

OAKLAND-PONTIAC CARS ANNOUNCED

Many Improvements in 1930 Models Now on Display Over the Nation.

Recent rumors of new developments in the Oakland-Pontiac line for 1930 find ample basis in the first display of the latest products of the Oakland Motor Car company.

Retaining its established position in the six-cylinder field with the New Series Pontiac Big Six, which presents many mechanical refinements the company has now entered the eight-cylinder field with its moderate priced high powered type Oakland that offers new peaks of power, speed and acceleration. The new Oakland is the only motor car in its price field powered with a "V" engine.

Developed and proven during three years of intensive experiment and research the sturdy and compact new Oakland engine employs many new but thoroughly sound and proven principles of design which enable it to establish remarkable standards of performance.

Interesting Features: Interesting features of the new car include:

A "V" type eight cylinder engine developing 85 horsepower at 2600 revolutions per minute, entirely without torsional vibration.

Piston displacement is 251 cubic inches. Complete downdraft carburetor; new type high-compression two-plane cylinder head; horizontal

valve action with single rocker arm. Power increase over 1929 Oakland from 68 to 85 brake horsepower, or approximately 40 per cent.

Length of engine only 25 9-16 inches, permitting the retention of the 117-inch wheelbase but with two inches added room in bodies. Ratio of one horsepower to each 37 pounds of car weight—the secret of the car's high speed, quick acceleration and flexibility.

Bore is 3.7-16 and stroke 2.3-3 inches. The short stroke greatly reduces the development of inertia forces by reciprocating parts inside the engine. The "V" design also permits the use of ample cooling passages around the widely spaced cylinders and valves.

Both blocks of cylinders, together with the crankcase are formed in a single, solid, compact, heavily ribbed casting, affording a rigid foundation for the big crankcase bearings.

Full pressure lubrication, provided to all vital parts of the engine.

Engine mounting is of unique design, eliminating vibration, yet providing a solid foundation.

The cooling system is of new design providing "re-circulation" of the cooling water when the thermostat valve is closed, entirely eliminating steam "pockets" and giving highly efficient cooling at all air temperatures.

The cross-flow type of radiator, proven during the past two years in actual service is continued both in the new Oakland Eight, and the new Pontiac Big Six.

Improved Oil System: Improved oil circulation system, crankcase ventilation, compensat-

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ROAD MILEAGES OF WORLD GAIN

Increase During 1929 Amounts to 18.6 Per Cent, Association Says.

PORTLAND, Ore., Feb. 22.—The road mileage of the world is now 7,895,629 miles and there was a gain of 18.6 per cent or 1,223,628 in 1929 over 1928, according to the Oregon State Motor association which bases its figures on a report from the A. A. A. research department, 3,916,281 miles or 38.7 per cent of the world total, are in the United States.

Considering mileage in proportion to area without regard to road surface, Japan leads all other nations of road to the square mile of area, with the United States in thirteenth position, with one mile to every square mile of area.

Of the countries reporting by type, the United States is the only one with more than 100,000 miles of hard surfaced roads. Italy stands second with 64,731 miles, India third with 66,176; and the Irish Free State fourth with 46,371 miles. These are followed by Czechoslovakia, which has 44,752 miles; Rumania 36,609; New Zealand 31,289; Poland 30,974; Netherlands East Indies 25,975; France 24,855; Austria 20,627; Netherlands 15,534; Yugoslavia 17,436; Northern Ireland 12,992; Portugal 11,899 and Hungary 11,244.

The other side of the road picture of the world reveals that Ecuador has only nine miles of surfaced roads; French West Africa six; Haiti three, and Paraguay

three miles, the association reports. The money to be spent for roads in 1930 will equal a year's work for a million men at \$2,000 a year.

Manufacturers To Junk 440,000 Cars

NEW YORK, Feb. 22 (AP)—The national automobile chamber of commerce announces that manufacturers plan to expend \$15,000,000 this year to junk 440,000 old cars. Allowances will be made to dealers for old cars taken as trade-ins and an arrangement will be made with junk dealers.

83.40 Miles Of Road Built In Wallowa County

ENTERPRISE, Ore., Feb. 22.—At an average cost of less than \$2500 a mile, Wallowa county has in the past five years built 83.40 miles of market roads with the cooperation of the people in the sections benefited. Total cost of the completed projects at this time is \$207,822.82, of which \$38,113.11 has been donated by the co-operation.

The present county court consists of Judge Jordan, Commissioners Johnson and Blevins. They have 41 projects under way, with four more coming up for this year. The roads are finished with eight-inch rock base and four-inch top, making a foot of rock altogether. Cost of grading, culverts, bridges and drainage has averaged \$1225 a mile, and resurfacing \$1951.31 per mile.

STUDEBAKER NOW ON 79TH SEASON

Anniversary Celebrated at South Bend, Ind. on the 16th of February.

SOUTH BEND, Indiana, Feb. 23 (Special)—Studebaker on Feb. 16 celebrated its 78th anniversary. During the first sixty-eight years of its history Studebaker's total sales amounted to \$569,833,177. During the decade which ended December 31, 1929, total sales amounted to \$1,326,000,000. Studebaker executives point to this as proof of the vitality of this ancient institution.

The growth of the business from a little frontier blacksmith shop supplies one of the epics in America's industrial history. The original capital amounted to only \$68, but cash was the least of the resources. Imbued with a sense of the inevitable growth and expansion of their country, the two founders, Henry and Clem Studebaker counted themselves rich in indomitable purpose and a will to succeed.

Shortly after the business was established, John Studebaker, a third brother joined the firm. By the end of the century Studebaker had become one of the largest vehicle builders in the world.

The first Studebaker gasoline car was built in 1904. It was a far cry from the present day Studebaker champion automobile, but as automotive engineering progressed Studebaker was always to be found in the forefront.

In the past 78 years, the modest capital of \$68 has grown to actual net assets of \$100,000,000. Twenty-one thousand men and women are employed in the Studebaker plants. Seven thousand dealers in every country in the world sell the product of factories in South Bend and Walkerville, Ont.

Studebaker products now consist of four great lines of cars ranging in price from \$895 to \$2595; the President, the Commander, the Dictator and the dynamic new Eskimo. These cars have proved their merit by winning and holding the greatest world and international records and more American stock car records for speed and endurance than all other makes combined. The leaders of these four lines in the world champion President eight, which sped 26,000 miles in 26,326 consecutive minutes at an average speed of over 65 miles per hour, at Atlantic City two years ago.

Knolin, a clay formation, is adding \$2,000,000 a year to Georgia's industrial income.

AUTO MEN GRANT WOMEN'S WISHES

Desires of Feminine Sex Play Important Part in Designing of Motor.

Women's wishes play an important part in the designing of a motor car, according to D. E. Halston, assistant general sales manager of the Chevrolet Motor company, who recently made an extended business tour of the West-ern states. This, to a great extent, Mr. Halston states, has served to bring about a renaissance in motor car design until the cars of today combine beauty of line with ruggedness of build and power in operation.

"When a new car is to be brought out," said Mr. Halston, "the wishes of the woman driver are carefully considered. Thousands of suggestions, criticisms and words of praise for features contained in a car are received every year. These are carefully studied, and a cross-section view obtained of just what the woman driver wants in her car. Generally speaking, it may be said that she wants beauty of line, pleasing color combinations, comfort and plenty of power. She is just as exacting as a man driver in demanding performance, while at the same time she wants smartness of design and ease of operation.

"For example: In the new Chevrolet, many features have been added at the suggestion of women drivers. The steering wheel in the 1930 model has been set lower and the seats made deeper. With the idea of making driving easy for women drivers, much attention was paid by the engineering staff in the designing of brakes for the new car, with the result that one has been evolved which gives a maximum of deceleration with a minimum of exertion. Another thing for the benefit of women drivers, as well as men, is the placing of the gasoline gauge on the dash, making it possible to see at a glance just how much gas there is in the tank and avoid all possibility of running out of gas without warning.

"Much favorable comment has been received from women drivers on the adjustable driver's seat and the smooth clutch action of the Chevrolet as well as on the harmonious design of the interior as well as the blending of colors on the outside of the body.

"All of these details have been carefully considered by the engineers of the Chevrolet Motor company working in cooperation with those of the Fisher Body corpora-

tion, all endeavoring to give the woman driver just what she wants."

Speaking of the renaissance in body design, Mr. Halston said: "Before the days of motor cars, much attention was paid by coach makers to the style and beauty of their product. The coach maker took a particular pride in turning out a body that as a thing of beauty yet at the same time was sturdy.

"When motor cars first came into being, this general tone was followed out, but as the car came to be more and more developed, more attention was given to building a sturdy body, with the trend towards ruggedness of appearance rather than beauty of line.

"Within the past few years, however, there has come a general swing towards beauty in the design of motor cars, combining this with strength of construction, with the result that all classes of buyers, men as well as women, have found their wishes met in the building of their cars."

Texas Co. Extends Sales Jurisdiction

Extension of the sales jurisdiction of the Texas company, a California corporation, to include Montana, Idaho and Utah has just been announced by officials of that company.

Heretofore the jurisdiction of the California company had extended only to Washington, Oregon, California, Arizona and Nevada, the other three states, formerly known as the Butte district, having been under direction of the Texas company of Delaware.

With the extension of the field of the Texas company of California is recalled the fact that about a year ago the manufacturers of Texaco products entered the Oregon territory following which they were able to announce that their distribution facilities were available in every state in the union as well as in 48 foreign countries. Since that time, it has further been disclosed, the company has continued extending its distribution facilities until today the motorist is able to obtain Texaco products on every major highway in this country and on most of the thoroughfares leading to remote points.

An Accommodating Judge

Judge: One year and fifty dollars fine.

Prisoner's Lawyer: I shall make a motion to have the sentence reversed.

Judge: Motion granted. Fifty years and on dollar fine.—London Opinion.

TALKING MOVIE OF CAR THRILLS

Dodge Sedan is Shown Hurting Down Pennsylvania Mountain-Side.

DETROIT, Feb. 22.—A spectacular talking movie of an engineering experiment in which a Dodge Brothers mono-piece body sedan is seen hurtling down a steep mountainside in Pennsylvania has proved one of the biggest attractions at this year's automobile shows in many cities. Thousands have taken advantage of this rare opportunity to view an automobile rolling over and over in a giddy, breath-taking plunge down a jagged, precipitous slope.

Planned originally to test the strength of mono-piece metal bodies, pioneered in this country on Dodge Brothers automobiles, the experiment upon which this dramatic and intensely interesting film was based proved equally effective in measuring the sturdiness of chassis, frame, wheels—in fact, all parts of the car.

Three different times the car is seen "taking-off" from a special runway built on the mountainside. Altogether it is turned completely over nine times on its way to the bottom of the hill. Twice it is descent is checked by its own inherent balance. Crucial stages of the car's exciting adventure were "stopped" for engineering analysis by slow-motion close-ups.

Cat-Like, Finds Its Feet: The runway, which is supposed to upset the car as it begins its perilous journey, falls at first to offset its balance. Tilted precariously on two wheels, the car careens off wildly down the treacherous incline, but like a cat, finds its feet and comes to rest unharmed. The low center of gravity, due to mono-piece body construction and scientific mounting keeps the Dodge car from overturning where other cars had completely capsized.

For the second trial, the angle or pitch of the runway is greatly increased and the car shoots off into space at a much higher rate of speed. Its balance completely upset, the car lands with a tremendous impact that sends it spinning dizzily down the mountainside. Body, chassis, wheels and the entire assembly are subjected to terrific shock and stress. Even on this second attempt the inbuilt balance of the car comes to its rescue. About midway of its thrilling spill it wavers hesitatingly for a few fractions of a

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HAVE YOU SEEN THESE TWO GREAT NEW CARS?

THE NEW OAKLAND 8

GENERAL MOTORS' Lowest-priced Eight—

\$1045 AND UP Three years of actual designing and testing preceded the announcement of the New Oakland Eight. In addition it incorporates General Motors' sixteen years' experience in building fine eight-cylinder automobiles. This mature background accounts for its sound basic design.

Superior Performance: The New Oakland has an 85-horsepower engine. This is the highest power ever employed in a car of Oakland's size and weight, racing cars excepted. Oakland develops one horsepower to 37 pounds of car weight. That's why few cars are as fast. That's why few, if any, can pass it on the hills. That's why it accelerates so rapidly. In fact, that is

the reason for its superior performance. Eight-Cylinder Performance: With its high speed and fast acceleration, the new Oakland combines the smoothness resulting from the overlapping power impulses inherent in eight-cylinder design. This smoothness is intensified by such features as its complete down-draft fuel distribution, its patented laminated spring and rubber engine mountings and a new type of cylinder head which assures uniform combustion. Only a close inspection and a demonstration will enable you to understand fully the many advantages provided by the New Oakland Eight.

The New Oakland Eight, \$1045 and up, f. o. b. Pontiac, Michigan, plus delivery charges. Lowley Hydraulic Shock Absorbers included in list prices. Bumpers, rear fender guards and spring covers extra. General Motors Time Payment Plan available at minimum rate.

NEW SERIES PONTIAC BIG 6

A FAMOUS NAME— A Finer Car—

\$745 AND UP Once again Pontiac has improved upon a car already noted for its excellent qualities. To the hundreds of thousands who own Pontiacs, and to everyone interested in low-priced automobiles, this announcement is important. For it introduces the New Series Pontiac Big Six—a new and finer car with a famous name

Improved non-squeak four-wheel brakes and a new sloping non-glare windshield add to the car's safety. Time-Tried Performance: When these and other improvements were being made, all of Pontiac's basic big car excellence was retained. Come in. Let us show you the many advantages of this finer car with a famous name—the New Series Pontiac Big Six.

\$745 and up: The New Series Pontiac Big Six, \$745 and up, f. o. b. Pontiac, Michigan, plus delivery charges. Shock absorbers standard equipment. Bumpers and spring covers at slight extra cost. General Motors Time Payment Plan available at minimum rate.

Consider the delivered price as well as the list (f. o. b.) price when comparing automobile values. . . . Oakland-Pontiac delivered prices include only authorized charges for freight and delivery and the charge for any additional accessories or financing desired.

La Grande Motor Co. Adams Ave.

Now you can buy GOOD YEAR TIRES



LIBERAL CONVENIENT TIME PAYMENTS

NO DELAY REDTAPE EMBARRASMENT

HERE'S OUR PROPOSITION!!

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