

Unique Design Solves Running Board Problem

Even so simple a thing as a running-board presents its problems to the automotive engineer.

In the De Soto Six, the running-board problem has been solved by devising an unusual design of steel board.

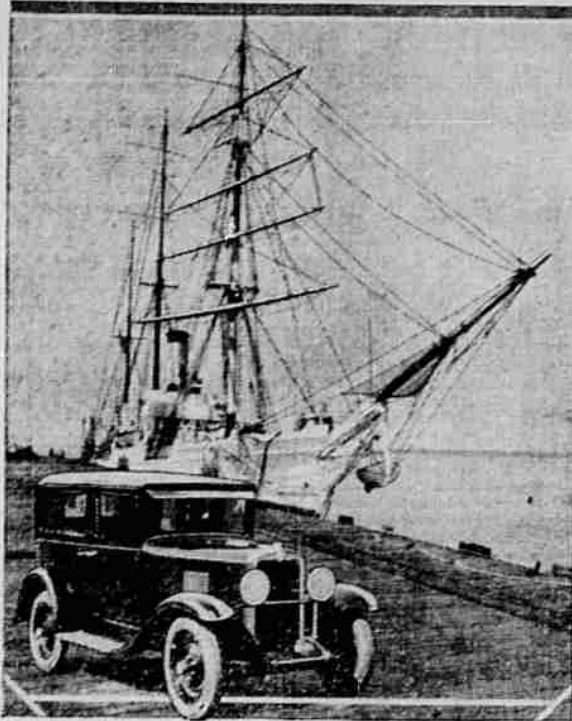
The essential feature of the De Soto running-board is a series of deep ribs, formed in the metal.

A flat sheet of steel, cut to the proper shape, and large enough to allow for the channeling operation.

It takes eight other machines. In addition to this special rolling machine, to prepare the board for the rubber top.

When all these things have been completed, the board is ready for the assembly line and for attachment to a De Soto car.

The Former Watchdog of the North



A party of sea-men, in a Chevrolet sedan, who had been connected with the Bear when it served as a floating government for the United States in Alaskan waters, recently visited the historic craft in the Oakland Estuary.

Goebel Regards Auto Industry As Fliers' Aid

KENOSHA, Wis., Dec. 21.—Col. Arthur C. Goebel, one of Uncle Sam's foremost aviation pioneers, transcontinental record holder and winner of the famous Dole air derby, sees America's gigantic automobile industry in the light of a vitally important proving ground for future air conquests.

Direct cooperation between automobile engineers and a closer relationship between the two kindred industries are essential to aviation progress and the building of air safety, he declared here after ordering his second Nash Twin-ignition Eight car, and while making a tour of inspection of the precision lines which create the latest Nash mechanical achievement.

Col. Goebel made a swift air-trip from Los Angeles to Nash headquarters, bringing with him specifications for the new, chromium-plated wire wheel equipment

and the special color scheme and finish to be worked out on the new "489" twin-ignition eight cabriolet, which he plans to use on a bear hunt in Mexico after an overland run to his aviation school in Kansas City and before returning to his air research work on the west coast.

"Both the automobile and aviation industries are working toward the same end—improved world transportation"—he told Nash engineers. "I have never been more impressed with the vast facilities for mechanical development and constant motor improvement that the modern automobile manufacturing plant affords than I have been during this tour through your laboratories, test grounds and production line. It is significant that the Nash plant is one of only two American automobile factories I have studied, although mechanical advancements such as can be seen here on every side are most important in furthering the work of anyone interested in engineering of any sort.

"There are so many points of mutual interest between automobile and aviation engineers that the findings of either industry have a direct bearing on one another."

GARAGE GOSSIP

Business Trip—M. A. Harrison left Thursday on a business trip to The Dalles and Portland. W. A. Cornell accompanied him.

Business Caller—Earl Chadwick, from Walla Walla, of the Alameda Lubricating company, was a business caller at the Perkins Motor company this week.

Studebaker Distributor—A. E. Foster, of Pendleton, Studebaker distributor for the Eastern Oregon district, called on M. J. Goss this week.

New Oldsmobile—Glen McGarry, of Enterprise, has purchased a new Oldsmobile coupe from the Oldsmobile Sales company.

New Sedan—Mrs. Carrie Earley, of Joseph, is the purchaser of a new Oldsmobile sedan from the Oldsmobile Sales company.

Distributor from Pendleton—S. K. Sykes, of Pendleton, distributor for the Chrysler cars for Eastern Oregon, was in La Grande Friday on business, calling at the Chrysler garage.

'66' Sedan—Mrs. Ella Anderson, of Ontario, has bought a Chrysler '66' sedan from the Chrysler garage.

Sells Chrysler '77'—The Chrysler garage has sold a Chrysler '77' royal sedan with six wire wheels to L. K. Kinzel.

Buy's Sedan—A Chrysler '64' sedan has been sold to A. J. Gower by the Chrysler garage.

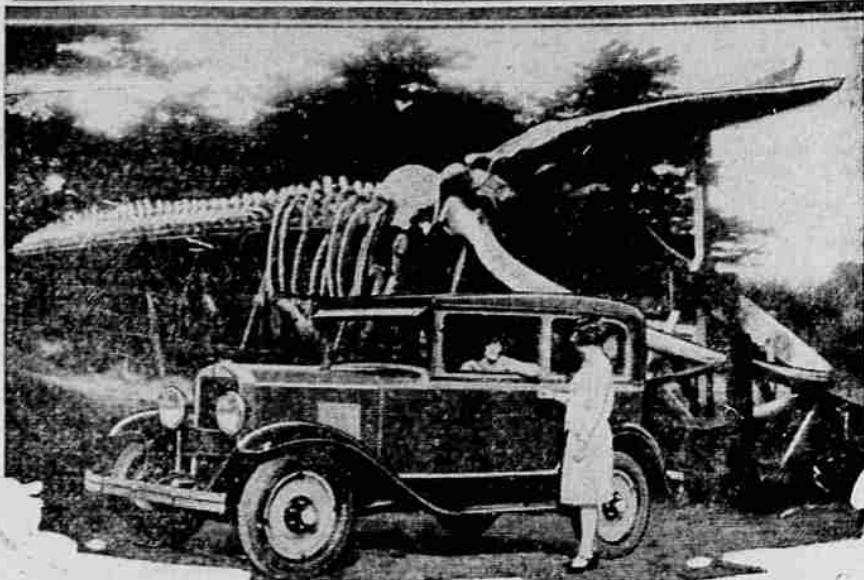
From Baker—W. D. Carter, Nash dealer of Baker, was a business caller in La Grande this week at the Nash garage.

Rufus was proudly sporting a new model sport shirt when a friend asked, "How many yards do it take to make a shirt like that one, Rufus?"

"Well, huh," replied Rufus. "Ah, not two shirts like this out'n'one yard last night."—Successful Farming.

Etc., Ad Infinitum He: Let's get married. She: Fine. We'll stay with your folks. He: Can't. They're still with their folks.—Reserve Red Cat.

Whence Came This Giant of the Deep?



A Chevrolet coach carried a party of westerners to Point Lobos, California, to inspect the carcass of an enormous whale which is said to have been there for centuries.

Elgin Schools Start Holiday Vacation Today

By Mrs. Lynn Hill (Observer Correspondent)

ELGIN, Ore. (Special)—The Elgin schools closed for the holidays on Friday, Dec. 20 and will open on the 28th with a holiday on New Year's day.

Several of the teachers, whose homes are near enough will spend the vacation with relatives. Miss Ford will go to Spokane, Miss Price will go to Corvallis, Miss Thompson to Walla Walla, Miss Lyman to Montana, Miss Dobby to Milton, Miss Stewart to Corvallis and Mr. Campbell to Eugene.

Miss Gruber, whose home is in South Dakota, plans to attend the state teachers' convention in Portland, as will Miss Cruikshank who will also visit a sister who is ill in Portland. Superintendent E. E. Arant will remain here, as will Miss Mayfield and Miss Schmore whose homes are in Elgin.

Mrs. Otis Buchanan entertained the sewing club of the Imbler American Legion auxiliary and a few other guests who were invited to honor the fourth birthday anniversary of her son, Junior, on Tuesday afternoon. The afternoon was spent in sewing and the younger guests played with the host's toys. The older folk present were, Mesdames J. A. Lloyd, Milo Pratt, John Morris, G. E. Conklin, R. H. Hayes, from Imbler, Mesdames Henry Sommer, Nils Graham, M.

Arant, E. E. Arant, Lynn Hill, of Elgin. The little folk were Lorita and Ernestine Arant, Eleanor Jane Hayes, Vesta Graham, Elaine Arant, Lloyd Hall and Junior Buchanan. Mrs. Buchanan served refreshments including of course, the big birthday cake and four candies.

Mrs. W. B. Rollins, of Imbler, left this week for Walla Walla to be with her sister, Mrs. Roy Cook who is very ill there.

Mr. and Mrs. W. S. Stillwell, of La Grande, spent Sunday with Mr. and Mrs. Henry Sommer.

Reiner Schmore has returned to Elgin from California to spend the holidays with his parents, Mr. and Mrs. H. J. Schmore, of Indian creek.

Cody Lyons, of Weiser, was in Elgin Saturday on business. He attended the implement sale held here in the afternoon before returning to his home.

Mr. and Mrs. Tom Meade have returned to Elgin from a several months visit in California. They visited their two sons whose homes are there and spent some time with Mrs. Meade's sister in another part of the state.

Carl Long and family came near having a very much more serious accident Friday morning when their car became unmanageable in the loose gravel near the A. H. Parson farm. As it was, the car did not turn over but went off the grade, through the fence into a field. The car was damaged considerably but none of the occupants were injured.

The property adjoining the city park on the west and the residence to the north known as the Crock-

ett house, have been sold by Guy Patten to William Ezell. The Dick, Hardy family who has been living in the house are moving this week to a house owned by James Masterson.

Mr. and Mrs. Joe Scott announce the birth of a seven and one-half pound son on Monday, Dec. 16.

Miss Margaret Hall who has been teaching the Dry Creek school north of Summerville, is planning to take a trip during the holidays which will include Astoria, Portland, Medford and Ashland. Miss Hall was a student last year at the Ashland normal school. She will visit her sister, Mrs. Maurice Richardson while away.

Fred Miller left Monday for California to spend the winter months. He plans to be with relatives there.

Mr. and Mrs. M. M. Arant expect to spend their Christmas vacation with friends and relatives in Twin Falls.

The Elgin men's volleyball team went to La Grande Tuesday for a game with the team here. Elgin's team lost the first game but won the next four. The team members were Frank Keller, Dick Osborne, Manley Arant, Glenn Galloway, Kermit Myers and George Gordon.

The church at Fairview, 12 miles out on the north side of Crickets Flat, plans to have a community Christmas tree this evening.

The long distance line through Minant was broken Thursday morning by weight of the snow. The telephone men from La Grande were called to repair the damages.



OFFICE CAT TRADE MARK REG. By Junius CHRISTMAS—the time when trees wreaths windows and men are trimmed!

Santa Claus heads the world's biggest exchange.

If you insist upon waiting until Christmas Eve to do your Christmas shopping, go ahead and do it that way. We don't care, we've finished ours.

The Way Some Christmas Cards Ought to Read: I'm sending you this plain card. Not to wish you Christmas cheer. But only for the reason You sent me one last year. I'm sending you this lovely card. As I don't want you to slight me, And if you give a party soon I want you to invite me.

A certain bachelor is peevish. He says married folks have the edge—two can give as cheaply as one.

George: "Oh, Grace, dear, this will be the jolliest Christmas I have ever spent. Now that we are engaged, I think only of the future."

Grace: "Do you? Well, at this time of the year, I think only of the present."

Optimist: "Wonderful view, isn't it?" Pessimist: "Well, that's not my fault."

Park-Keeper (to young couple): "Sorry to disturb you, but it's too late to be sitting here."

Bashful Clerk: "We didn't know it was so late. You see, we are going to be married Christmas."

Park-Keeper: "Do you think I'm fool enough to suppose you were married last Christmas?"

BROADCAST MUSIC Each Monday night Thomas A. Edison, Inc. has broadcast a musical program dedicated to a famous person and containing his personally chosen best-loved music, according to Lynne Bohnenkamp.

Santa Claus is easily the best known and best-loved character in the world at this time of year. It is especially fitting, then, to have the jolly saint name his favorite music for inclusion in the Edison radio concert. This interesting program will be broadcast over the coast-to-coast network, Monday night, Dec. 23.

The first duty of a man is to look after himself, according to Ed Howe, the Kansas sage. And just to be sure he does the job right, he usually gets a woman to take it over.

Regardless of price-

TEXACO STARTS EASIER

It isn't the price you pay that keeps your engine turning during these colder days. It's what you get for your money—the fuel value of the gasoline. The new and better Texaco Gasoline answers winter requirements. For Texaco starts instantly on the coldest day! At the snap of the spark it's off, smoothly forcing the pistons down to deliver the power that speeds you on your way. The new and better Texaco forms a dry gas. That's why its engine performance is so much better. Compare it with any gasoline you have ever used. THE TEXAS COMPANY, Texaco Petroleum Products



1. A wet gas is an atomized mixture of gasoline vapor in which are suspended drops of raw gasoline. 2. These drops of raw gasoline form an uneven mixture which restricts the action of the spark. 3. Except the proper crank case situation, difficult starts, slow acceleration—a stick each morning. 4. The new and better Texaco vaporizes so readily that it forms a dry gas—an even mixture of gasoline and air. 5. This pure, dry gas responds instantly to the action of the spark. 6. Ready lighting starts, rapid acceleration, smooth idling—power!

The NEW and BETTER TEXACO GASOLINE



SMILING!

and right on time

The Christmas Spirit is like Texaco—keeps you in a good humor—makes things start easier, go easier. We hope it does the same for you—brings you a most

Happy Christmas

THE TEXAS COMPANY Audmer Playle, Agent