



WILL MONDAY BRING REPAIR BILLS?

The first of the month usually does for many motorists, if not for you!

Do you ever think of the cause? Isn't it very likely that many of them are due to inefficient lubrication?

You're dealing with something the very life of which is dependent on lubrication. Isn't it wiser, more economical to change to Golden Texaco NOW — and be safe?

The Texas Co.

AUDMER PLAYLE, Agent

URGES WOMEN TO PERFECT DRIVING

Mrs. D. Edwin Miller Analyzes Feminine Driving Virtues and Faults

NEW YORK, Oct. 6 (AP)—Women automobile drivers were urged to perfect their driving by Mrs. D. Edwin Miller of Pittsburg in an address before the safety congress here yesterday.

She analyzed feminine driving virtues and faults, pointing out an enviable record of freedom from accidents, but saying that "to stand on this record would be the height of folly."

"It would be unfair," she said, "to judge women drivers in general by the actions of the few that go to extremes in the light of the generally excellent record of safety that women have made. Nevertheless we must recognize facts as they are. Naturally women expect others to give way to them as a matter of gallantry, and we would never wish to suggest that the ladies receive less than their rightful due. Of course women must have their way—it has always been so—but we should make sure beforehand that it is the right way."

"No one should question, either, woman's respectability—rather, change her mind. It would be a wonderful thing, though, if a woman driver would always indicate to other drivers that she is changing her mind before she puts the change into effect. The whole world would be the happier for it."

"Women, as a rule, do much less driving than men, and frequently little of that driving is in heavy traffic. As a result, when they get into a jam, they are more likely, through lack of experience, to become timid or excited, with disastrous results. The obvious cure is greater familiarity with conditions that are met while driving."

"Women are leaders in many other matters of public and family welfare, and the influence they can exert to check the alarming increase in automobile accidents can be tremendous. First of all they must perfect their own driving ability and practice. Then through organization in women's drivers schools they can become a distinct force for safety throughout the country."

NEW USE FOR SKATES BOSTON, (AP)—A woman approaching a steep hill here was obliged to slip a pair of roller skates under her heavy mittens, place the crook of an umbrella in the handle and leisurely drag the bag up the hill.

FAITH RESTORED LOUISVILLE, Ky., (AP)—Walter Fisher lost his hat and his faith in mankind in the checkroom at the Kentucky State Fair a year ago, but both were returned this year.

Haulage Cited As Feature Of Willys-Knight

Speed, stamina and economical operation are the outstanding demands of truck operators today in order to place their haulage business on a profitable basis, declares Gettings and Hanks, local Willys-Knight dealers.

"These demands are met fully in the complete line of Willys-Knight trucks which employ the Willys-Knight six cylinder sleeve-valve engine," says Mr. Gettings. "In the development of this sleeve-valve power plant for use in trucks of all types, the Willys-Knight company has set a new trend for fast and economical transportation in this line of business."

"The Willys-Knight trucks include the latest improvements in chassis design combined with the proved power, speed and reliability of the double sleeve-valve engine."

"This truck is notable for outstanding performance, high speed, lively pick-up, ample power on the hills and for long life. The Willys-Knight truck has been designed to give the operator day-in and day-out service without the costly delays because of layups for repairs and adjustments characteristic of trucks employing another type of power plant."

"This marked reliability and serviceability of the Willys-Knight line of trucks has been an important factor in turning many progressive truck operators in all points of the nation to this line of vehicles."

"In bringing out this line of Knight engine trucks the Willys-Knight engineers have collaborated with truck engineers who have been engaged in this phase of automobile work for more than twenty-five years. This long period of experience is built into the Willys-Knight trucks with the result that truck operators now have a new conception of profitable haulage."

Woman Called Motorwise By Chrysler Firm

A noticeable large proportion of all Chrysler cars sold are going to feminine drivers, says J. W. Frazer, Chrysler and Plymouth sales manager. "The growing trend of having a woman car in the parage for the women members of the household. He ascribes a considerable share of the great popularity of the lower-priced Chryslers and the Plymouth to this Chrysler habit, pointing out that roadsters, coupes and two-door sedans in these models are especially popular with women."

"Style transcends every other in its appeal to the feminine buyer," Mr. Frazer declares. "The finer style in the new Chryslers and the Plymouth has made them outstanding favorites with women. The new and bright Chrysler and Plymouth colorings also have undoubtedly played a conspicuous part in feminine selection. So, of course, having their dashings lines, high quality upholstery, attractive interior fittings, the map and zest of their typically Chrysler performance, and their unusual ease of handling."

"Women are becoming more motorwise all the time. They know style when they see it, and the zest of performance is coming to mean equally as much to them as to men. The combination of power, speed, traffic flexibility and handling ease, combined with the still greater style and luxury of appointments offered in the new Chrysler and Plymouth cars, is unquestionably a leading factor in the increased feminine demand evident in Chrysler sales today."

Violet Ray Gas Has Coming Out On West Coast

The fall season for debutantes in the automotive world at least—was opened officially last week by the General Petroleum corporation with one of the greatest "coming out" parties ever staged on the Pacific coast.

In every town from Canada down, General independent dealers to the number of more than 2500 united in presenting to the motoring public Violet Ray gasoline—an improved type of anti-knock motor fuel with many distinctive features.

Because of the fact that this new colored product is displacing all other General gasoline in more than 5,000 pumps, the General Petroleum corporation is sponsoring in four great states an elaborate program of newspaper, billboard and radio advertising to acquaint the public with its reasons for this important forward step.

The magazine sections of all Sunday newspapers are being used for the first time in the history of all company advertising on the Pacific coast. And this program is being supported by a series of weekly radio entertainments over the National Broadcasting company's network, on Friday nights at 8 o'clock.

Announces Miller Six-Ply Tires

In announcing the new Miller deluxe heavy duty six-ply passenger tire the La Grande Evening Observer says Miller has designed a new tire is here to meet the requirements of the motorist who demands especially luxury in tires. Speed hitting highways, steadily increasing traffic regulations and other conditions that demand more of tires have combined to create a new division in motoring in which many motorists demand a more sturdy tire that will give long mileage under the most grueling conditions.

The new Miller heavy duty passenger tire line consists of six grades of extra strong cord fabric of Egyptian cotton with extra heavy cushioning of the highest grade rubber between plies. The tread is heavier and tougher and the familiar Miller tread design is improved somewhat adding beauty and safety to silent running.

Dictator Royal Victoria One Of Leading Models

One of the most popular of the new Studebaker models introduced this summer is the Dictator Royal Victoria for four. This model has won wide-spread favor with drivers who like the smartness and intimacy of a class coupled enclosed car.

"The new Dictator Royal Victoria is a particularly appropriate car for both business and social usage," says M. J. Goss, Studebaker-Brake dealer here. "It appeals especially to women who desire a smart personal car for shopping, sports, or social occasions."

"For this reason Studebaker designers created unusual care in the development of comfortable and convenient seating arrangements. The driver's seat is a high-backed chair, deeply cushioned and shaped to give the utmost comfort. As in other Studebaker models, the steering wheel can be adjusted to individual preference. The wide rear seat is also scientifically shaped for comfort, and accommodates two passengers. For the occasional fourth passenger there is a thickly cushioned seat which, when not in use, folds completely out of the way at the driver's right."

"The interior is upholstered in rich mohair, and is provided with many conveniences. There is a parcel compartment behind the driver's seat, and a locked luggage compartment under the rear desk. Comfortable arm rests flank the rear seat. The fittings include a finished ash receiver and Butler recessed interior hardware with a fine lined design. The window and door panels and the garnish moulding are finished in American Walnut. The same finish is fogged on the instrument board, where a hydrostatic gasoline gauge and engine thermometer supplement the usual

Laboratory Uses Motors For Tests

Ever stop to think how much difference there is between an automobile purchased today and a horse trade yesterday? Buying a horse—well, there was a deal where you had to keep your eyes open! But now, widows and orphans and all the rest of us buy automobiles with perfect confidence. Advertising and practice have put the automobile business on a high plane of mutual trust.

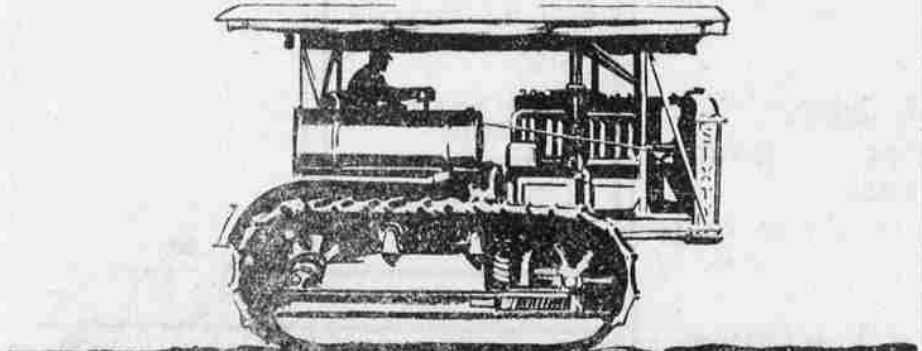
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It makes Gene Tunney uncomfortable to say he must spend on the golf course!

Advertisement for Nash 400 cars. Text includes: 'THE WORLD HAS A NEW AND FINER MOTOR CAR', 'JULY... 2916 more cars than best previous July in Nash history', 'AUGUST... 4498 more cars than best previous August in Nash history', 'SEPTEMBER... 6176 more cars than best previous September in Nash history', 'The Country has gone NASH!', 'ALL sales records for all time have been broken by the New Nash "400"', 'McKennon-Nash Motor Co. 806 Adams Avenue, Main 650.'

Look Over Our Want Ads for Bargains



"CATERPILLAR" GETS THE TOUGH JOBS!

THE tougher the soil and the harder the going, the more "Caterpillar" quality proves itself. Under such conditions, extra power and added traction become so obviously necessary that tough jobs are "Caterpillar" jobs.

American farmers have proved the competence of the "Caterpillar" by testing it under severest conditions. Today tractors are working in the black belt of Alabama, in the gumbo soil of Missouri, in the red clay of Georgia, the adobe of California, and the prairie sod of South Dakota. Their success where soils are refractory and the traction treacherous, is an enduring endorsement of efficiency in the average field and typical orchard.

BUNTING TRACTOR COMPANY La Grande, Oregon --- Boise, Idaho --- Pocatello, Idaho



Don't neglect that faithful servant under the hood



Give a thought to the AC Oil Filter on your car. It's always at work for you when your engine is running. Let us test it for you without charge.

Dirt in oil means wear. That is why you should have the oil filter tested regularly. An AC Renewal Cartridge makes it as good as new.

We can tell you very quickly whether or not a new Cartridge is needed. We can quickly install it for you if you say the word.

Dale Cox



Advertisement for Oldsmobile Landau. Text includes: 'Never Before Such Beauty, Such Luxury, Such Brilliant Performance at such a low price!', 'THE LANDAU \$1085', 'Never in the history of the industry has it been possible to buy so fine a car as this Oldsmobile Landau at so low a price.', 'Oldsmobile Sales Co. 1428 Adams Ave.', 'OLDSMOBILE PRODUCT OF GENERAL MOTORS'