

DUOCO SERVICE IS AGAIN INCREASED

Color Service Is Added to Aid Car Owner in Selecting Combinations

A Duoco Color Advisory Service for the use of automobile manufacturers which will bring to the users of this new finish the latest and most desirable in colors and color combinations has been established under the supervision of H. Ledyard Towie, a nationally known artist. The service is prepared to consult and advise with manufacturers as to the colors they have under consideration and to suggest new lines of colors for every type of car. The number of requests that have already come in for the service indicates that it fills a very real need in the automobile world. The service is also

in touch with fashion centers in Paris and New York and is able to show the motor trade the colors which have been selected as the prevailing tones for the coming year. The establishment of the Duoco Advisory service is regarded as a step in advance in the finishing world because it brings into the field combinations of colors chosen by an artist which are fundamentally correct. Suggestions are also made by the service as to the use of colors which will help to develop the effect of certain lines desired.

Mr. Towie, in charge of the Duoco Color Advisory Service, is a portrait painter, mural decorator and instructor, who is widely known in the world of art. He has won several notable art prizes and his work is represented in important collections, including the National Gallery, Washington, D. C., and the Museum of Fine Arts, San Francisco. During the recent war he was nationally known as an author and lecturer on military camouflage.

Buy a Want Ad—It Pays Big

ORDERS FOR OVER 250,000 CARS IN

Portland Assembly Plant for Ford Cars Turning Out Many Fords

As people become more familiar with the attractiveness of the improved Ford cars interest not only increases, but orders for cars are growing in numbers, according to local Ford dealers.

Probably the best evidence of the widespread interest in these cars comes from the general offices of the Ford Motor company at Detroit where it was stated that since the new cars were announced orders for more than 250,000 have been booked by dealers throughout the United States. Thousands of orders are coming in every day.

This is not only a striking example of public confidence in the company's products but is also a sales record without precedent. Added significance is given the sales report by the fact that the public generally has not yet had an opportunity to inspect all the new types. Distribution of cars among dealers so far has been limited principally to touring cars. In fact dealers in many sections are still awaiting their first car. In spite of this, orders continue to come in from all points not only for cars of the type shown, but the rest of the open and closed as well, an indication that prospective purchasers are impressed with the soundness of the redesigning and refining of the cars and are satisfied that they will find the same standard reflected in the type of their preference.

Assembly at the Portland branch of the company which supplies this territory is increasing daily and distribution among dealers will be much more rapid from now on than it has been up to the present time. However, those desiring a new Ford car for use during the coming fall and winter will do well to enter their orders early and avoid delay in delivery.

Ipana Troubadours and Their Leader



S. C. Lanin, and entertainers he directs.

For six years S. C. Lanin has been well-known on Broadway as an organizer and leader of dance orchestras, and as Broadway measures time, six years is a long stretch for popularity. Lanin's reputation was first established by his organization of an excellent dance orchestra in one of New York City's largest ballrooms. His music is familiar to a large number of New Yorkers and out-of-town visitors who seek amusement in an occasional evening of dancing.

When The Bristol-Myers Company, the supporters of the Ipana Troubadours, first decided to go on the air they sought Sam Lanin to direct their radio entertainment. Lanin agreed to undertake the organization and leadership if he could get certain individual artists picked from the country's best dance and symphony orchestras. That he did get these artists is known to many thousands of radio listeners throughout the country.

Lucien Schmit, for instance, virtuoso cellist, was Walter Damrosch's first cellist for five seasons



and is also an accomplished pianist and saxophone player. Schmit is a representative member of the group, which, under Lanin's direction, is now broadcasting every Wednesday evening from 10 to 11, Eastern Standard time, over stations WEAF, New York; WCAP, Washington; WEEI, Boston; WGR, Buffalo; WWJ, Detroit; WSAI, Cincinnati; WOC, Davenport, Iowa; and WCCO, Minneapolis-St. Paul.

Dortmund Constructing Largest Sports Building

DORTMUND.—The largest exhibition and sporting hall of Europe is being constructed at Dortmund. Its dimensions are almost double those of the Berlin Sport Palace, and even exceeds that of the Century Hall of Breslau.

The vaulted roof is constructed entirely of wood instead of iron, according to a new system. The hall will seat 11,000 persons, besides offering standing room for 1500 more. Annexed to the main building is a special hall intended as a hippodrome and additional stabling accommodations for 150 horses. Another feature is to be a bicycle race course 200 kilometers in length, which is also to be used for motor cycle races.

The dimensions of the hall are such that it will be possible to hold simultaneous competitions in sprinting and gymnastics; bicycle contests and equestrian exhibitions. Other features are tennis courts, a large banquet hall, suites of offices, training quarters and a restaurant.

The area of sports buildings will be further enlarged by the municipality of Dortmund and converted into a public park, including a football oval and a large swimming pool.

"With all my worldly goods I thee endow" in the marriage ceremony seems to be just as obsolete as the word "obey."

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Your local dealer will gladly tell you why a new set of spark plugs at least once a year will assure you greater power and speed from your car and will actually save their cost in oil and gas. If you have not renewed your spark plugs this year, or if your set has been used more than 10,000 miles, you will benefit by installing a new set now. With winter approaching they will

make starting much easier and aid engine performance in every way.

And, of course, you will, as seven out of every ten motorists do—buy Champions because Champion is known throughout the world as the better spark plug.

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LEGAL BLANK HEADQUARTERS

At Business Office, Ground Floor

UNIVERSITY OF OREGON Eugene, Oct. 3.—(Special)—Displaying the largest exhibit of Oregon products, art and industry ever shown in the state the all-Oregon 1925 exposition will open Monday in the Portland civic auditorium. Proceeds from the exposition, which is given to exploit state products and promote the cause of art and beauty, will be used to start the proposed state \$350,000 Fine Arts building at the University of Oregon.

More than 10,000 persons and approximately 300 clubs and civic organizations all over the state have been working for several months preparing for the affair which will last until October 10.

Opening ceremonies will be attended by Mayor Baker, Governor Pierce and Brigadier General Paul Wolf, commandant of Vancouver barracks. The addresses will be preceded by a colorful "parade of booths" in which every activity of the event will be represented. A picturesque group of Pendleton "Indians" and a section of living dolls, representing the doll booth, will add color to the parade.

Sale of booths has been completed, and the auditorium is being renovated to make room for the hundreds of activities to start Monday. Every basic Oregon industry will be represented by displays, which will indicate the vast progress this state has made in the industrial advancement of the west.

An elaborate program of speakers has been arranged for the thousands who will attend. Some of the talks are intended to assist those entered in the \$200 prize essay contest. The contestants are writing on some phase or two general subjects: Oregon-made products; the educational and cultural values of art. The contest closes October 15.

Speakers include: Dan Freeman, who will outline the whole field of Oregon industry and its relation to the state's welfare; Charles F. Swigert who will talk on bridge building and similar projects for state development; E. E. Paville who will speak on Oregon's great agricultural resources; C. D. Darnall will discuss Oregon's livestock industry; George M. Cornwall talks on the state's lumbering industry; H. L. Thomson will speak on woolen manufacturing; Percy A. Smith, Portland desk manufacturer, will discuss furniture and desk making; Clarence Bishop talks on Oregon's woolen industry; Robert W. Neighbors will give an illustrated address on machine making from the earliest times to the present. No admission will be charged to lecture or concert.

Two distinguished visitors appear on the program. Col. Frank P. Day, dean of the liberal arts division of the Carnegie Institute of Technology at Pittsburgh, speaks Friday, October 3, on "What Education Is Most Worthy" and Saturday on the "Function of Literature." Douglas Donaldson, craftsman, designer, decorator, of Hollywood, will exhibit an art collection, talks Tuesday afternoon on "Art in Everyday Life." Three art lectures have been arranged as follows: Ernest F. Tucker, Portland, "Greek Art and Its Influence Through the Ages" at 2 p. m. Wednesday; Jamison Parker, Portland, "Gothic Architecture" at 2 p. m. Thursday; Gleen A. Stanton, Portland, "Early American Architecture in Oregon" at 2 p. m. Saturday. Clifford Darce, psychoanalyst, will lecture Thursday and Friday evenings.

Expert Will Endeavor to Save Washington Memorial

FREDERICKSBURG, Va.—Dr. Martin Davey, famous tree surgeon and congressman from Ohio has volunteered his personal services to help save for posterity the last of the 13 horse chestnut trees which George Washington planted here to represent the 13 original colonies.

The tree, slowly dying because of its great age and the inroads of the chestnut blight, is located on the property of John F. Scott, which was formerly a portion of the Kenmore estate, the home of Betty Washington Lewis, sister of George Washington. It has been viewed by thousands of visitors during the course of more than a century.

Congressman Davey has made a preliminary examination of the tree and stated that he would gladly undertake the work of ministering to its ills at his own expense. The cost of restoring the tree is estimated at about \$400.

Lawyers Would Like Part in Election of Judges

SEATTLE — Contending that the average layman does not know the qualifications of judicial candidates, the Washington State Bar association is proposing amendments to state election laws whereby members of the legal profession could indicate their preferences in candidates for the bench.

The proposal, which originated at a recent state convention, would not interfere with the present method of voting, members of the association explain. After filings for judgeships have been made, the lawyers would take a vote on the candidates and make an endorsement. This recommendation would be printed on the official ballots under the name of the approved candidate.

The association believes thousands of voters would be guided by the endorsements.

A counter suggestion, proposed by a local newspaper in a humorous vein, would exclude lawyers from voting on the ground of prejudice.

It is said that radio is still in its infancy. Which probably accounts for its bad behavior when you have company.

In Line for War Secretaryship



President Coolidge is expected to follow his practice of promoting men in the government service and name Dwight Davis (above) of Missouri, now assistant secretary, to succeed John W. Weeks, secretary of war, when the latter leaves the cabinet soon.

for Economical Transportation



Special Exhibit

You are Invited

to take a picture trip through an automobile plant

Learn how quality is attained with modern production methods! This week we are making a special photographic exhibit illustrating the precision methods by which quality is achieved in the manufacture of the modern motor car.

Showing the Reason for Quality at Low Cost

The exhibit consists of 40 remarkable photographs of the most interesting processes in modern automobile manufacture. It will provide the same interesting knowledge that you would get by taking a trip through the plants where Chevrolet cars are built. Each picture is accompanied by a full description of the operation it illustrates. It is an exhibit of unusual interest and value. Bring the children.

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