

OLDSMOBILE IN THE EIGHT FIELD

New Automobile, to Be Known as the Viking, Will Be Announced

LANSING, Mich., Mar. 29.—The Viking, a new automobile—entirely new in every particular and a product of General Motors Corporation—will be introduced within a fortnight.

This announcement was made today by I. J. Reuter, president and general manager of Oldsmobile, a division of the General Motors Corporation. The new Viking will be manufactured by the Oldsmobile company and will be a companion car to the successful Oldsmobile Six.

The outstanding fact contained in the announcement is that the new Viking will introduce the V-type, eight cylinder power plant in a car of the medium priced field. Heretofore the V-type eight has been a feature in only automobiles of the higher price range.

Reuter's statement follows: "General Motors and Oldsmobile shortly will introduce a new and distinctive automobile to the motoring public. It will be named the Viking and will be manufactured by Oldsmobile and sold by Oldsmobile dealers as a companion to the Oldsmobile Six. The new automobile will represent three years' development by both General Motors and Oldsmobile engineers and designers.

"As early as 1926 we visioned a coming demand for a fine eight cylinder automobile of General Motors quality which could be sold at a moderate price. Our engineers started to design such a car with the entire resources of General Motors—the engineering staff, research laboratories and proving ground—at its disposal.

Many Tests Made. "Pursuing the General Motors policy of approaching a problem with an open mind all types of eight cylinder automobiles were designed, built up and given rigorous tests. The outstanding engine of all these tests was the V-type represented in the Viking and for more than a year our engineers have worked ceaselessly perfecting this type which now has reached a point of proven performance that it is ready to be presented to the public.

Production of the new Viking has been started at the Oldsmobile factories and complete details of its design will be announced shortly.

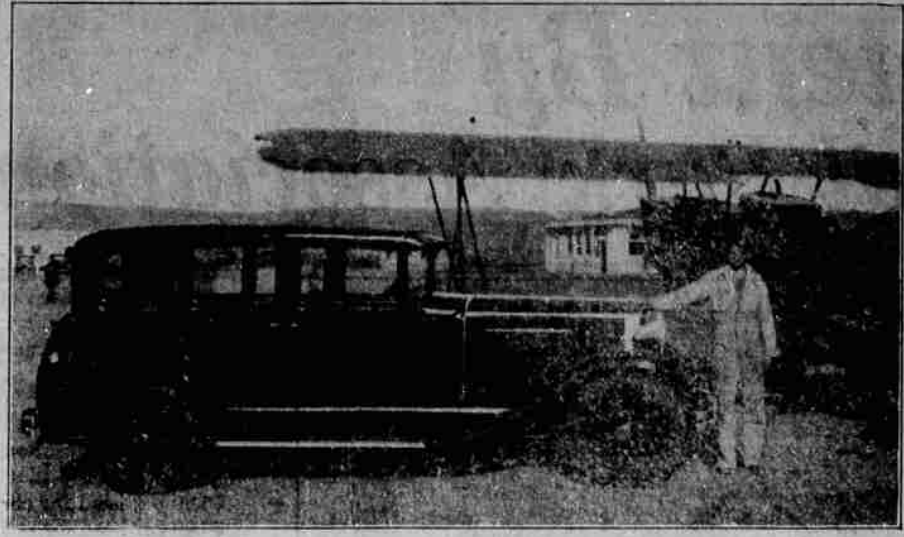
A nationwide radio announcement of the coming of this new Viking will be made Monday evening, April 1 between 9:30 and 10:30 p. m. Eastern Standard time. The announcement of this new Viking to be built by Oldsmobile is further evidence of the progress which has been made by this veteran company of the automobile industry during the past few years and is another step in the expansion program of this General Motors division.

The present management of the Oldsmobile company dates from February 1925 when Mr. Reuter, who announced the new V-type eight cylinder Viking as a companion car to Oldsmobile, was advanced from the presidency of another large division of General Motors to the general management of Oldsmobile. He succeeded to the presidency of Oldsmobile a few months later. D. S. Eddins, vice president and general sales manager, and others of the present organization became affiliated with Oldsmobile shortly afterward.

Building Allotted. One of the new buildings has been allotted to the manufacture of the new Viking V-type eight cylinder engine. This has been equipped with the latest type of machinery and tools, many of which have been specially designed to perform operations on this new engine. The production layout of this new motor plant is said to represent the peak of manufacturing efficiency. Other departments have been enlarged to take care of Viking production and a new assembly line has been installed for the new car.

According to recent reports from Lansing, Mich., where the Oldsmobile factories are located, employment at the Oldsmobile plant has steadily been increasing which now is accounted for by the announcement that production of the new Viking has been started.

SAY WOMEN WILL REFINE AIRCRAFT



Louise McPhetridge Thaden, who on March 17 set a new endurance flight record of 22 hours 4 minutes at the Oakland, Cal., airport, is pictured here with her plane and a Graham-Paige sedan. She predicts that women's influence will bring about improvement in the comfort and convenience of planes just as it has brought to the motor car the luxury, ease of operation, and beauty exemplified in the Graham-Paige. The photo was taken at the Oakland airport while the aviatrix was tuning up her plane.

New Commander Coupes Announced By The Studebaker Corporation

New Commander Coupes for two and four passengers on both The Commander Six and Commander Eight classes are announced by The Studebaker Corporation of America, according to M. J. Goss, local Studebaker-Edsall dealer.

The Commander Coupe for two is an ideal car for salesmen and other business and professional men. There is abundant space in the rear deck for luggage. The dust and rain proof cover of the rear deck can be locked with the same key that controls the coincidental steering and ignition lock, and the door lock.

The interior of the business coupe is finished in genuine leather and possesses many conveniences. The rear window can be lowered to permit complete ventilation. The steering column and the rubber padded brake and clutch pedals are adjustable to permit the most comfortable driving position. Safety features include safety—steel-core steering wheel, non-shatterable safety glass in the windshield, and twin windshield wipers which permit a full view of the road in stormy weather.

The brilliant performance characteristic of Studebaker engineering is supplemented by exceptional riding ease in these new Commander models. The double drop frame construction assures a low center of gravity for excellent roadability, while rough roads are smoothed out by hydraulic shock absorbers and long spring travel with ball bearing spring shackles—pioneered by Studebaker.

The Commander Six Coupe for two is finished in Manchuria Blue

with black running gear and ivory striping. The Commander Eight is available in Molite Brown. Wood wheels are standard equipment.

The low first cost of both cars makes them particularly suitable for fleet operation.

The four passenger coupe, with a comfortable leather upholstered rumble seat in the rear deck, is an extremely popular car for sport or town use for the small family, and also serves as a desirable second car for the larger family. The wide driver's seat is roomy enough for three passengers and is upholstered in mohair.

Smart body lines are emphasized by attractive colors which carry out the sport motif of the four passenger body. The Commander Six is finished in Catena Green, and the Eight in Alhambra Tan.

Coach Type May Come Into Own During Season

DETROIT, Mich., Mar. 29.—Is 1929 the year in which the coach type of body will come into its own as a comfortable and finely finished car model? There are important indications pointing that way.

Hudson-Essex has opened the trend with what its designers regard as marked improvements. Both Essex and Hudson coaches are much larger and roomier than ever before. Outside lines are pleasing and the interior atmosphere is one of beauty as well as

utility. Upholstery and finish is of a standard comparable with that of the best cars in the line.

The divided front seats—a distinctive coach feature—are fully shaped and deeply padded all over. The man examining the cars finds them fine, comfortable individual chairs. An adjustment permits the driver to move his seat back or forth to the position most comfortable for him. So simple and easy is the mechanism that he can make this change as he sits in his seat.

The right hand forward seat has a construction which permits the passenger there to shift it forward several inches—thus he need not arise to permit other passengers to leave or reach the rear seat.

The coach—or two-door sedan as some makers call it—has had a remarkable history. Hudson introduced it several seasons ago as a utility enclosed car to meet at the price of an open car. At the time all closed cars averaged about twice the price of open ones—but Hudson-Essex created this differential.

Hudson created not only the coach idea but the name coach as well and retains the name today. Despite the great variety of body models now available the coach is the largest selling model with nearly all makers. It is particularly popular with families who have small children—for they can be safely seated in the rear compartment and cannot open a door and fall out. Coaches remain, too, the lowest priced of enclosed cars.

Benny Hill, Inventor

Benny Hill, recently seen in Detroit, has some new inventions in which he is endeavoring to interest eastern factories. He's keeping the details secret for a while.

Woman Flier To Cause Change, Is Aviatrix's View

Louise McPhetridge Thaden, who remained aloft in her open plane 22 hours 4 minutes at the Oakland, Cal., airport on March 17, setting a new endurance record for women fliers, predicts that airplanes will be made, in time, to equal the comfort, convenience, and ease of handling of the motor car, through the influence of women.

"What women have done for the automobile they are going to do for the airplane," says Mrs. Thaden. "Do you remember the bars, uncomfortable, inconvenient automobiles of a few years ago? Well, compare them with this!" With a gesture she indicated a Graham-Paige sedan standing alongside her plane. "Do you see the difference? Women brought that about. Luxurious upholstery, starters, easy gear-shifting, color, beauty, ease of handling, convenience—these are women's work. Automobiles now are nicer than parlors used to be.

"Airplanes used to be just as bare as the old automobiles. Remember Lincoln Beachey sitting on that uncomfortable wind-swept seat out in front of his old pusher plane? Well, already women's influence is being felt in airplane design, and look at the changes! Now we have enclosed planes, lined with upholstery, comfortable chairs instead of the old, hard narrow seats; windows that slide open at a touch, carpets on the floors, beautiful color schemes. Women's influence has made airplanes attractive.

"A great many persons seemed surprised that I do not believe that women will become rivals of men in the flying of large aircraft," continued Mrs. Thaden, "but I think their field is altogether different. The qualities in women which make them valuable to the aviation industry lie in other lines entirely. Publicity, sales work, design—especially design—that is where women will make their influence felt.

"I expect soon to obtain my transport pilot's license, the highest the government awards. But I never expect to use it as a means of getting employment with a transport line. No, indeed; I expect to stick to sales work. I have two friends about to graduate from a women's college; one of them is studying engineering and expects to take up the structural design of airplanes; the other is studying general aeronautics and intends to specialize on making airplanes comfortable. That illustrates the kind of work I think women will do for aircraft."

FIVE MILLION EXPANSION BY CADILLAC CO.

In line with General Motors' expansion plans now under way all over the world, the Cadillac Motor Car company is initiating a \$5,000,000 building and equipment program that is in keeping with the development of its own particular field in the automobile industry, and with the record-breaking demand for Cadillac and LaSalle cars.

This newest expansion, when completed, will give its plants in Detroit an annual capacity of 60,000 cars, an increase of 50 per cent over its present production. During 1928, its largest year to date, Cadillac's dollar volume totaled \$193,000,000—the largest dollar volume ever reached by any manufacturer of fine cars.

Six separate projects are in the new program. These include a four-story automatic screw machine building to cost \$750,000 with equipment; a \$340,000 addition to the iron foundry; a new fourth floor to the chrome, copper, and nickel-plating division, estimated at \$275,000; a four-story engineering building comprising 114,000 square feet, considerable additions to the LaSalle assembling unit, and an investment of more than \$500,000 in property adjacent to the main Cadillac structures for expansion as yet unannounced.

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Style and luxury PRICED TO ECONOMY

WILLYS-KNIGHT "70-B" • LARGEST, MOST POWERFUL LOW-PRICED KNIGHT-ENGINE CAR

THE rapidly mounting sales of the new style Willys-Knight "70-B" prove how exactly the design of this beautiful model has captured public taste, how widespread has been the demand for a low-priced Knight-engine car, and how great is the appreciation of such exceptional value.

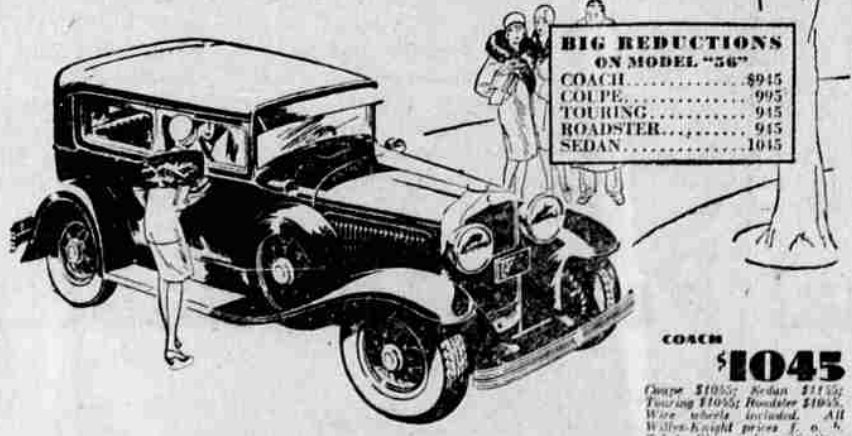
When you see the new style Willys-Knight "70-B," you realize that this distinguished car definitely establishes the fact that artistry of design and perfection of detail are entirely independent of price. For only among

the most expensive custom-built cars can you find any adequate comparison.

The new style Willys-Knight, so notable for its grace of line and harmonious distinction of color, is also the largest and most powerful Knight-engine car ever offered at so low a price.

Its big power plant brings the silence, smoothness, economy and increasing efficiency of the patented double sleeve-valve engine to thousands of motorists who until now may have been restrained by price alone.

WILLYS-OVERLAND, INC., TOLEDO, OHIO



BIG REDUCTIONS ON MODEL "56"
COACH\$945
COUPE995
TOURING945
ROADSTER945
SEDAN1045

COACH \$1045
Coupe \$1055; Sedan \$1155
Touring \$1055; Roadster \$1055
Wire wheels included. All Willys-Knight prices f.o.b. Toledo, Ohio, and specifications subject to change without notice. Equipment, unless stated otherwise, extra.

NEW STYLE WILLYS-KNIGHT

Gettings & Hanks
Jefferson Ave.

To Join Byrd



Not later than never, probably before Walter Leachman of Alexandria, Minn., who is leaving soon for New Zealand, en route to join Commander Byrd's Antarctic expedition. For several years Leachman has been a guide in the Minnesota lakes region.

The New 612

We present the new Graham-Paige Model 612 as a motor car of exceptional value—not in some one or two features—but throughout the entire car. The more thoroughly you examine the Model 612, the more evidence you will find of extra size, extra sturdiness and extra quality.

*Joseph B. Graham
Robert B. Graham
Ray A. Graham*

The Motor, for example—

62 brake horsepower; 2 1/4" balanced crankshaft supported in seven extra large bronze-back interchangeable main bearings; thermostatically controlled cooling with water jackets extending the full length of cylinder bore and completely surrounding valve seats.

adjustable silent chain timing; positively driven gasoline pump, water pump and generator; constant clearance aluminum alloy pistons; exhaust from front of engine keeping heat away from driving compartment; engine mounted at four points on rubber.

JENNINGS MOTOR CO.

Chas. Harris Bldg. La Grande, Ore. Cor. Jefferson & Greenwood

GRAHAM-PAIGE