THE OREGON STATESMAN, SALEM, OREGON



terference

A hundred million radio fans dio and obtain 100 per cent recepin America would "give all the king's horses" if they could elim-inate static and get perfect re-become an important element. ception the year round, regardless An Important innovation in raof the season, climate or weather dio, too, is the introduction of electrically controlled air within change.

and comfort.

take the temperament out of ra-

And that's why the big radio the broadcasting room. These manufacturers are working their rooms or studios are usually enresearch laboratories in three closed in plate glass for visitors shifts-testing out many new too look through and are airideas and are now manufacturing tight to be sound proof. Thereartificial weather conditions to fore, they must be ventilated with a supply of clean fresh air for the bag the bugaboo in his den. The big radio makers have performers within. Usually, huge called in the air conditioning en- blowers are connected on the outgineer who has installed "made side to the studio in such a way to order" weather so that research that fresh air can be obtained workers may now conduct their without lessening the broadcasting tests under any conditions wanted, efficiency of the room.

whether they be a perfect June A Chicago manufacturer recentday or a blustery cold spell in No- ly solved the air conditioning vember or February, .In the lab- problem for the Queensland govoratories they can shoot the tem- ernment broadcasting station at perature from below zero to a Brisbane, Australia. Other recent hundred above or rush the hu- installations of this nature inmidity or moisture content from clude: The Ford Studio at Dear-Arizona aridity to the precipita- born; KDKA, Pittsburgh; KMOX, St. Louis; WSOE, Milwaukee; tion point.

Does fog, rainfall, high wind, WFI, WIP, WLIT and WDAR, summer breeze effect radio recep- Philadelphia; WAHG, New York; tion? Instead of guessing about WSMB, New Orleans; and five stuit, the radio investigator now dios in Chicago. tries it out under conditions of his

The Opera House Drug Store. own making and which he can Service, quality, low price, friendcontrol.

Why do high temperatures bring ship give increasing patronage. about radio interference? Is it be- Old customers advise friends to the London, Berlin, Brussels and cause heat produces an electrical trade here. High and Court. (*) condition in the air that plays hob

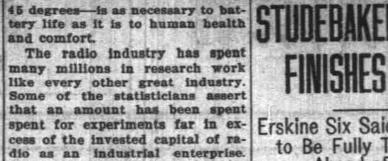
with the ether waves or doesn't mix well in the audio bulb. And does humidity or moisture in the air have anything to do with it?

Many radio fans and dealers de- at both Cincinnati and Columbus clare that the best reception is ex- automobile shows far beyond our perienced when the temperature most optimistic expectations. Reoutside is around the freezing tail sales during show greatest in point. Others say that they have our history. Every dealer in our good reception on certain days in territory enthusiastic as never bethe summer time. Why? Many fore. All anticipate a record year explanations have been offered in Hupmobile.'

but few of them are based on scientifically tested fact. What is February orders stating complete the best weather for good radio reception 7 What happens when the air is damp or foggy?

regarding the effect of atmospher- at their automobile shows and ic conditions which the big radio makers want to know definitely. And many of them have to do manufacturing plant and labora-tory which can be controlled. Does "Penorts such as these mak





Scientists Skip From Frigid spent for experiments far in ex-to Torrid to Halt All In-Ahead of Time The next big step forward is to

youth of this company that has as their comfort and beauty.

ahead of its time.

duced scale-truly a "little aris- president, a position to which he tocrat." Its production is the re- was elected in 1915, produces a baker corporation, in 1924.

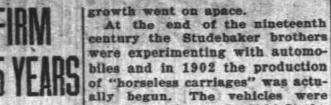
1924 motor car salon, Mr. Erskine present, so that at the end of the time. evening Mr. Erskine had a composite picture of the ideal Euro-

pean automobile. That was two years ago-Studebaker's seventy-third year - and since then Mr. Erskine and the Studebaker staff of engineers have

developed the Erskine six. The car was introduced to Paris and Europe at the Paris salon last October. It was an instant hit. At Edinburgh shows, the results were the same-an enthusiastic acclamation of this revolutionary car. Since the introduction of the Erskine six at the New York show in January, its triumphs abroad

have been repeated at home. It was on February 16, 1852, that Henry and Clem Studebaker set up a little wagon and blacksmith shop in South Bend. The original capital was \$68 and two forges.

Shortly after the brothers opened their shop John M. Studebaker, "Scranton wires to release all a third brother, arrived in South Bend. He announced that he confidence that they will exceed wanted to go west, so his brothers their increased quota for 1927. furnished a wagon for his passage Cleveland, Chicago and Montreal to California. John Went to Cali-But there are many other points had record number of actual sales fornia, where, instead of mining for gold, he built wheelbarrows expect to break all previous rec- and wagons. Five years later he ords. At the Chicago dealer had saved \$8000. With this capimeeting orders in excess of \$3,- tal, he returned to South Bend and with air conditions within the 278,000 were placed by dealers put the money and his strong shoulder to the Studebaker wheel. "Reports such as these make it Two other brothers had also



propelled automobile. Studebaker has grown by veritable large cities."

leaps and bounds. It has always Studebaker completed 75 years built a car that suited America's

marched steadily forward since its Studebaker boasts a unique orbirth to its diamond jubilee is evi- ganization known as the Studedenced by the production of the baker 100,000 Mile club, which Erskine six, a car that automotive now comprises 1007 cars which experts say is fully two years have each been driven 100,000 miles or more.

The Erskine six is a new type of Today Studebaker, with Albert than building branch lines into automobile-a fine car on a re- Russell Erskine at its head as thinly settled districts. The South

mercial St.

sult of a European trip of A. R. line of custom cars that has be-Erskine, president of the Stude- come one of the most popular in tramways companies are adding America and now the Erskine six At a banquet in the Restaurant is making a further bid for popuequipment.

Langer in Paris, at the time of the larity. This new car, small, com-"In Java, Burma, India, East pact, possessed of a distinctive and South Africa motor buses imdiscussed the wants of European beauty and a high performance, is provised on truck or passenger car automobile owners with Stude- a fitting achievement to mark baker's continental dealers. Sug- Studebaker's seventy-fifth birthchassis with planks for seats and no upholstery, operated by native gestions were freely made by those day. It is two years ahead of its owners, are introducing natives to

countries the native religions re-No wonder it is said that Studebaker is seventy-five years young. quire pilgrimages to various shrines and motor buses are being

increasingly used by natives for La Grande gets a second artesian well, flowing 200 gallons a this purpose, but the demand will be for a cheap, light, plain bus minute at 1260 feet.



Walter H. Zosel, Prop.

198 S. Commercial

Two Fine New

THE ENGINE IMPROVES WITH USE

ENGINEERING LEADERSHIP

MacDonald Auto Co.

WILLYS-KNIGHT Sixes

SUNDAY MORNING, FEBRUARY 20, 1927

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HUPP SPEEDS ALL CONSTRUCTION WORK tinued on page 2.)

iry air in an apartment or house warp or crack or ruin radio sets like it does pianos, chairs and other furniture? If it does what is the best material to use in the sets to nullify the effect of this? Should the average householder be taught to have better air conditions within the home to preserve hoth their radios and their health? Would systematic ventilation help Experienced battery men deelare that dry air conditions withhome will ruin any battery not a dry cell. They say that dry air brings a distinct chemical change in a battery. Experiments have shown that dry air frequently causes the acids in batteries to creep out of the boxes onto the floor. That's why many veteran radio fans place their batteries in a basement, if they have one. Usually basements are damp or, at

evident that our optimism is well poined the company by this time. founded and that the spirit of the The company prospered. During factory extends throughout our the latter part of the nineteenth field sales organization," contin- century all types of vehicles and ues Mr. Young. vehicular accessories were built.

"We have recently completed a Branch houses were established reorganization and expansion of throughout America. Progress and

our manufacturing facilities resulting in an increase of output 50% over the 1926 rate, and we are already proceeding at this larger rate."

Stop, look, and listen to our appeal. If you are not absolutely satisfied with your laundry prob-lem, call 165. Hand work our specialty.

Quality painting, both warnish and lacquer work, in our modern equipped paint shop. Washing, greasing and night service; tire repairs. Wood's Auto Service. (*)

least, "humid." The right sort Corvallis-Historic old Corof air conditions, the proper mix- vallis hotel will be replaced by ture of moisture-the experts say modern hostelry.

Keep the chassis lubricated and the crankcase clean Then your car will be a pleasure Monroe S. Cheek **Complete Automotive Lubrication Court** at Capitol Phone 2295



llev Motor

Leading a new trend in body design powerful with every mile. Safety is assured Chart shows how Willys-Knight

metry that makes each model a thing of rare beauty. Further dec evidence of Willys-Overland En-

gineering Leadership.

CAR shead of the field

Care these two fine

new Willys - Knight

Sixes. Their superior

coachwork correctly

and artistically interprets the most modern

tendencies in design.

Lower and more grace-

ful lines. Perfect sym-

Cottage Street at Ferry

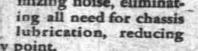
Not only in design, but in perform-ance, in equipment, in every single detail of construction, evidence of Engineering Leadership is clearly shown. All this, plus the exclusive advantage of the Willys-Knight engine. The Knight sleeve-valve engine is the only type of automobile engine that actually improves with use growing smoother, quieter, more

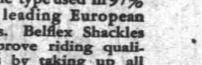
4-wheel brakes-the same type used in 97% of leading European cars. Belflex Shackles improve riding quali-ties by taking up all road vibration, minimizing noise, eliminating all need for chassis

wear at every point.

One of thousands of satisfied owners writes: "My Willys-Knight has been in constant service for two years without repairs or adjustments of any nature to the engine."

"70" Willys-Knight prices from \$1295 to \$1495. Willys-Knight Great Siz, "for those who want the finest," \$1850 to \$2295. Prices f. o. b. factory and specifications subject to change without notice. Purchases may be arranged on convenient credit terms. Willys-Overland, Inc., Toledo, Ohio. Willys-Over-land Sales Co., Ltd., Toronto, Canada.





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