

AUTO ENDURANCE MARK STILL BEST

Studebaker Excels Air-Plane in Speed and Motor Revolutions

An interesting parallel has been drawn by M. J. Goss, Studebaker-Brake dealer here, between the flight of the St. Louis Robin, which recently established a new endurance record for aeroplanes by staying aloft more than 420 hours, and the record of the Studebaker President Eight, which traveled 20,000 miles in 425 hours, 45 minutes.

"I do not wish to disparage the flight of the St. Louis Robin, or to detract from the honor of those responsible for it," said Mr. Goss, "but it is highly significant that the endurance record for motor cars, which is held by the Studebaker President, is still superior to any record, either on earth or in the air, from the standpoint of average speed and hours of performance. The average speed of the Robin was approximately 60 miles an hour, while the President maintained an average of 45.4 miles per hour.

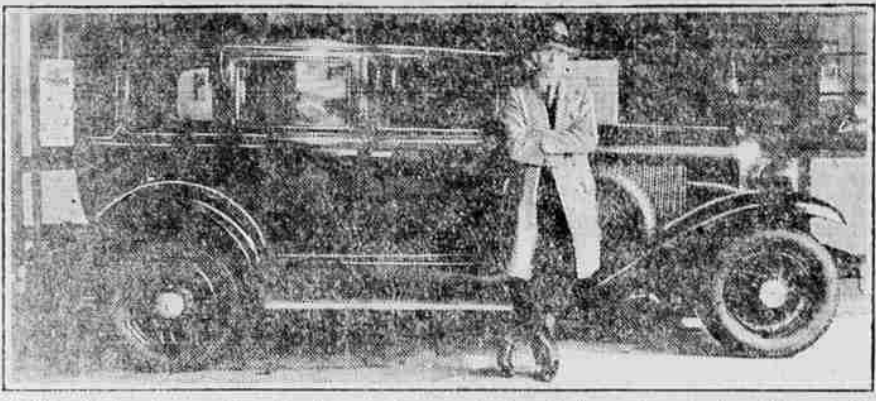
The importance of the record held by Studebaker is further emphasized by the fact that not only four fully equipped factory production cars each covered the 20,000 miles at 42.9 to 45.4 miles an hour, but one car is especially such a feat constitutes a very noteworthy achievement, but for four cars to establish such a record speaks volumes for the genius of the modern automobile engineer.

It has been calculated that in establishing the world endurance flight record, the Robin's propeller made approximately 22,000,000 revolutions. The total revolutions of each President motor was approximately 62,439,000; the total revolutions in each President engine was 249,720,000; the total in the piston, 45,220,000 feet; total number of times each valve opened and closed 21,215,000.

"These figures are so colossal they become hard to visualize. But their very vastness emphasizes the stamina of the President Eight which won and now holds 41 world, 23 international, and 175 American stock car records for speed and endurance. Nothing except heavenly bodies—moons and stars—has ever traveled so far so fast. And despite the fact that an entire year has passed since this accomplishment, no other automobile has even approached such less duplicated this record. It is fairly safe to assume that the great achievement of the St. Louis Robin, parallel in many respects to that of the Studebaker President Eight, will also stand unchallenged for some time to come."

Mary: I hear that the shy Mr. Tuddy was in an accident.
Gene: Yes! Betty Cuddle drove him off a country road.
Mary: I didn't know she drove a car.
Jane: She doesn't. She went for a ride with him.

Viking Appeals to Star



William Hodge, the actor playwright, has earned a reputation for critical attention to detail—which, probably, is one of the reasons he writes the plays he appears in. When appearing in his current play "Straight Thru the Door" recently in Lansing, Mich., where Oldsmobile Sixes and the new V-type eight Vikings are made, he took time to visit these factories. He was particularly interested in the new Viking and praised it as an automobile which represented individuality as well as quality. Mr. Hodge is seen above with one of the new Vikings he admired.

Uncle Sam Depends On Automotive Industry For Tanks, if Necessary

By Kirk Simpson
(Associated Press Feature Writer)
WASHINGTON (AP)—Scan the technical military publications of any big nation a decade and more after the close of the world war and two things common to them all will leap to the eye.

(1) That the classic cost of that struggle in human casualties was an unforgettable lesson.
(2) That every power is hoping to avert similar human wastage in future wars through mechanization of its armies.

The machine engine was the greatest contribution of the age to peaceful human pursuits which saw it brought to perfection. Now, the gas engine is the instrument with which military scientists everywhere are seeking to cut the blood cost of future wars.

Whether it be in combat ships at sea, or in air, or in tank fleets on land, in armies of transport, for men or guns or supplies, always the effort to write the lessons of the great war in modern equipment to meet any future war emergency revolves about gas engines.

GARAGE GOSSIP

Long Ball Game— "Play ball" is the notice sent by a large red and black poster by Firestone dealers over the country. Two leagues and \$25,000 in prizes—they will have an American and a National league, the dealers and the salesman. It will be the longest baseball game ever played, lasting for six weeks—one inning a week. There are prizes for dealers, salesman and manager, \$500 for the best score each of a dealer and a salesman in the country, \$200 for the best score each of a dealer and a salesman in each division, \$100 to the dealer and the salesman in each branch who has the best score. There are given for reaching a certain quota, and for selling Firestone products. Also prizes are given for starting new dealer accounts, and changing old dealer accounts to 11 per cent Firestone. L. V. Ballard is manager of the Firestone tire department at the Perkins Motor company and along with his salesman will play for his district. "Try to figure up the date receipts, imagine the territory covered, and some of the hits and runs," a local citizen remarked and then paused.

One Vacation— Roe Buchanan, salesman in the Studebaker garage, is spending his vacation at Burns. He has been

Then shaking his head exclaimed, "When—what a ball game!"

To Enterprise— W. D. Hanks, proprietor of the Willys-Overland garage here, and J. W. Ross, salesman, went to Enterprise yesterday on business.

Business Trip— Vern Jennings went to Enterprise yesterday to demonstrate a new Buick. He drove a car with a 122-inch wheel base.

Eleven Cars— Eleven cars left the Chevrolet garage this week and are now being run by their new owners. Walter E. Smart bought a new sedan. An Imperial sedan was sold to A. A. Antles. F. E. Chadwick is the owner of a new coupe and H. W. Hendy bought a coach. L. G. Lantz, of Corv, and C. L. Kendall are the owners of coaches. J. T. Stoop purchased a new sedan. N. L. Conley also is the possessor of a new sedan. A light truck was sold to Joe's grocery. O. H. Taylor drove a new coach away from the garage last week and Walter McGrath has a new truck.

Goes to Boise— Mr. and Mrs. J. E. Shumate and son, Merv, accompanied by Mr. and Mrs. Ewing Humphrey, drove to Boise last weekend, spending Sunday and Monday there.

One Vacation— Roe Buchanan, salesman in the Studebaker garage, is spending his vacation at Burns. He has been

gone a week and was expected to return yesterday.

Business Trip— M. J. Goss went to Pendleton on a business trip yesterday.

REGISTRATION OF CARS GAINS 62 PER CENT

During the last six years automobile registration in the United States has increased 62%. During the same period in Oregon, car registrations have increased only 15%. Following is a table showing the registration and percentage of gain of the three coast states for the past six years.

	1923	1928	%
All States	12,682,127	24,192,124	62
California	1,199,292	1,792,809	63
Oregon	165,942	248,118	49
Washington	255,254	402,875	58

New Durant Is Driven Across Nation by Woman

Driving from Lawrence, Massachusetts, to Cleveland in a Durant "66" Sedan, Miss Marian Collins rolled into San Francisco during the past week, claiming to be the first woman to drive one of the new four-speed Durant creations on a transcontinental trip, according to word received here today by Mr. Peterson, local Durant dealer, from the western Durant factory.

From her home in Massachusetts, Miss Collins drove to New York, thence to Philadelphia, Pittsburgh, Indianapolis and St. Louis. From St. Louis she went south to Memphis, then to Little Rock, and Fort Smith, Arkansas; Tulsa, Oklahoma, and back up to Kansas City. She then drove across Kansas and Colorado to Denver, south to Colorado Springs, Pueblo and Trinidad to Albuquerque and entered California over the Santa Fe Trail.

While in the southern part of the state, Miss Collins drove down the coast to San Diego and spent a few days at Colorado and Agua Caliente. She then drove north over El Camino Real to San Francisco and will spend two weeks in the Bay district before returning east by way of Portland, Seattle, Yellowstone Park, Salt Lake City, Cheyenne, Omaha, Chicago, South Bend, Toledo and Cleveland.

When Durant factory officials commented on the extent of her journey, Miss Collins remarked that it is nothing for a woman to drive across the continent alone. The modern motor car is so efficient and the roads so good that the av-

41 Years' Experience behind each DUNLOP

WHEN you buy Dunlop Tires you buy all the world's greatest tire-building experience can give you! Dunlop founded the pneumatic tire industry—more than 41 years ago.

Dunlop has pioneered many major tire improvements. Dunlop was first to develop the straight-side tire—first to own its own rubber plantations—first to weave all its own requirements of cord fabric. Dunlop Tires are better—so much better they will stand even severe abuse.

DUNLOP Built to stand abuse

With so vast an investment to protect, it is only natural that Dunlop should take extra care in building tires. Special long-staple cotton all the way from Egypt... woven in Dunlop's own mills into special "cable twist" cord fabric... resilient, enduring tread rubber, the product of the toughest compound known... make Dunlops so sturdy that they can stand the most punishing treatment. No matter how you use your car... over concrete highways or thru the dirt roads of back country, Dunlops stand the gaff. Come in and look at Dunlop Tires... see their extra value for yourself.



PLAYLE OIL CO. EASY PAYMENTS GLADLY ARRANGED

"THE BEST MOTOR OIL IN THE WORLD"

PENNZOIL HAS WON this endorsement by thousands of responsible dealers.... Only the finest pure Pennsylvania crudes are refined by the famous Pennzoil process at The Pennzoil Company's own refineries, in the heart of the Pennsylvania field.... You will gladly pay 37 1/2¢ a quart for Pennzoil when you realize that it lasts more than twice as long as ordinary oils; actually costs you less per mile.... Entrust the lubrication of your car to any Pennzoil dealer. You'll know him by the Pennzoil sign, displayed by 12,000 progressive, independent garages and service stations in the West. Ask for Pennzoil by name. You'll find it deserves its reputation as "the best motor oil in the world"... THE PENNZOIL COMPANY WORLD'S LARGEST REFINER OF PURE PENNSYLVANIA OILS



READ THE REASONS WHY These Oldsmobile Owners Bought Their Cars



Nowhere is the thorough satisfaction that comes with Oldsmobile ownership more frequently or more definitely expressed than in the thousands of written messages which purchasers of Oldsmobile cars are constantly sending, of their own free will, to the Olds Motor Works.

"I like the pick-up and ease of handling of Oldsmobile—also its many new features. The location of the distributor on top of the engine is convenient. Radiator shutters are an excellent feature. Front end appearance and general good looks of the car appeal to me."
—Kingston, N. Y.

"Oldsmobile has attracted my attention for a long time, due to its constant perfection without radical changes. Its construction is sturdy throughout, and its engine develops a lot of horsepower for its size."
—Newark, Ohio

"My neighbor drove an Oldsmobile 11 years, and the car had a good record all that time. I looked at a new one, thought it the best proportioned car I ever saw, and bought it. I'm glad I did."
—Lebanon, Ohio

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

SUPERIORITIES

that no other low-priced car possesses

ONLY the New Durant Six Sixty-Six gives you at lowest prices Four Forward Speeds. A Pioneer in this sensational engineering advancement in the low-priced field, Durant now offers exclusive performance superiorities. Drive this New Durant Six Sixty-Six & note the difference! See how its luxurious finish is in keeping with its mechanical leadership.

4 FORWARD SPEEDS AT THE WORLD'S LOWEST PRICE

DURANT SIX SIXTY-SIX

PETERSON DURANT CO. Jefferson & Greenwood

SILENT THIRD—DOUBLE HIGH
First gear provides tractor power. Second gear gives increased getaway. Third gear produces super speed on hills. Fourth gear, used in 90 percent of driving, permits higher road speed at lower motor speed. Fuel consumption is decreased and car life is increased.
Prices starting at \$945
Also... the FOUR-FORTYS \$595 Prices starting at the SIX-SIXTY \$685 Prices starting at
All prices F. O. B. Lansing, Mich.