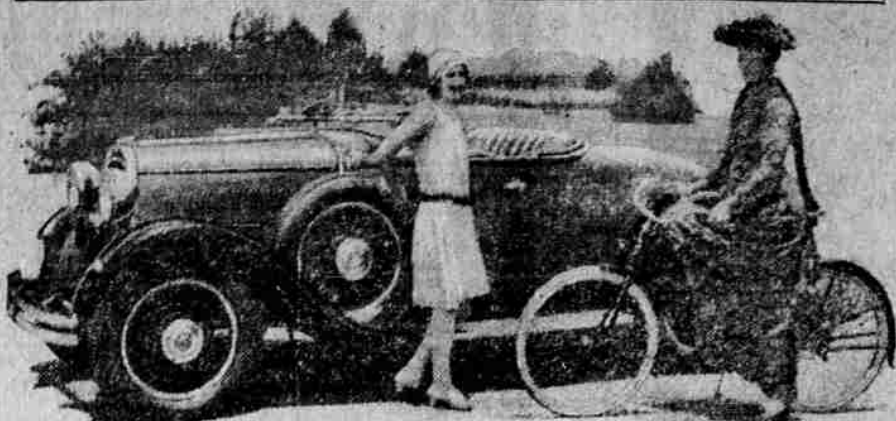


Privilege Given Women
All-miles are barred from the market place of America. Still, least women be subjected while on their domestic errands during the forenoon. A man seeking to make a purchase must first get a permit.

Young Tyrants
There seem to be as many spoiled children as ever. It is remarkable how parents will permit their children to manage them to the detriment of all concerned.—Woman's Home Companion.

The Gay Nineties - And Now



When an old-fashioned girl and a new-fashioned car meet, the difference of 35 years in styles and transportation is fully realized. Here is Miss 1929 with her smart New Dodge Brothers Six roadster offering sisterly advice to the "driver" who years ago threatened to congest all available highways.

Family of Seven Often Rides One Motorcycle In England

LONDON (AP)—The motorcycle, rather than the automobile, is getting most of the traffic headlines in England. On Sunday afternoons the highways all over England are full of family motorcycles, some of them carrying as high as seven passengers. Father usually drives, mother sits in the side car with the smaller children, and the other and more athletic perch wherever they can. And they all seem to enjoy themselves just as much as Sunday motorists in the States.

INTRODUCE NEW WILLYS-KNIGHT

New Models Produced Held Biggest Achievement in Firm's History.

TOLEDO, O., Aug. 3.—Heralded as the greatest artistic and mechanical achievement in 22 years of Willys-Overland history, the new Willys-Knight great six is announced. This model, with the popular Willys-Knight "70-R" series, completes the Willys-Knight line of quality cars.

Four models are included in the new line, these being the 5-passenger sedan, 5-passenger coupe, standard coupe and the 4-passenger roadster, the latter accommodating two in the front seat and two in the rumble seat.

Viewed from any angle the new great six presents a striking picture and is totally different in appearance from any car heretofore built by the company. The low graceful lines of the new model from the smart, trim radiator to the carefully tailored road quarters, definitely forecasts a trend or future style development.

Entirely New Effect

An effect that is entirely new in motor car design is found in the treatment of the hood. By means of a sweeping curve the molding on the sides of the car is brought up to the hood at the center of the front and then directly forward to a diminishing width at the radiator cap. This innovation in design is perhaps the most distinctive feature of the car and permits the effective color treatment employed.

The front view shows the new design of radiator and hood, and gives the car every appearance of robust power and speed. This front view picture is completed by the tie-bar between the smartly shaped headlights with smaller parking lamps mounted on the forward fenders.

Beauty of lines and color is materially enhanced by added touches of refinement which reveal the unusual heights that are possible when creative work is placed in the hands of a master designer. The smart wire wheels have large chromium plated hub caps. The radiator lamps and door handles also are finished in chromium plate. Heavier one-piece full crown fenders give it the necessary stream line effect rounded out by the smartly mounted spare wire wheels in the forward fender wells.

In the closed models each window is enclosed by a depressed

panel, which is a definite improvement of smartness over the conventional reveal. These windows, which are exceptionally wide, provide greater visibility.

Comfort, luxury and smart appointments characterize the interiors of each of the models. The heavily cushioned seats are upholstered in Bedford cord, with the scale in broadcloth to match. All interior hardware is bronze finished which blends perfectly with the walnut finish of the woodwork.

A moderate touch is lent to the interiors through the use of corner lambs with amber colored ground glass.

Greater Power, Speed
The new Willys-Knight great six sleeve-valve engine employed in new models reveals considerable advancement, both in power and speed development. It has a bore of 3 1/2 inches a stroke of 4 1/2 inches with 212 cubic inch piston displacement, developing 52 h. p. at 2200 r. p. m.

Willys-Overland engineers declare that the strenuous tests this particular engine has been subjected to indicates that it will set the highest standard for power and speed performance than any previously evolved by Willys-Overland engineering laboratories.

In long and strenuous tests conducted by the Willys-Overland engineering department in various sections of the country, the new cars showed a speed development of more than 72 miles an hour over measured course, timed by stop watches.

Matter of Relationship
Half brothers and sisters, have one parent in common. Stepbrothers and sisters have no parent in common. When a man with children marries a woman with children these children are stepbrothers and sisters to each other. A child or children resulting from the union of this man and woman would be half brothers or sisters to each of the other sets of children.

49% GAIN IN OREGON

WESTERN motorists continue to purchase increasingly large numbers of Durant Sixes and Fours. Durant broke all sales records during the first six months of last year. This year Durant sales are 49 per cent greater than those of last year in the state of OREGON!

DURANT FOUR-FORTY
Prices starting at \$595

SIX-SIXTY
Prices starting at \$685

SIX SIXTY-SIX
Prices starting at \$945

All Prices F. O. B. Lansing, Mich.

During this same period, Durant gained 54 per cent in California, gained 28 per cent in Washington, gained 28 per cent in Arizona, gained 21 per cent in Utah, and gained 3 per cent in Idaho.

DURANT

PETERSON DURANT CO.
Jefferson & Greenwood

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STRAIGHT AND TO THE POINT

What you don't know can hurt you!

INSURE!

WHAT DO YOU KNOW

How do you know what the other fellow is going to do? The fact is you don't know and that is the reason for good automobile insurance.

Let us explain to you a good automobile insurance policy. You may have automobile insurance but do you understand it. Ten chances to one you don't but we explain our insurance to our customers so that they know what it covers.

Gold Seal Insurance
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OLDSMOBILE HAS BODIES by FISHER

STUDY THESE FEATURES OF FISHER BODY CONSTRUCTION
Combination wood and steel framework
Slat and bow type roof structure
Scientifically designed steel braces
Smooth, perfectly formed body panels
Genuine plate glass windshield and windows
Special woven mohair upholstery
Luxurious seat construction
Vibration-Resistant windshield
Adjustable driver's seat
Beautiful Turned hardware

Oldsmobile's renowned engine and chassis features, combined with this excellence of body construction, unmistakably stamp Oldsmobile as "the fine car of low price."

Oldsmobile's big 62-horsepower engine provides flashing getaway for easy threading of crowded traffic... sparkling acceleration for passing other cars on the open road. It assures a deep-seated reserve of power for every emergency... rugged stamina that only the finest of engineering principles can achieve.

The only way for you to thoroughly appreciate Oldsmobile's outstanding qualities is to see the car and drive it yourself. Come in today and select the body style that best fits your individual requirements from among Oldsmobile's eight beautiful body types and twenty-four equipment combinations.

The VIKING
... the new 90-degree V-type Eight at medium price... also offers the superior style, comfort, and durability of Body by Fisher. Priced at \$1195, F. O. B. Oldsmobile Works, Lansing, Mich., it is outstanding in value to its field as the popular Oldsmobile Six, the fine car of low price.

TWO DOOR SEDAN \$875
Consider the Delivered Price as well as the list price, when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

Oldsmobile
Oldsmobile Sales Co.
1428 Adams Ave.
Hamilton Service Station
Enterprise, Ore.

ESSEX THE CHALLENGER

the reliability Car of the year!

"Reliability" is dominantly associated with all that Essex the Challenger stands for. The experience of more than 200,000 owners, with the lowest record of service cost and requirements, has established it outstandingly as "the Reliability Car of the Year."

The winning of the Tour de France reliability classic, in which two Essex Challengers were the only cars to make perfect scores, in a field of high-priced American and European entries, is but dramatic evidence of the kind of reliability every Essex owner knows.

Essex records are country-wide. No matter where you live, you will probably find the outstanding reliability event of your locality is held by Essex the Challenger.

Wide choice of color at no extra cost

4 hydraulic shock absorbers—Starter and electric gauge for fuel and oil on dash—Radiator shutters for heat control—All bright parts chromium-plated—windshield wiper—glare-proof rear view mirror—New type double-action 4-wheel brakes uniformly effective in all weather.

\$695 AND UP—AT FACTORY

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This is the title of a most interesting book which the "Northwestern" sends free to ambitious young people seeking business training and the opportunity to get somewhere and be somebody. Just write us a line, and it will come to you by return mail. The coupon below is for your convenience in replying.

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