

ERSKINE ROYAL SEDAN LATEST

Smart Body Lines Feature of New Model Studdebaker Announces

Smartest of body lines, the latest fall colors, and the added distinction of wire wheels with two spars mounted in the front fenders have won immediate popularity for the Erskine Six Royal sedan, an entirely new model recently announced by the Studdebaker corporation. The latest Erskine offers a wealth of de luxe equipment, a high standard of performance, steady operating and up-to-date, and outstanding beauty at the remarkably low price of \$1945, n. b. factory.

The autumn color scheme of the Royal sedan is Alcona gray and white, with deep orange wire wheels and orange and ivory striping. Adding to this color harmony and emphasizing the graceful upper side contours of the body are window-recesses in the brown. The wide crown fenders, hood, cow and running gear are finished in darker shade, which is also used on the belt moulding and graceful coil leading to emphasize the low long appearance of the body lines.

The new Erskine radiator shell is wide and narrow, topped with a rounded radiator cap symbolizing the "E" performance of the power plant. The motor, flanking the radiator are brightly plated headlamps joined by a plated "E" medallion in the center. "Cool lamps" flare from a gleaming nickel-plated head, and are reminiscent of the headlamps. Additional bright touches are found on the large diameter hub caps and there is a sturdy folding luggage grid at the rear.

The interior of the Erskine Royal sedan is upholstered in rich mohair and is amply proportioned to seat five passengers in roomy comfort. The rear seat is flanked by comfortable arm rests, and the wide lounge seats both front and rear are deeply cushioned. The appointments of the rear compartment include a recessed ash receptacle, silk curtains in rear and quarter windows, and dome light controlled by a convenient switch in the door post. Door and window mouldings are finished in rubber-taper.

NOW HELL BEHAVE

Little Girl (to grandfather): Grandpa, why don't you grow hair on your head?
Grandpa: Well, why doesn't grass grow on a busy street?
Little Girl: Oh, I see, it can't get up through the concrete.

Doctor (examining unconscious engineer): Did that automobile hit this engine?
Peasant: No, the driver slowed up to let the train go by and the engineer fainted.

GARAGE GOSSIP

Mr. Webb returns—Mr. and Mrs. Clyde Webb have returned from a two weeks' vacation trip to Portland. Mr. Webb is manager of the Perkins Service Station.

Something new in service—The Perkins Motor company has installed a Quick Way valve grinder on its equipment. It is the newest thing out and is especially valuable because it simulates the necessity of hand valve grinding and the use of valve grinding compounds.

Many new tools—To properly care the greatly increased tool equipment used by the Perkins Motor company for the care of the new model Ford, a new set of sockets is being built for the garage.

News Oldsmobiles arrive—A carload of Oldsmobiles came in today to the M. J. Goss garage. The shipment includes two standard sedans, a de luxe sedan and a de luxe coupe.

Buyer car—This week C. P. Holbrook, of La Grande, purchased a standard sedan Oldsmobile.

Mrs. Siltzinger leaves—Mrs. J. G. Siltzinger, Blue Mountain garage bookkeeper, left Friday for Portland and other Oregon points for a two weeks' visit with relatives and friends.

Sells tractor—Grand Conley, of Cove, is the purchaser of a "Chloroplast" 20 tractor from the Hunting Tractor company. Hill Bros., of Reine, have also purchased one of the tractors.

Goes to Idaho—Clips Hunting, of the Hunting Tractor company, is in eastern Idaho this week on business. Three new "Chloroplast" 30s are to arrive this week at the garage.

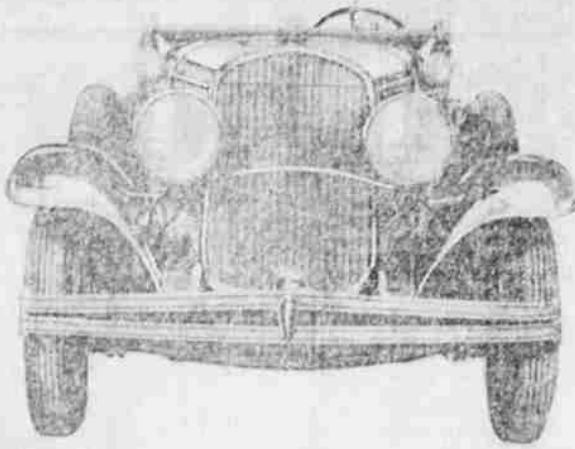
Mr. Hanks returns—W. D. Hanks, of Gettings and Hanks, returned this week from Salt Lake City, Utah, where he attended the semi-annual conference of the L. B. S. church.

Go hunting—Mr. and Mrs. Stanley Cathcart and Mr. and Mrs. T. K. Bellamy, went hunting this week in Ontario. Mr. Cathcart is mechanic at the Hurlock garage.

New cars will arrive—Three Whippet fours, one Whipnet six and a Willys Knight coupe are included in the shipment of cars to be received at the Gettings and Hanks garage today.

"Where did the train hit your car?"
"Right between the first and second payments."

Chrysler Calls This Its Design Masterpiece



New Lines Result from Careful Study of Greek Theory of Dynamic Symmetry

Chrysler, in its new model, is presenting a masterpiece of styling and engineering with grace of performance and appearance—cars which again have captured the public. Authorities on design harmony say that the new cars have achieved a balance and blending of curves, arcs and lines, plus a harmony of contour, that are decidedly novel to motor cars. The illustration is a frontal view of the new Chrysler "75".

A study of the Greek theory of dynamic symmetry applied to body specifications scientifically designed to be both stylish and beautiful. The large frontal radiator area, vertical shutters, arched, tri-rod, low-winged head and hood lines and sweeping "air wing" fenders all blend into a striking picture of graceful beauty. The chromium plated steel profile radiator shell, fenders, lamps and other light parts have the deep, iridescent tints of silver—radiant continuities in the Chrysler "75". Chrysler summons this car its design masterpiece.

Ezra Meeker, Pioneer, Retraces Old Oregon Trail in Ford "Wagon"

Ninety-eight years old, Ezra Meeker, pioneer of the plains in his sixth trip across the continent by rail, returned to the Old Oregon Trail which he traversed as a young man in 1842. Three of his previous trips have been by ox team, one by motor car and one by airplane. On his present journey he will sleep and cook, as well as travel on his Ford "covered wagon".

Meeker's purpose is to immortalize the trail by monuments commemorating the deeds of the pioneers who blazed it. Six persons died on the mile over a stretch of 400 miles was the actual count by a scout during Meeker's first crossing. Congress has authorized the issuance of six million fifty-cent coins to the Oregon Trail Memorial Association, of which Mr. Meeker is president, and having headquarters at 25 Madison Avenue, New York City. The coins are being sold to accumulate funds for the monuments.

The race for the Oregon country began in 1824 when missionaries penetrated that far western territory. The Hudson's Bay company and a struggle developed between the pioneers and traders as to which could establish their claims of sovereignty. A provisional government was set up by the Americans in 1846. The treaty of 1846 between Great Britain and this country settled the controversy, establishing the boundary.

The following resolution has been passed by the Oregon Trail Memorial Association in connection with Mr. Meeker's trip: "Inasmuch as Henry Ford has expressed the desire to have the 'covered wagon' placed in the American museum at such time as the Oregon Trail Memorial Association shall feel the 'covered wagon' has served the purpose of the Association, and."

"It is further resolved that Ezra Meeker, president of the Oregon Trail Memorial Association, Inc., express in Henry Ford the appreciation of the Association."

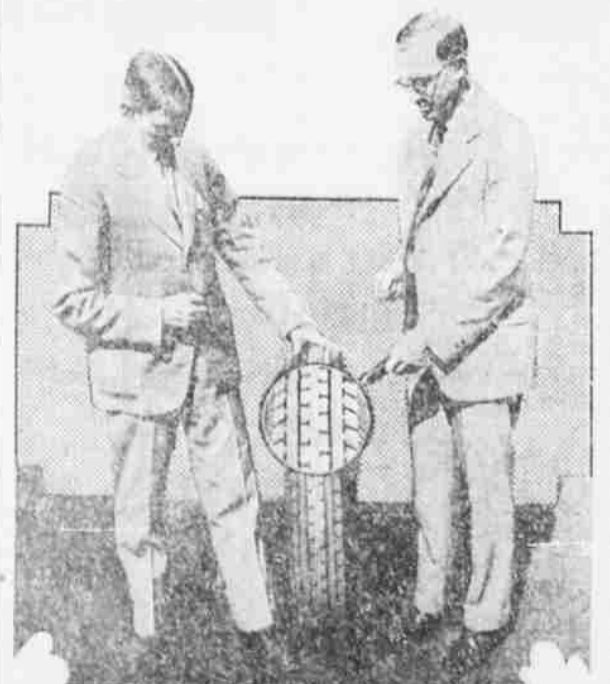
Big Companies Seek Auto of 1899 in East

PROVIDENCE, R. I., Oct. 12 (AP)—Search has been instituted by Henry Ford, General Motors and other automobile manufacturing interests for a specific type of automobile manufactured before 1899, discovery of which is expected to save millions for the defendants in a patent infringement suit brought by the Packard Motor Car company.

Garages and barns of the wealthiest set at Newport have been subjected to an intense search by Ford agents. They are looking for an electric vehicle made by the Pope Manufacturing company in 1898, at that time called a "Don a Box." It had seats for four passengers, two of whom sat with their backs to the others. The automobile is believed to have been equipped with demountable and interchangeable wheels, a vital factor in the search, for it is reference to this phase of construction that the patent suit is concerned.

New Expression Is Explained

What are principles of pneumatic control as applied to automobile engineering? The automobile industry has coined a new expression. It was first used during the recent announcement of the new Cadillac and LaSalle cars and the question has recently been propounded as to what it is all about. The answer is given in a statement issued by the Cadillac-LaSalle engineers. "Use of principles of pneumatic control in motor car building," the statement says, "is the use of principles of chemistry in making a good motor car. The correct use of principles of pneumatic control assures maximum efficiency in motor cars." Quietness is the end in view. "Pneumatic engineering is the means."



George Pepperdine, left, president of the Western Auto Supply Company and Hal Baker, general manager, are shown inspecting one of the new, improved Western Giant balloon tires which are now being sold at the local Western Auto store. The magnified section shows the center traction tread, an outstanding feature of this new tire.

Automobile Seen Prime Factor In Human Happiness

Credit for the greatest stimulation of human activity during the last century is not for all modern time must be given the automobile, according to John H. Lee, general sales manager of Dodge Brothers.

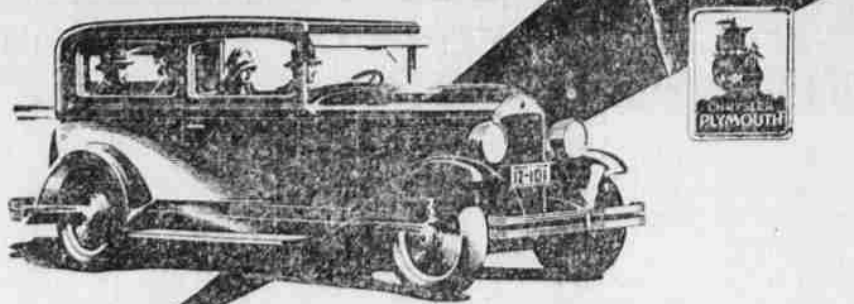
"The motor car has been the prime contributing factor in our national welfare and prosperity—economically and psychologically—during the past 25 years," said Mr. Lee in a recent address in New York. "The industry has given profitable employment to 4,000,000 persons who form a large percentage of our total population when the customary four dependents of each employ are considered. The purchasing power of wages and salaries connected with the manufacture and sale of cars and associated industries, represents billions of dollars annually.

"When people have cars, they want to go in order to see good, wide highways must be built, and roads lead to fellowship and understanding between communities and the wholesome recreation of outdoor travel. It would present a different picture today if 20,000,000 motor cars had been placed into this vast country, India, China, Africa and the Far East. Countries are slowly being aroused to the advantages of the motor car. Remote districts have been pierced by automobile. Bus lines have been started. The motor car is completely changing the habits and customs of most provincial people everywhere.

"Yet with all the cars owned and being bought today, the pleasure and convenience of possessing an automobile has not been grasped by millions who are financially able to buy. First sales to this market and replacements on the present market indicate that the surface has barely been scratched in the automobile industry, and that years of prosperity are ahead. "The future happiness—over the very life of millions the world over—all depend upon road development, increased power facilities and the use of millions of more motor vehicles."

Engine silence has reached so high a standard that car owners are often unable to tell whether the motor is running. The answer is the sure guide. Keep an eye on it. An irregular movement means the engine is in operation.

PLYMOUTH



... and the tide towards PLYMOUTH surges on

\$675 AND UPWARDS

- Roadster . . . \$675
- Coupe . . . 685
- Touring . . . 695
- 2-Door Sedan . . . 700
- De Luxe Coupe . . . 735
- 4-Door Sedan . . . 735

—based on growing recognition of greater dollar value in size, style and performance—plus in-built dependability

EACH day more and more of the millions who count the cost of motoring recognize the obvious superiorities of the new Plymouth in full size, style and performance.

But this is only to be expected in the Plymouth, as in every Chrysler-built car, because of the unique Chrysler principle of Standardized Quality in scientific engineering

and precision manufacturing under which these cars are built.

Such features as the "Silver-Dome" high-compression engine, using gasoline, slender profile radiator, arched windows, "air-wing" fenders, internal expanding hydraulic squeakless 4-wheel brakes—are convincing naked-eye evidence of Plymouth's greater dollar-for-dollar value in the lowest-priced field.

See it. Drive it yourself. You are then bound to know the reasons for the spectacular demand which has already necessitated a doubling of the Plymouth production capacity to meet mounting sales.

L. W. WEEKS
Holmes Bldg. Phone 180-J

A GREAT ACHIEVEMENT



IMPROVED COLD WEATHER PERFORMANCE Resulting from the

CROSS-FLOW RADIATOR

The cross-flow radiators in the cooling systems of the Pontiac Six and the Oakland All-American Six reduce to a minimum the evaporation of water and alcohol. An automatic thermostat prevents water circulation until the engine reaches correct operating temperature. As a consequence the engine warms up quickly and less choking is needed, reducing dilution of crankcase oil.

and alcohol, the Pontiac Six and the All-American Six require less attention in winter than other cars. Also, through their thermostatic control, they reveal far better performance than other cars in their fields when the temperature is low.

The cross-flow radiator is available only on the Pontiac Six and the All-American Six. Come in and see it. And learn while you're here of the many other advancements which only these two great General Motors Sixes provide.

Because of the protection the cross-flow radiator provides against losses of water

JENNINGS & SHUMATE
OAKLAND-PONTIAC
PRODUCTS OF SIXES GENERAL MOTORS



Free Running Oil for Colder Weather

The same oil that lubricates and protects your motor during the hottest weather will also run freely in the coldest weather. That one oil is—

Texaco Golden Motor Oil

The only oil with the clear golden color that is easily recognized—the only oil that is sold from coast to coast under the same name.

You protect your radiator from freezing up—you can also protect your motor by using Texaco.

For sale everywhere by the better dealers.

The Texas Co.
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