

## De Soto Six Is Latest Product By Chrysler Co.

DETROIT, Aug. 4.—The new De Soto Six, generally regarded as Walter P. Chrysler's most important engineering offering to the motor public since the appearance of the original Chrysler car, is about to go on display throughout the country.

The new car exhibits a degree of style, beauty and roominess hitherto unknown in its price field. It is built in seven body styles and standard bodies are priced well under \$900 at the factory.

While preserving a distinctly individual appearance, the De Soto Six instantly proclaims its Chrysler parentage and its Chrysler heritage of standardized quality. It will, De Soto-Chrysler officials believe, excite a sensation in its price class equalled only by that which the original Chrysler car caused when four years ago it materially advanced the standards of the entire motor car industry. The De Soto six is, officials add, Mr. Chrysler's answer to the insistent demand for a bigger, more powerful and more luxurious car in the field of lower priced sixes.

Flashing getaway, smoothness of operation at all speeds and instant stopping power, with all the power and performance characteristics for which Chrysler cars are known the world over, have been incorporated

## State College Names Dean of Mines School



DR. JAMES H. HANCE  
Foster mining man and educator, picked to head Corvallis work

into the Chrysler-built De Soto six. The engine, of Chrysler design and manufacture, has an 8, A. E. rating of 21.8 horse power and actually develops in excess of 55 horse power. The "Silver Dome" perfected high compression cylinder head, using any standard grade of gasoline and extracting the maximum in power, hill climbing ability, acceleration and speed, is standard equipment. The famous "Red Head" which obtains even greater speed and power from high test fuels is also available.

## Tire Sales Beat All Old Records

With the touring and vacation season on in full swing, tire sales of the Western Auto Supply Co. stores are surpassing all previous records according to information from that company. The recent reduction in tire prices has stimulated sales to a large extent, but Western Auto managers credit the increase to the desire of automobile owners planning long vacation tours to have good tires on their cars before starting on trips. Many automobile owners now make it a rule to completely equip their cars all around with Western Auto tires each season prior to the vacation trip, according to observations.

## GARAGE GOSSIP

**Boys Chevrolet—**  
Dell McCoy, night baggageman for the O. W., has purchased a Chevrolet Imperial landau from the Blue Mountain garage.

**Here From Walla Walla—**  
Harry Demorest and son, Claude, of Walla Walla, spent Friday in La Grande. Mr. Demorest, who is connected with the Tidewater Oil company, transacted business at the Blue Mountain garage.

**Reports Delivery—**  
The Bunting Tractor company reports the delivery of a 60-horsepower logging cruiser Caterpillar with one set of hydraulic landing wheels to the Mt. Emily Lumber company at their camp at McCoy creek.

**Boys Chevrolet—**  
Milton Phappen, of Elgin, is driving a new Chevrolet coach which he purchased from M. A. Harrison, La Grande dealer.

**Business Visitor—**  
O. R. Barnes was a business visitor at the Blue Mountain garage yesterday. He is from Elgin.

**Boys Whippet—**  
Robert Helvey is driving a new Whippet Six coach which he purchased from Gettings & Hanks.

**Here From Pendleton—**  
A. R. Foster, of Foster & Ritchey, Studebaker distributors for the territory, was a business visitor at the M. J. Goss garage on Tuesday.

**Went to Boise—**  
W. D. Hanks, of Gettings & Hanks, went to Boise Monday, driving back a new Willys-Knight standard six Tuesday.

**Boys Studebaker—**  
Dr. R. G. McCall is the owner of a Royal dictator Studebaker which he purchased a few days ago from M. J. Goss.

**New Cars In—**  
Three new Fords were received at the Perkins Motor company on Monday.

**Boys Buick—**  
Charles Stoop purchased a Buick sedan this week from M. J. Goss.

**Expect Cars—**  
A carload of new Chryslers is expected next week at the Chrysler garage, L. W. Weeks, owner, reports.

**Receive Oldsmobiles—**  
A carload of Oldsmobiles was received at the Oldsmobile Sales company last Saturday.

**Boys Whippet—**  
Emmett Huffman, of Enterprise, is the owner of a new Whippet four coupe. The deal was made through Gettings & Hanks.

**Went to Pendleton—**  
Roe Buchanan, salesman for M. J. Goss, spent Tuesday at Pendleton on automobile business.

**Boys Oakland—**  
Jack R. Oliver, La Grande business man, is driving a new Oakland two-door sedan which was purchased from Jennings & Shumate.

**Delivers Caterpillar—**  
Cydo Bunting went to Joseph to make delivery on a Caterpillar 20 to the Enterprise Livestock company.

**Boys Oakland—**  
Mrs. E. E. La Frier is the owner of a new Oakland two-door sedan which was purchased from Jennings & Shumate.

**Home From Portland—**  
W. C. Perkins, of the Perkins Motor company, returned from a business trip to Portland Tuesday.

**Unloaded Cars—**  
A carload of Pontiacs, including one coupe and four sedans, was unloaded the first of the week at Jennings & Shumate.

## Sport Touring Car Announced In Dodge Line

Addition of a sport touring car to the Victory six line has been announced by Dodge Brothers, Inc., the body being fast moulded brown trimmed in beetle green, according to L. C. Smith, upholstery in tan shark grain leather. Standard equipment includes six wire wheels, the two spares being mounted in well-front fenders with trunk rack in rear.

Nickel plating of the windshield frame, head and cowl lamps, stanchions, molding, steering column, rear shift and hand brake levers, bumpers, spare tire carriers, door handles, hood hinge and latches and high caps add unusual beauty to the car. The windshield is designed so it can be pushed over forward when the top is down.

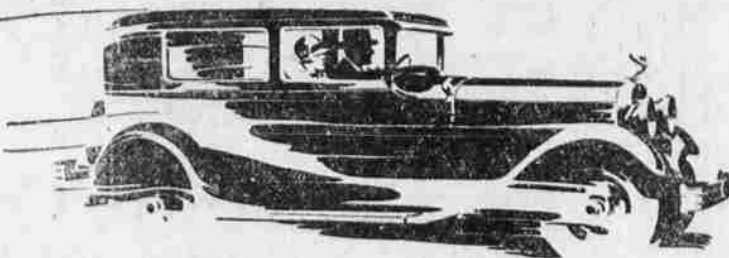
Instrument board equipment contains the starting button within easy reach of the driver. Grouped under a single glass panel illuminated by a hooded dash light are the speedometer, ammeter, fuel gauge, oil gauge and engine temperature indicator.

Roominess in both front and rear seats is featured in the body construction. Seat cushions are built unusually wide and deep and adjusted at angles for maximum riding comfort. Riding qualities are completed by four hydraulic shock absorbers, while internal expanding hydraulic brakes match the acceleration and speed developed by the Victory Six engine. The car is priced at \$1245 f.o.b. the factory.

Service Manager: You say your car runs like a top.

Motorist: Exactly—it runs a little while and then stops.

# Glorious performance



## Precision built in this Great Hudson

**\$1250 AND UP**  
All prices f. o. b. Detroit

Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance

The great performance that marks Hudson out among all fine cars, with stellar brilliancy, is not alone in the genius of its design, but in a manufacturing execution that also stands at the head of the industry.

The hand-matching of all pistons is a detail in this precision manufacture, that is typical of every operation in building this greatest of all Hudsons.

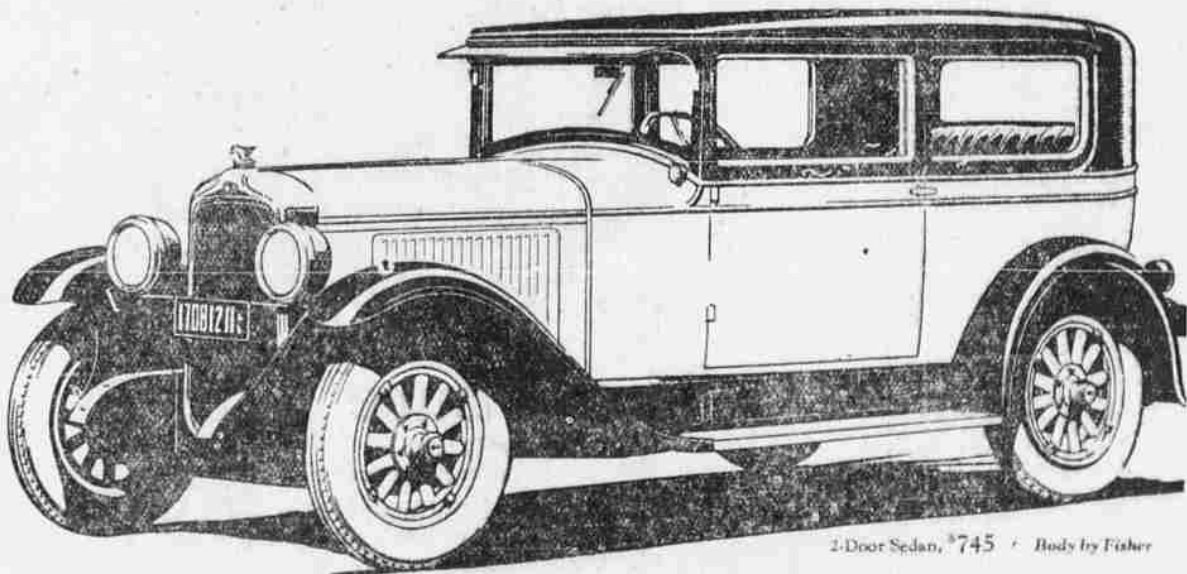
# HUDSON Super-Six

LEDBETTER GARAGE  
Adams Avenue

# QUALITY

-a Successful Six now winning even Greater Success

## that is winning new thousands every week



2-Door Sedan, \$745 Body by Fisher

Each week the Pontiac Six forges ahead to a new high point in sales. Each week this lowest-priced General Motors' Six surpasses its own amazing records of success. And the reasons for its tremendous popularity are found in the quality which Pontiac provides!

From the day of its introduction, Pontiac Six has served as an outstanding example of quality—quality of materials, quality of design and quality of workmanship. And emphasizing its quality are numerous features which Pontiac alone in its field embodies.

No other six so low in price offers bodies by Fisher—with the high-grade coachwork and materials which the Fisher emblem represents. No other six so low in price offers a 186 cu. in. engine—together with the stamina and long life for which Pontiac is famed. And none other enjoys the advantages of being built in the world's most modern automobile plant.

Why not learn for yourself what high quality of materials, sound basic design and super-precision construction mean to a motor car? Why not come and drive a Pontiac Six today?

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. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

JENNINGS & SHUMATE

# PONTIAC SIX

PRODUCT OF GENERAL MOTORS

for Economical Transportation



## Announcing the New Utility Truck

- another Sensational Chevrolet Value  
4 Speeds Forward—4 Wheel Brakes

Now Chevrolet presents the new utility truck—embodying new features that add still further to the sensational value of a product already so popular that it has made Chevrolet the world's largest builder of trucks.

A new 4-speed transmission, with an extra-low gear that gives tremendous pulling power for heavy roads, steep hills and deep sand! Powerful, non-locking 4-wheel brakes, with an independent emergency and parking brake! Full ball bearing worm-and-gear steering mechanism! And, in addition, all those other basic engineering features for which Chevrolet has long been famous! Come in today, arrange for a trial load demonstration!

**Price only \$520**  
(Chassis only)  
f. o. b. Flint, Mich.

BLUE MOUNTAIN GARAGE.  
M. A. HARRISON, Mgr. Opposite P. O.

WORLD'S LARGEST BUILDER OF TRUCKS



## Only Buick... could give such value Only Buick... could build such a car

**116 Inch Wheel Base**  
Two-passenger Business Coupe, \$1195.00  
Five-passenger 2-door Sedan, \$1220.00  
Five-passenger Phaeton, \$1225.00  
Four-passenger Special Coupe, \$1250.00  
Five-passenger 4-door Sedan, \$1320.00

**121 Inch Wheel Base**  
Four-passenger Sport Roadster, \$1325.00  
Two-passenger Business Coupe, \$1395.00  
Four-passenger Special Coupe, \$1450.00  
Five-pass. Close-Coupled Sedan, \$1450.00  
Five-passenger 4-door Sedan, \$1520.00

**129 Inch Wheel Base**  
Five-passenger Phaeton, \$1525.00  
Seven-passenger Touring, \$1550.00  
Five-passenger Coupe, \$1565.00  
Five-pass. Close-Coupled Sedan, \$1575.00  
Four-pass. Convertible Coupe, \$1575.00  
Five-passenger 4-door Sedan, \$1925.00  
Seven-passenger Sedan, \$2045.00  
Seven-passenger Limousine, \$2145.00

All prices f. o. b. Buick factories  
Flint, Michigan

Here are the prices of the Silver Anniversary Buick!

Read them—and then consider how very much more of style, luxury, performance and value you obtain in this new Buick than in any other automobile you might name!

New Masterpiece Bodies by Fisher with matchless lines, colors and appointments... New elements of power, speed, acceleration, smoothness and reliability unapproached by any other car in the world... new features of comfort and convenience nowhere equalled... and all at the prices of ordinary motor cars!

Only Buick could give such value... Only Buick could build such a car!

THE  
SILVER ANNIVERSARY  
**BUICK**  
WITH MASTERPIECE BODIES BY FISHER

M. J. GOSS  
Adams and Fir

WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM.