bargain for someone.

1927 CHEVROLET CABRIOLET
Run only 8900 miles. Looks and runs like new. 4 new tires and a good spare, disc wheels. Has a number of extras. Down payment only \$240.

Blue Mountain Garage

M. A. HARRISON, Mgr.

Opposite P. O.

Look for the Red Tag "With an OK That Counts"