

De Soto Six Is Popular Model For The Women

More women own and are driving automobiles today than ever before, and the modern woman, unlike her predecessor, knows what makes the wheels go round in an automobile, almost as well as does her motor-wise opposite. This is the opinion of officials of the De Soto Six company.

"Just as woman has come into her own in the business, social and athletic world," it is said, "so has the automobile come into its own as a necessary adjunct to her varied round of activities. And just as woman is able to hold her own in the business, social and athletic world, so is she equally independent in connection with the selection and maintenance of her automobile."

"This development of knowledge about the ins and outs of an automobile on the part of women of today, has led them to become exceptionally critical as motor car purchasers. Golf, afternoon teas and bridge, shopping, business—all demand a motor car that will fulfill the needs to which it is put."

"For this reason," continued, "the De Soto Six holds and unusual appeal for the woman of this modern age, and is being purchased and is being driven by women in ever-increasing numbers."

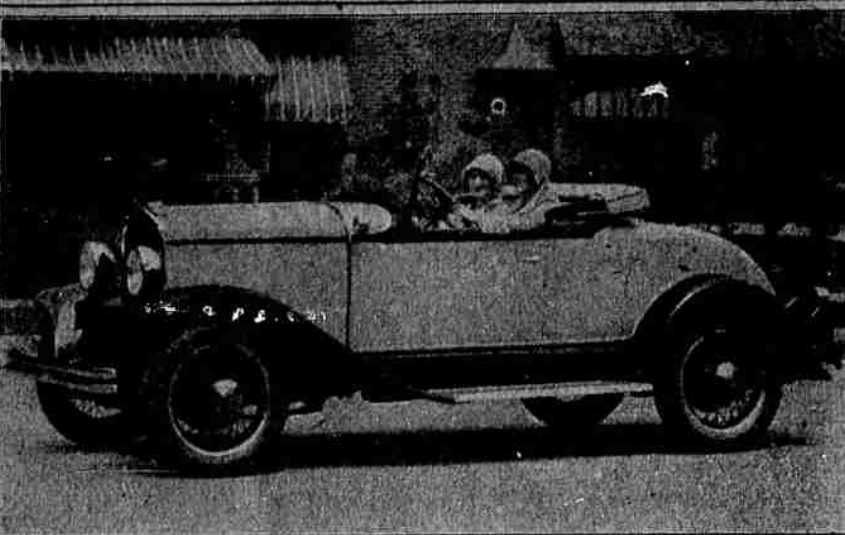
"Women demand a car that is exceptionally easy to handle, quick to respond to the slightest touch, comfortable, economical and at the same time embodying the elements of style and beauty. And their increasing mechanical knowledge makes it possible for them to exercise keen judgment in choosing a car that will give them long, dependable service."

"It is the performance ability of the De Soto Six, combined with its youthful style that appeals mostly to its women owners. It is an exceptionally easy car to handle. It steers easily, its brake and effective. Its acceleration is the power is smooth, effortless and powerful. It parks in an unusually short space."

"Of the various body styles," officials concluded, "the De Soto Six Roadster seems to be the most popular among its many women owners and drivers. Its swift and youthful appearance combined with its utility as an all-year-round car, are factors no doubt responsible for this. Women like the De Soto Roadster because, on warm summer days, or bright crisp fall days, the top can be lowered allowing its occupants to enjoy the sun all day, or during the cold weather it can be closed and made as warm and comfortable as a closed car."

In the Sierras mountains there is a place where an echo repeats more than 200 times. Maybe somebody has a radio hidden up there some place.

De Soto Six Roadster Appeals to Modern Women



The youthful beauty of the De Soto Six Roadster, combined with its unusual utility as an all-year-round car, makes it particularly appealing to the modern woman, and accounts for the fact that so many women are coming to own and are seen driving this popular Chrysler Motors' product.

Frazer Announces New Appointments

J. W. Frazer, sales manager of the Chrysler Sales corporation, announces the appointment of H. M. Rowland as director of advertising and John H. Caron as assistant director of advertising.

Mr. Rowland has been with the Chrysler organization for the past two years as director of sales promotion. In his new capacity he will continue in charge of sales promotion activities. Mr. Rowland's long and varied experience as sales executive in the automobile industry fits him particularly well to direct Chrysler's advertising and to render Chrysler distributors and dealers a rare type of service in promoting Chrysler sales. Prior to coming with Chrysler, Mr. Rowland was sales promotion manager for Willys-Overland.

John H. Caron, who has been promoted to the post of assistant director of advertising, has been a valued member of the Chrysler advertising organization for several years in charge of the creative activities in the advertising department. Prior to joining Chrysler he was advertising manager of the Willis-St. Claire company, and before that with Homer McKee, Inc., Indianapolis advertising agency.

W. J. Mattimore, who has served for a number of years as director of advertising, has resigned from the Chrysler Sales corporation to return to the advertising agency field.

When some of the congressmen go back home to mend their fences they are going to discover they have been given the gate.

Committee Plans Wallowa County Budget For 1930

WALLOWA, Nov. 16—According to estimates of the budget committee, which has completed its deliberations, it will take \$233,250 to run Wallowa county during 1930, of which \$4500 is estimated loss of collection of taxes. The estimated receipts of the county will be \$41,500, and the balance of \$233,250 must be raised by taxation. Of this sum \$136,750 is for general fund purposes. The estimated receipts are credits to the general fund, making the total to be raised for that fund \$172,750, but the general fund must bear the loss of collections, so the actual general fund expenditures are estimated at \$183,250.

General road funds call for expenditures of \$20,000 and \$29,000 of outstanding warrants must be taken up, and the estimated receipts from refunds on fuel tax, rental of equipment and co-operation and forest rentals will reduce the total to be raised by taxation to \$53,500.

Market roads call for \$17,500, all of which must be raised by taxation.

Only estimates were available to the budget committee on high school tuition and education, as certain districts had not reported to Superintendent Conley, and hence his report was not available. State taxes were also only an estimate, as the state levy has not yet reached the county court.

Oriole Car Of 1911 Vintage Is In "Fine Shape"

Do you recall the Oakland 33 Oriole Speedster whose low lines created a new vogue back in 1911? Built a foot or two closer to the ground than its towering contemporary cars, the Oriole is credited with having sounded the knell of the high-wheeled, top-heavy steam-winders whose brass-bound glory previously had been accepted as the last word in automotive design.

The Oriole was radically new. It had wire wheels, open bucket seats leaning against a big cylindrical gas tank, an almost horizontal steering post and a hood strapped down over its big four-cylinder engine. The spare tire slanted rakishly aft.

The car followed closely the lines of the racing machines of that day in which Oldfield, DePalma, Telford and Harroun were competing at speed of 40 to 50 miles an hour against such pilots as Frager, Hughes and Bruce-Brown. During 1911 Oakland built 674 of these rakish Oriole Speedsters with the factory's limited production facilities always proving inadequate to meet demand.

Some of the Orioles competed in the speed contests and road races that were popular from 1909 to 1914. One of them was purchased in 1912 as a used car by Fred O. Grimes, veteran garage man of Hillsboro, Texas. Through the intervening 17 years the Oriole wore out four speedometers with a total mileage aggregating many hundreds of thousands miles. During recent years the Oriole was utilized as a service car with which Mr. Grimes rescued countless automobiles from the mud roads in the country surrounding Hillsboro.

But last week Mr. Grimes drove the old Oriole Speedster to the Oakland-Pontiac showroom at Hillsboro.

"I'm afraid I'll have to turn her in on a new car," he said. "We—that is, the Oriole and myself—have grown old together. And still not exactly that, because I've grown old faster than the car. It has outlasted me. It's still in fine shape. But I'm not so spry as I was. I've reached the age where I appreciate the comforts of a closed car and self starter."

He chose an Oakland All-American Six Convertible Cabriolet, worthy descendant of a sturdy and spirited automotive ancestor.

TAKING NO CHANCES
"Shirts that laugh at the laundry," were advertised by a certain firm. One of ours, bought elsewhere, has such a keen sense of humor that it arrived home the other day with its sides split—punch.

Civilization and Scent
The ancients interested themselves almost entirely in the heavier, more crude scents—as musk, myrrh, incense; the scent of flowers is seldom mentioned in their poetry or literature, which leads us to think that the subtlety of this last born of our senses is being evolved with civilization.

Coffee Urns Long in Use
As far back as 1801 urns were in use in the Boston Coffee house. One of the largest manufacturers of coffee urns today claims to have made copper-lined coffee, tea and water urns with lined-copper baskets or percolators as far back as 1855. They were heated with steam coils, alcohol lamps or gas burners.

Famous Treasure House
The Freer Gallery of Art, comprising the Chinese and Japanese art treasures and the Whistler paintings and etchings acquired by the late Charles L. Freer, are a part of the Smithsonian Institution, although housed in a separate building provided by Mr. Freer.

Human Nature's Attributes
Human nature is not a machine to be built after a model and set to do exactly the work prescribed for it, but a tree, which requires to grow and develop itself on all sides, according to the tendencies of the inward forces which make a living thing.—MUI.

They called this bear market a readjustment. That's a good word to remember if you ever happen to be in a bear market.

A SIGN OF QUALITY and VALUE to thousands of satisfied USED CAR BUYERS



LOOK at these Outstanding Used Car Values

This Red Tag "with an OK that Counts" is your Assurance of Honest Used Car Values



You can have perfect confidence in your purchase of a used car that has attached to its radiator cap the Chevrolet red "O. K. that Counts" tag. This tag, used exclusively by Chevrolet dealers, is attached only to those cars that have been thoroughly reconditioned and checked "O. K." by expert Chevrolet mechanics. To thousands of satisfied used car buyers it has proved a sign of outstanding quality and value. We now have on hand a wide selection of these "O. K." used cars—priced low for quick sale, with small down payments and easy terms. Come in today.

'28 STUDEBAKER COUPE

A car that has been well taken care of and carries complete equipment such as motometer, spare tire, bumpers front and rear. \$50.00 under Blue Book Price—

\$750.00

With An O. K. That Counts

1928 CHEVROLET STAND. SEDAN

—with more than \$75 worth of extras; paint and tires like new, and mechanically perfect. This car a buy for

\$525.00

With An O. K. That Counts

1928 CHEVROLET COACH

This car is the best buy in town. Only driven 9000 miles and can be bought on our easy payment plan. Your old car taken as part down payment. Price—

\$495.00

With An O. K. That Counts

1928 CHEVROLET COUPE

Just the car for a small family. Motor just overhauled, tires and paint like new; also many extras, including heater. Price—

\$475.00

With An O. K. That Counts

1929 CHEVROLET "6" COACH

Driven less than 4,000 miles and is full equipped. Owner went to California. Price—

\$675.00

With An O. K. That Counts

1927 PONTIAC COACH

Motor completely overhauled; carries five tires; like new; also has bumpers and motometer; upholstery like new. Price—

\$465.00

With An O. K. That Counts

All cars listed above are ready to demonstrate. Just call Main 2 or Main 508 and the salesmen listed below would be pleased to serve you.

John S. Larison Frank Appling C. J. Caughill
J. M. Choate Wallace Cass

LARISON CHEVROLET Co.

USED CAR LOT LOCATED AT 107 FIR ST.

1927 FORD COACH

This car has wire wheels, Ruxstell axle, motometer and other extras. Paint like new and motor A-1. Price

\$265.00

With An O. K. That Counts

1926 FORD COUPE

Looks and runs like new. Has Ruxstell gear and many other extras. Price—

\$295.00

With An O. K. That Counts

1929 WHIPPET COACH

*Can not be told from new car. Has many extras and carries new car guarantee. Price—

\$545.00

With An O. K. That Counts

1927 CHEVROLET COUPE

Run small mileage. You will have to see this car to appreciate its low cost of \$345—\$130 down, balance in small monthly payments.

\$345.00

With An O. K. That Counts

1925 CHEVROLET COACH

Car thoroughly reconditioned, with many miles at a low cost of ownership; tires like new. Price—

\$295.00

With An O. K. That Counts

1928 CHEVROLET TOURING

4 new oversize tires, motor mechanically perfect, with new paint. A bargain at—

\$375.00

With An O. K. That Counts

MR. STUDEBAKER OWNER

Will your car start quickly on cold mornings? Will it deliver its full power on frosty days?

These are questions that may be vital to you at this time of year.

Winter driving demands winter adjustments of your motor. Your carburetor needs a winter adjustment. The radiator should be flushed and an anti-freeze compound in it. The electrical system should be cleaned and checked. Hose clamps should be tightened. Winter lubricants should be put in.

In short, your car should have general winter preparedness service—and we offer this service at a bargain price.

Below you will find a list of the service jobs included in this bargain offer. Check the list carefully—you will see how your car will benefit. Then study the price—only \$14.50 for the entire lot. That's a real bargain.

The offer stands for November ONLY. Bring your car in NOW—our service department is waiting for it today.

\$14.50 Including All Greases and Oils Used

- Repack water pump.
- Tighten all hose clamps.
- Install new radiator cap gasket.
- Drain and flush out radiator.
- Install "anti-freeze," alcohol or glycerine (labor only).
- Drain oil pan and install winter grade engine oil.
- Drain, wash out, and fill differential to level with winter lubricant.
- Clean carburetor.
- Adjust carburetor to meet cold weather driving conditions.
- Test storage battery and fill with distilled water.
- Clean generator commutator and brushes.
- Adjust generator charging rate.
- Grease car complete.

M. J. GOSS

Fir and Adams.