

HUDSON TO MAKE COMMERCIAL CAR

Completing Plans for Line of Light Delivery Vehicles

Hudson Motor Car company, maker of Hudson and Essex cars, has completed plans to launch a line of light delivery commercial vehicles, with bodies specially designed to meet the requirements of the chief users of a carrier of this type. Bodies will be mounted on Essex chassis adapted and designed for this service, according to Avery Harrison, local dealer.

It is announced that the line will be introduced about July, and will be marketed through the present Hudson and Essex distributor and dealer organization. Hudson's dealer family, it is said, has been expanding with noteworthy rapidity since the first of the year and covers the country more intensively than at any previous time in the company's history. The Hudson management felt its selling organization would appreciate the added sales opportunity offered by the new product.

Sam C. Mitchell, for several years a sales executive for the Hudson Motor Car company, has been appointed commercial vehicle manager and will handle the distribution of this entirely new product through the Hudson-Essex distributor and dealer organization. Establishment of a commercial vehicle department marks a decidedly new and important development in the progress of the company. Emphasis will be laid by the company on simplicity, quick acceleration and economy of operation. These are features of Hudson-Essex activity which already have been brought to a high point of development in the manufacture of passenger cars.

Set-up for the manufacture of the new line is already well under way at the Hudson-Essex plant in Detroit, where the new activity will be housed.

Pit Football Men Against Car Brakes

Hugged power, unusual strength, and stamina are essentials in both football players and good auto drivers. When Coach Tad Watson of the University of Michigan wishes to develop these qualities in his players, he turns to the automobile for the features he desires. With the opening of the spring football training season at the University of Michigan, Coach Watson devised a new and unique method of eliminating the winter kinks from his players. The players were met at the field with a Plymouth coupe driven by the coach and attached to the front bumper of which was a 12 foot bar. This device makes an ideal landing machine and serves admirably in training the athletes in the fine points of the bucking.

Nash Company Adds Two New Models To Line

KENOSHA, Wis., Apr. 5.—The Nash Motors company has added two new and important models to its moderate priced, Special Six '400' Series line—a dashing roadster and a seven-passenger sedan. The roadster supplies an unusual type of open car charm, and the new sedan supplies closed car spaciousness and luxury heretofore unequalled in its price class.

The introduction of both models, powered by the famous Nash twin-ignition, high compression, valve-in-head motor and distinguished by the many new engineering and equipment features which Nash alone offers, rounds out the company's great "400" Series line and adds two brand new achievements to a manufacturing success never before equaled in Nash history.

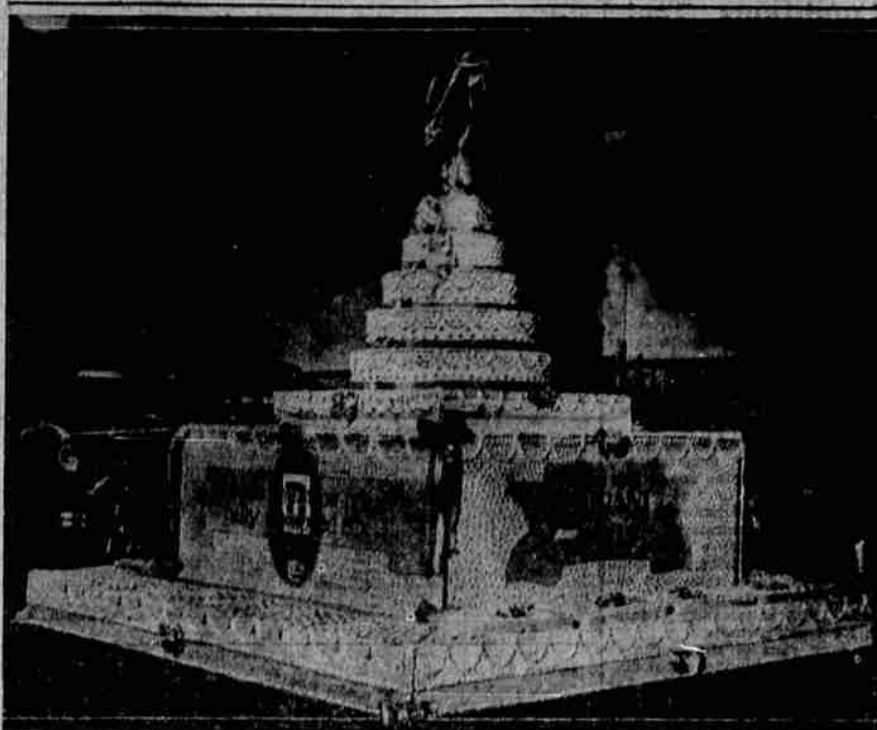
In the roadster the company has produced a new-type model that meets the American open car ideal in every line. High waisted and low seated, it is a rare combination of style and comfort for people who like generous doses of sunshine and winding, beckoning roads with their motoring mileage. It is a trim, wide-awake car, designed with long, sweeping body lines, actuated with hair-trigger acceleration. In appearance it is a color sympathy of rich, deep cedar and beige—the fenders and upper body in the new cedar shade, and center side panels in beige. Five wire wheels in bright orange are standard equipment. Their special design includes extra large hub caps with hub nuts skillfully concealed. Horizontal louvers in the hood, and chromium plating of lamp brackets, lamp in rods and upright posts in addition to all other bright metal parts on the car, gives it additional charm.

In the new "400" Special six seven-passenger sedan Nash has provided a car hitherto unheard of in its price field, and one which anticipates the needs of a great group of motorists desiring seven-passenger prestige and luxury at moderate cost. It has the comfortable capacity which goes hand in hand with costly car roominess at a price lower by hundreds of dollars than any other seven-passenger sedan on the market.

HARRY MILLER TO AVIATION
Harry Miller is forming an airplane company to be backed by Los Angeles capitalists. Miller's experience with high compression engines is known to every race fan. He has shown his heels to the world in horsepower per pound of engine weight. If he can adapt his racing design to aviation engines, he should develop a winner.

Maybe the reason why so many women are inept bridge players is that their hearts are not in the game.

THE WORLD'S LARGEST CAKE



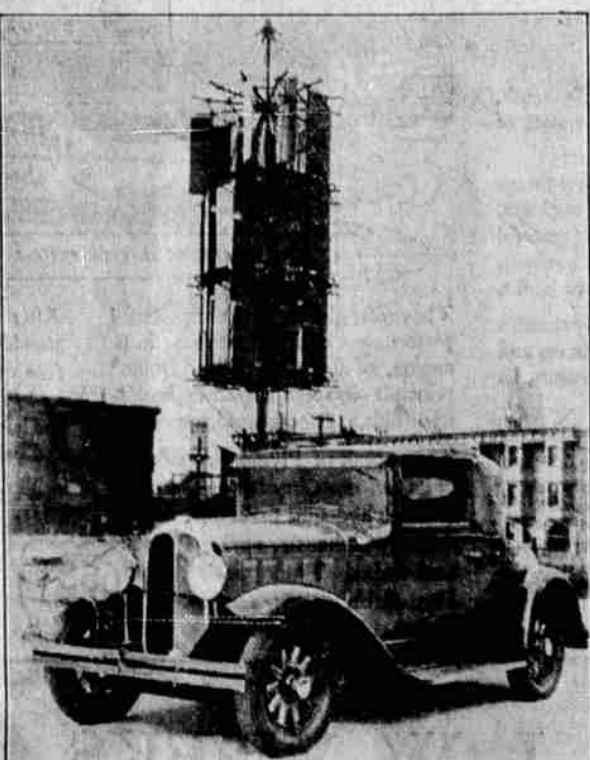
Said to be the largest monumental cake ever baked, this masterpiece is the creation of George Lloyd, internationally known artist in cake-craft. It was served to more than three thousand people in the city of Everett, Washington, by the Kliefelder Motor Company, when that company opened its doors as Durant dealer in that city. It was 14 feet square and 16 feet high and more than a week was required to bake and construct the cake.

Forests Lure Motorists To The Northwest

National forests of the United States, located in various parts of the country, are becoming increasingly popular as touring grounds for motorists, and each succeeding year sees a greater number of motor vehicles passing through these beautiful preserves. This is pointed out by C. E. (Pop) Gates, director of the Oregon State Motor association, who says that with this increase in motor touring in the national forests there is to be noted a corresponding increase in the total of improved roads located within them. "Figures forwarded to us from the national headquarters of the American Automobile association, with which we are affiliated, show that recent work on forest roads has brought the total of improved highways within the forests up to 3,775 miles, while the total of all forest roads is 13,911 miles.

"In Oregon alone there are 13 million acres of national forest lands, 13 acres for each man, woman and child in the state and each year witnesses a gain in the number of motorists who are attracted by the unsurpassed beauties of these forests. Each year, also, witnesses additional miles added to the chain of improved roads which is making these delightful areas available to all motor car owners. "But statistics alone do not tell the whole story of the rising popularity of the national forests as objectives of countless motor tours. A check-up of our own local touring bureau reveals that we directed more vacationists to the national parks during the last year than in any other similar period. "The increased mileage of improved roads, of course, has had a markedly stimulating effect, and with the policy of constantly advancing that total of mileage strongly in effect we can look forward to a greater flow of cars to the forests next year."

A New Type Windmill



Mechanical genius has devised a strange wind-power machine which is erected at the peak of Rincon Hill in San Francisco. The apparatus is shown here with an Oakland All-American convertible coupe in the foreground. The wind machine is designed with the expectation that it will gather and transmit the wind-power to a central vertical shaft which in turn will operate whatever machinery it should be used for.

Talkies to Oust Opera, Mary Says

NEW YORK, Apr. 6 (AP)—To the predictions of those who have said talkies have doomed not only the speaking stage but even the art of screen acting, Miss Mary Garden has added a forecast of her own. "Sooner or later," she said, "the talking movies are going to finish opera, not only here but all over the world."

She added that she was "simply mad" about them and that she would make a talkie herself when she found a suitable vehicle, an opera picture in English. "No longer will people be content to sit as formerly for three hours hearing people sing in a language they do not understand," asserted the Chicago opera soprano. "English will be the language used in the operas put on by sound movies."

Machinery Daily Replacing Man In Auto World

While machinery is daily replacing man in the production of life's necessities and luxuries, it is only through machinery designed by master engineering brains that motor cars of today may be turned out in great quantities without sacrificing quality. The American motor car industry is one of the greatest employers of labor in the world, but the accuracy of work done in the manufacture of automobiles is to no great extent dependent upon the human equation and its natural liability to err. Chrysler engineers, in association with Fred M. Zeder, vice president in charge of engineering for Chrysler motors, are among the leading scientists in the automotive industry who recognize the fact that no matter how perfectly trained a man may be, he cannot

always be accurate. They find this particularly true with regard to the myriad of tests through which materials and parts must go before entering into the production of a Chrysler-built car. Consequently, the various departments of the Chrysler plants are equipped with the most modern scientific instruments for testing new inventions and parts which actually are to be used in production operations.

From delicate scales which can accurately register the increased weight of a sheet of paper upon which a pencil mark has been placed, Chrysler engineering apparatus ranges up to a unique and powerful machine upon which finished cars are given "road tests" more severe than any human being could endure driving on a "proving grounds."

Through the use of this machine, a Chrysler car is put through rigid and accurate tests equal to driving at all speeds over roads of every imaginable condition. The advantage of this machine is that the road reaction can be and is carefully observed and records are immediately made of any weaknesses that develop.

Is your car in THIS LIST?



If you drive one of these cars, we can equip it with Delco-Remy Lovejoy Hydraulic Shock Absorbers—which means greater and permanent comfort and greater and permanent safety for you!

Nothing you can do to your car will prove as beneficial as a set of Lovejoys, no matter what you pay. Come in and talk it over!

DALE COX Battery and Electric Service



Test Alcohol For Automobile Fuel

WASHINGTON (AP)—Experiments to find a cheaper substitute for gasoline are being carried on in Pernambuco, Brazil, according to advice received by the department of commerce from its commercial attaché at Rio de Janeiro. Analysis of tests made with straight gasoline, alcohol and a mixture of alcohol, ether and gasoline on an American car showed that the specially prepared Alagoas mixture, composed of the three constituents, was cheapest. The car could be run a mile with the specially prepared fuel at about two-thirds the cost of gasoline.

Alcohol was considerably cheaper than gasoline, but was not as efficient as the special mixture. The principal objections to the use of alcohol were found to be gumming of valves and cylinders, knocking, production of smoke and its high ignition point.

BUT WHERE IS THE CIGAR?

Barney Oldfield still maintains his beautiful home in Beverly Hills, although he is spending the greater part of the winter in the middle-west, especially around Detroit. Barney, his friends say, has enjoyed considerable success on the stock market in the last few years. He recently was reported to have purchased a substantial interest in a Kansas City aircraft corporation.

4-Wheel Brakes

Need more careful adjusting than 2-wheel. That's why we have installed a scientific brake testing machine. We can give you a brake job on this machine that will give you safety in driving. RUSCO-STATION

Arleigh Jennings "BRAKES A SPECIALTY"

213 Greenwood St.

THE RECORD BREAKING NEW NASH "400"



All these features.. All this extra equipment ... at no extra cost!

The new features and equipment of the Nash "400" have added hundreds of dollars of actual, visible worth to this famous motor car. They have added an incalculable measure of enjoyment to Nash ownership. Yet they have added nothing to Nash price. At no extra cost, you have the Twin Ignition motor, the year's outstanding motoring improvement (more power, more speed, less gasoline). You have costly car-interior finishes, Bijur Centralized Chassis Lubrication, Houdaille hydraulic shock absorbers, bumpers front and rear, even a spare tire lock, and not a dollar added to the price. Equipment which other dealers (not Nash dealers) charge extra for, at retail prices, is included in every Nash "400" model, as it comes from the factory, at no extra cost. That is why you will find that "400," fully equipped, delivered prices are so much less than other cars with similar or even lower factory (f. o. b.) prices. Compare the cars, compare the prices, before you buy your new car.

The New NASH '400'

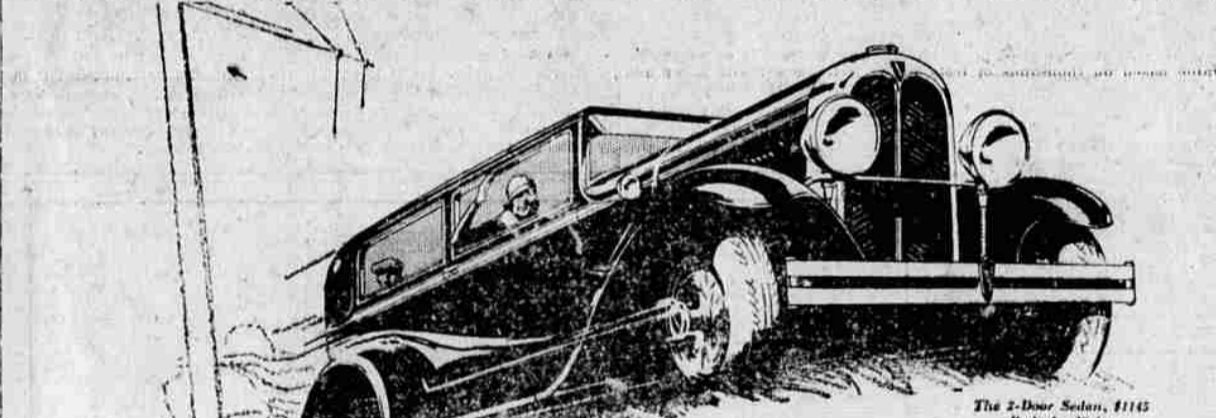
Leads the World in Motor Car Value

IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL

Twin-ignition motor	Aluminum alloy pistons	Bijur centralized chassis lubrication	Longer wheelbases
12 Aircraft-type spark plugs	New double drop frame	Electric clocks	One-piece Salon fenders
High compression	Torsional vibration damper	Exterior metalware chrome plated over nickel	Clear vision front pillar posts
Houdaille and Lovejoy shock absorbers (Exclusive Nash mounting)	World's easiest steering	7-bearing crankshaft (below crank pins)	Nash Special Design front and rear bumpers
Salon Bodies			

McKennon Nash Motor Co.
806 Adams Avenue, Main 650.

FORWARD-LOOKING PEOPLE WILL INVESTIGATE THIS CAR



Brakes - another All-American feature that arouses owners' enthusiasm . . .

In thick traffic . . . where quick, sure deceleration is imperative. On slippery pavements . . . where equalized action is the crying need. In hilly country . . . where ordinary brakes heat up and drag and sometimes even stall the engine. Under all these conditions the brakes of the New Oakland All-American have proved their superiority. Internal-expanding . . . they are fully protected. Unaffected by mud or rain or ice. As a result they maintain their high efficiency in any weather. They are always positive and smooth in action . . . always exceptionally quiet. Yes . . . Oakland's brakes are far from ordinary. But the same is true of everything else in the New All-American Six. Come in . . . and we will show you how much more it offers for its price.

Consider the delivered price as well as the list price when comparing automobile values.

Oakland-Pontiac delivered prices include only reasonable charges for delivery and financing.

The New OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

LA GRANDE MOTOR CO.
1419 Adams Ave., Enterprise, Oregon

Hall Motor Co.