

## EQUINE RACE HAS UNDERGONE CHANGE

Automobile Enlarged Scope of Activity For Rodeo Horses

FLINT, Mich., Feb. 11.—What has become of the horse that used to kick the dashboard to bits and wrap the buggy around the nearest telephone pole at a motor car's approach?

That particular horse, as observation anywhere in this country will prove, is entirely extinct. The equine race, like the human race, has undergone a great change in its attitude toward the motor car. Horses and automobiles now get along amicably in the same streets, and runways are a rarity.

While the motor car has demonstrated its superiority for purposes of rapid transportation, the horse still holds a very important position, both in the economic world and in that of sport. It is here that the two may often be seen working together, automobiles with trailers being employed to haul racing mounts around the various circuits.

Red River is one of the best bred horses of the northwest. In this country, where to be regarded as good, a horse must excel, "Red River" has made a name for himself in roping and riding stunts. If anyone should remark that the automobile had displaced the horse, he would hear a loud and raucous horse laugh.

Red River is used by Bob Inger, Bob Russell, and Mike, who are in rodeo work throughout the country east of the mountains. All his riding from one stand-up and stampee to another, he is in a trailer hauled by Inger's Buick coupe. The auto, instead of putting him out of business, has enlarged his field of hundreds of miles, and enables him to enter virtually all the circuits in the territory.

Some three cowboys, Red River and the Buick made a spectacular spectacle, rambling from one town to another. Like his owners, the horse rides in style and seems to enjoy himself to the limit.

## FEATURES OF THE NEW OLDSMOBILE SIX AUTO

(Continued from page 1.)

Thought back to the body in straight line, greatly emphasizing the sweeping length of the front end.

A broad pelt panel of convoluted contour, bordered by two mouldings, forms the center line of the body. This panel starts at the hood and extends to the back of the rear windows, where it converges into a distinctive V. This line is continued around the back of the car in a moulding. The hood and the window reveals are finished in a tone harmonizing with the body color.

An individual characteristic of the design is a moulding which starts at the junction of the hood and dust apron, curving away from the apron until it reaches the rear of the cowl and then following the cowl line upward to the start of the windshield. From this point the moulding curves forward, joining its companion sector at the radiator cap. This curve forms a graceful V-shaped saddle over the cowl and hood and is finished in a companion tone.

The Fisher body is of composite steel and wood construction, insuring durability, safety and quietness.

The interior of all the cars show painstaking care and attention to detail. Heavy mohair has been used for the upholstery of the closed cars. A neutral taupe shade is used on the two and four door sedans and the coupe. In the landau and sport coupe, a two tone figured mohair is used for

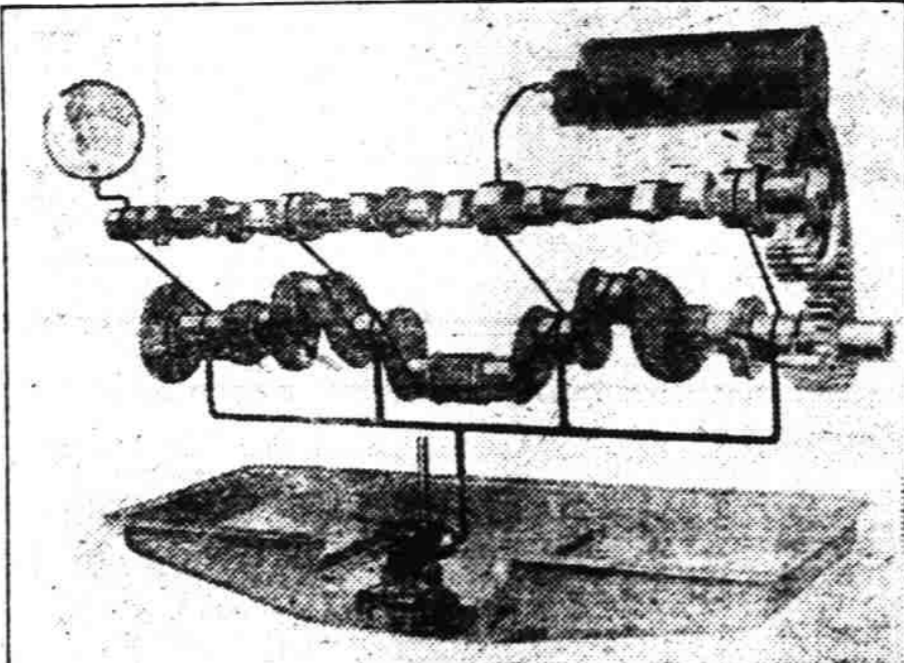


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## New Oldsmobile Oiling System



The black lines show the oiling system of the new Oldsmobile. The pump is located in the oil sump and distributes oil direct to the four main bearings of the crankshaft. Other lines lead from the crankshaft bearings to the connecting rods, camshaft bearings and thence to the oil filter and pressure indicator.

he seat-cushions and backs. Under the windows are panels in mahogany finish. The drop seats in the rear decks of these cars are upholstered in fabric of hard-wearing tone.

Unusual artistry is shown in the instrument panel, which is oblong with a fluted border. It is of metal with an etched, silvered finish and contains an ammeter, engine heat indicator, speedometer, oil gauge and gasoline gauge. The engine heat indicator is marked so as to show not only gradations of degrees but is also marked "cold," "good average" and "hot" so that the driver may know just the condition of his engine at all times. The oil gauge is marked to show the proper pressure needed when the engine is idling and when the car is being driven. Instrument lighting is used.

Silvered turn handles to regulate the radiator shutter and the "hot" are located above and at each side of the instrument panel. Directly above the instrument panel and centered is the car lock which is an integral part with the "hot" steel housing.

The steering wheel shows stately strength, the rim being narrow and closely corrugated. It is finished in black as are the aluminum spiders to prevent glare reflection.

Everything conducive to comfort and riding qualities as well as stamina for the power plant has been taken into consideration. All designs and plans were exhaustively tested before being adopted. As examples, during the two year development period, ten different designs of crankshafts were tried and 18 types of frames were designed before a final selection was made. During this time optional designs on 55 major factors were proved and the final design represents the best efforts of more than 60 engineers.

The new Oldsmobile is longer with an over-all length of 171 inches. It weighs approximately 2900 pounds more than last year's model.

In the engine the latest efforts of the Oldsmobile and General Motors research laboratories have been co-ordinated. The new engine is a high compression, six cylinder L-head type with a 3-16 bore and a 4-1-8 stroke. It has a piston displacement of 197.5 cubic inches. The compression ratio is 5 to 1 or 6 to 1.8 pounds and due to special combustion chamber design does not require a special fuel despite this high compression.

This combustion chamber is

gining of pressure on the starter pedal the driver gear engages with the geared flywheel, making a positive engagement before the electric starting motor comes into action as pressure on the starter pedal progresses. A steel ring gear on the flywheel is but one evidence of the quality extending to the smallest hidden parts in his new Oldsmobile.

Four wheel brakes are used, the rear ones being external contracting on a 14 inch drum. The front wheel brakes are internal or self-energizing type. A total braking area of 244 square inches assures a good factor of safety in emergencies. A simply designed equalizer provides a proper distributor of braking effort.

Easy steering is insured by using split brass nuts, so piloted as to work on a single plane, bringing the front wheels automatically to a straight line after turning corners.

The wheels are 18 inch diameter and of artillery type with 10 elliptic spokes which are unusually heavy and symmetrical. Tread disk and natural wood wheels are optional on the landau, sport coupe and the open models. Full 28x5.25 tires are used.

Front and rear springs are semi-elliptic and two inches in width. The front springs are 25 inches long and the rear 54 1/2.

Rear view mirror, automatic windshield wiper, combination stop and rear light, vertical radiator shutters, front bumpers and rear quarter-bumpers and four hydraulic shock absorbers are standard equipment. The bumpers are a new type especially designed for the new Oldsmobile and are cushion-mounted in rubber. These, with head light lifts and radiator shell and cap are chromium plated.

All exterior bolts, nuts and washers are cadmium plated. Possibility of rust formation is eliminated by these two types of plating.

Cowl lights have been eliminated owing to the high straight lines of the cowl, an offset bulb

in the headlamps provides parking lights. The road light of the headlamps has a double filament bulb, throwing the light straight ahead or directing it to the ground as wished. Light control with gas lever and horn button are mounted on the steering wheel.

A distinctive change is noted in the nameplate, the familiar insignia which has been used for 30 years being replaced by an oval shaped plate containing the name "Oldsmobile" in raised letters. This is finished in gun metal and its dignified distinctive appearance is symbolic of the beauty of the entire car.

## SYSTEM FOR TOLL HIGHWAYS FOUGHT

(Continued from page 1.)

inquiry, why can't it be undertaken by the bureau of public roads of the department of agriculture, which has more detailed knowledge of the national road situation and needs and more facilities for appraising these needs than any new-tangled commission could command in many years.

"The American Automobile association sponsored good roads for a period of 25 years and has at all times bulwarked the federal aid principle in every possible way. We must continue and enlarge on our present and prospective road building program. We may need express highways, but when and if we do get them, let them be free highways and not toll roads.

"In the last ten years the country has spent \$8,500,000,000 on roads. Of this total, the car owners contributed in special taxes \$725,555,712, or nearly 7 per cent of the total road bill of the nation. Is it fair that a class of citizens, who are paying this gigantic annual sum for free roads, should be subjected to exploitation through toll highways?

"There is absolutely no room in America for two systems of highways—one toll and one free. I am aware of the fact that there is

still a negligible mileage of toll roads. But the nation has built on the free principle and great progress has been made. It would be nothing short of a calamity if the principle should be scrapped or if encroachments on it were permitted at this juncture."

## HIGHWAY BUILDING NEED EMPHASIZED

(Continued from page 1.)

adjoining states. The roads on much of the federal land are deplorable, and both the motoring public and the states look to congress to remedy the condition."

The spokesman of the California State Automobile association made a very strong plea in behalf of 100 per cent use of Federal Aid funds to meet the cost of certain important road projects on the federal system in the eleven public land states as authorized by H. R. 9859 now before the roads committee.

He said: "With limited population and small taxable land-area, due to federal ownership of land, some of the public land states have followed the course of the least resistance and improved the easiest and least costly roads first. Unless the federal government shares a larger part of the expense of improving the more costly projects, the completion of many important national highways will be unduly prolonged."

## BRIGHT CAR COLORS TO REMAIN POPULAR

(Continued from page 1.)

alternated in every 100 cars with rendezvous gray and mallow gray, striped with partridge cream and gold bronze. Similar variations are scheduled for all body types of the four Chrysler models.

Moscow says it is "wedding" its official bribe takers. The wedding implement in Moscow is the rifle.—Detroit Free Press

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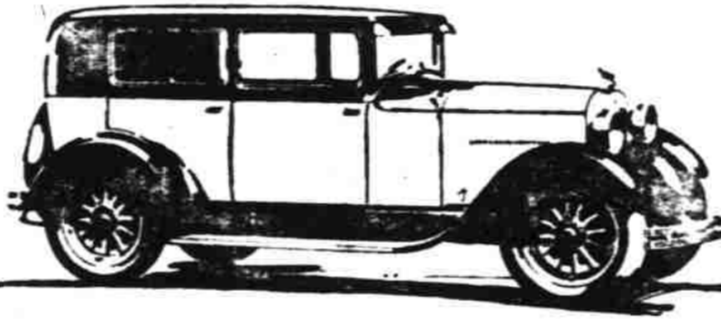
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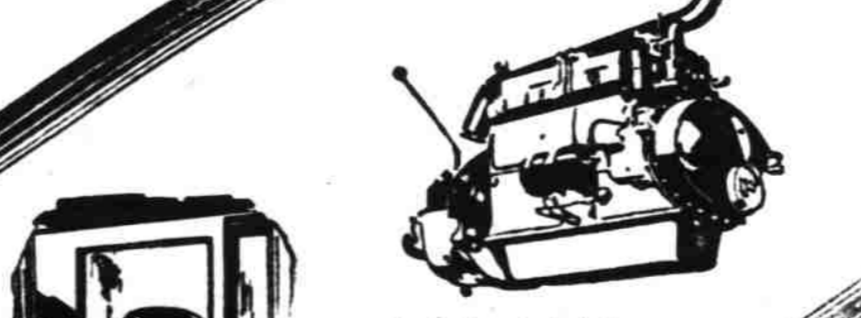
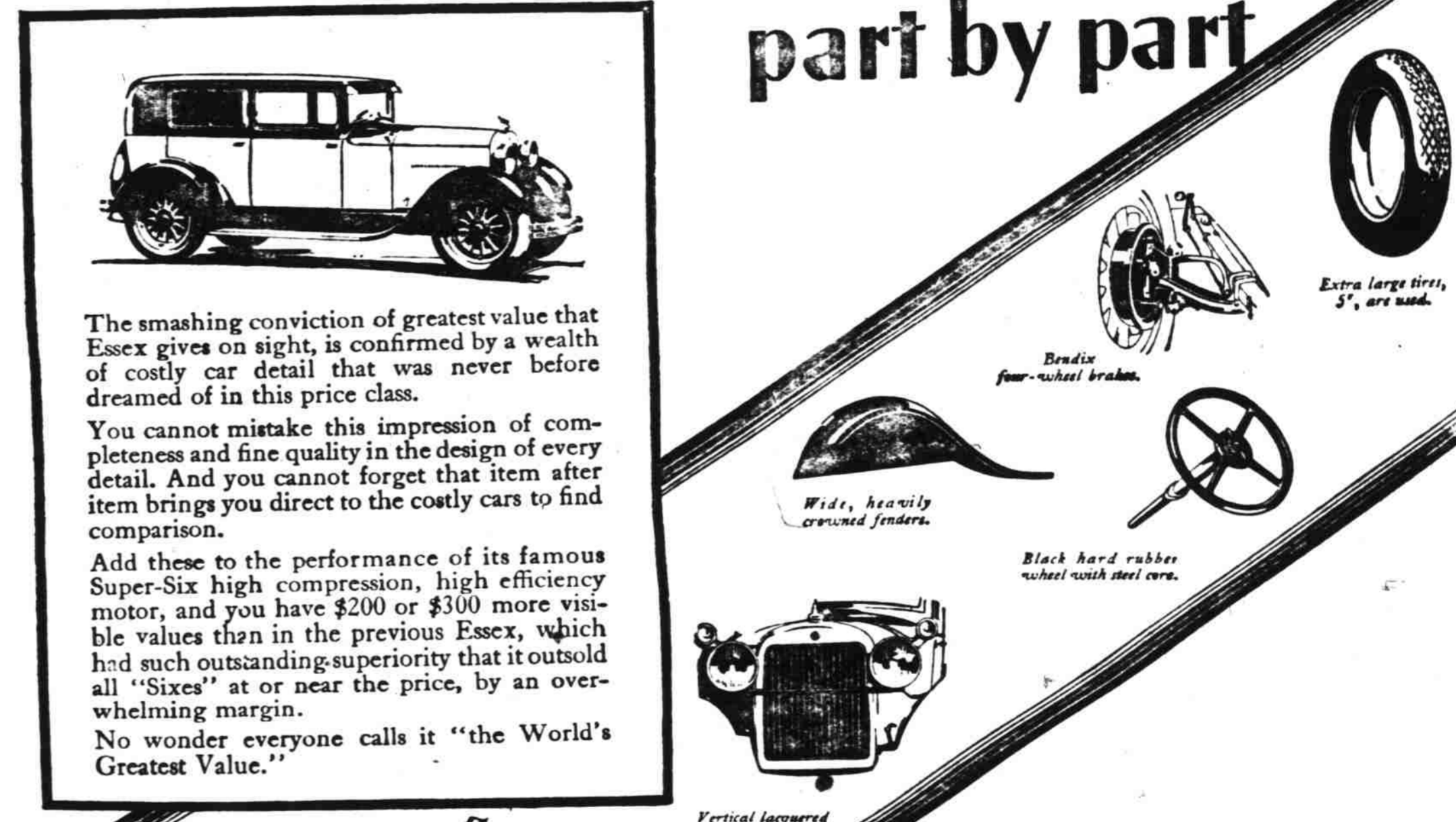


The smashing conviction of greatest value that Essex gives on sight, is confirmed by a wealth of costly car detail that was never before dreamed of in this price class.

You cannot mistake this impression of completeness and fine quality in the design of every detail. And you cannot forget that item after item brings you direct to the costly cars to find comparison.

Add these to the performance of its famous Super-Six high compression, high efficiency motor, and you have \$200 or \$300 more visible value than in the previous Essex, which had such outstanding superiority that it outsold all "Sixes" at or near the price, by an overwhelming margin.

No wonder everyone calls it "the World's Greatest Value."



## BODY TYPES and Prices

SEDAN, 4-Door—It is the longest, roomiest Essex Sedan we have ever built. The extra length provides roomy seating accommodations, and two inches have been added to the shoulder width of the rear compartment. The front seat is adjustable to suit the driver's comfort. Handsomely patterned velour upholstery to harmonize in color with the exterior finish.

Price—\$795 f. o. b. Detroit—plus war excise tax

COACH—It is longer, wider and roomier, complete in every appointment that contributes to comfort or beauty. It is an ideal family car. Front seats are wide, deeply upholstered individual chairs. The rear seat cushion is form-fitting.

Price—\$735 f. o. b. Detroit—plus war excise tax

COUPE—Greater room is provided in the Coupe, and the slightly longer body changes the general appearance of the car. The rear compartment is high and wide, and provides ample storage space. The rumble seat is removable. Deep, comfortable, form-fitting seat cushions are wide enough to accommodate three. In smartness, it compares with the so-called "sport" type coupes.

Price—\$745 (Rumble Seat \$30 extra) f. o. b. Detroit plus war excise tax

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