

BRIGHT COLORS STILL POPULAR

Chrysler Official Reviews Situation as Shown Over Nation

The vogue of bright colors which has featured automobile fashions since the introduction of the first Chrysler shows no sign of passing, according to Chrysler color experts. They agree, also, that the vivid and picturesquely named shadings which replaced the former somber and monotonous finish of motor cars are destined to occupy a permanent place in public preference.

However, they continue, the trend is toward a more harmonious use of color, in chromatic blends which employ various related shades of the same basic color, rather than toward contrasts. Feminine taste largely guides the selection of new cars as it shapes the vast majority of family expenditures, points out J. E. Fields, vice-president in charge of sales of the Chrysler corporation. Feminine taste has decreed a permanent vogue for the light, pleasing tones so popular of late in home furnishings, in dress and in hosiery, though the more restrained finishes are, of course, still available for the more conservatively inclined persons.

Americans of today, educated in recent years to a heightened appreciation of artistic expression—those of moderate means as well as the wealthy—have acquired an assured consciousness of quality and have definitely left behind them the timid conservatism of former times, says Mr. Fields. They know the beauty of color and confidently trust their knowledge to guide their indulgence in its use.

Color Combinations
The prospect at present, he says, is that color combinations will continue to be chosen with scientific selection of color values, with especial consideration to their adaptability for each particular type and model of car.

Chrysler color technicians, who played the leading role in the trend away from the archaic, somber finishes which had established a melancholy monopoly in the minds of motor car owners until Chrysler appeared, point out that the duotone color scheme when featured their original production in 1924 remained the prevailing vogue in motor car fashions until 18 months ago, when Chrysler was again in the forefront of the change to a new color fashion, characterized by chromatic harmonies and blends, rather than widely contrasting hues.

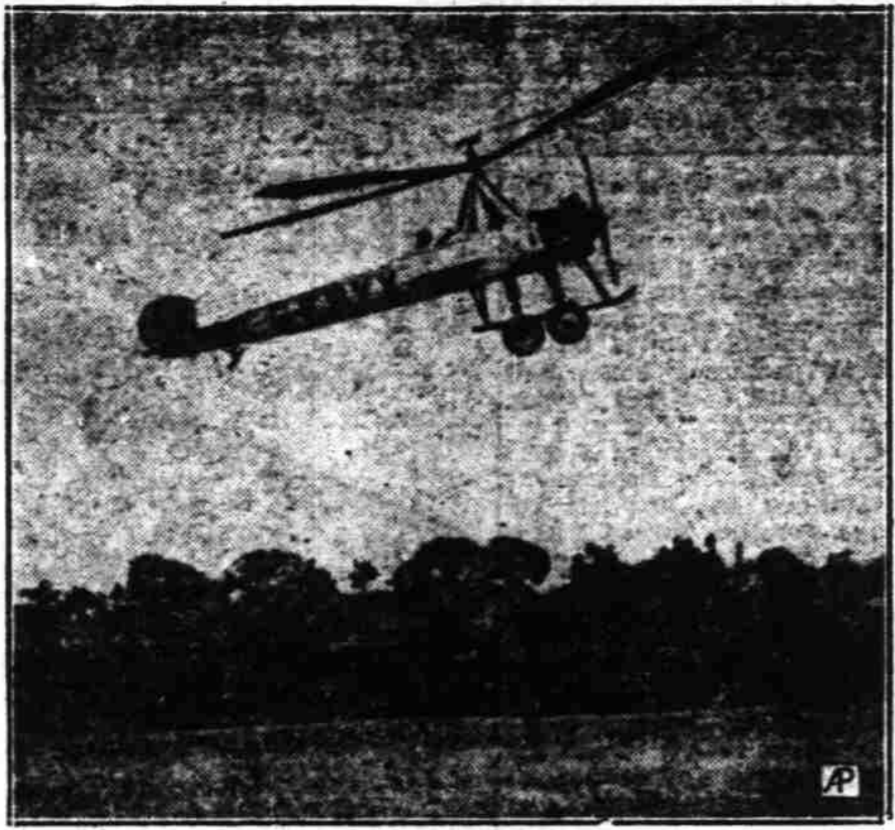
This vogue will continue for an indefinite period, they declare, not only because it has met with universal public approval, but because, from the manufacturers' standpoint, it also has been widely recognized as superior to anything previously turned out.

Loomis Going to Electrical Meet

Edward F. Loomis, secretary of the Motor Truck Committee of the National Automobile Chamber of Commerce, is attending the annual convention of the American Electric Railway Association in Cleveland, September 22-29. Electric railway lines are extensively users of motor equipment, especially buses. There were close to 8,500 buses owned by electric railways and their subsidiaries the beginning of this year.

Action is asked by cemetery associations to prevent couples petting there. It seems to be a grave problem.—Topeka Capital.

Windmill Plane In Flight



This autogyro flying machine piloted by J. De La Cierwa, its inventor, averaged 100 miles an hour on a test flight from Croydon field, England, to LeBourget, Paris. The machine which carries four huge blades rotating on its top is capable of making a practically vertical landing, eliminating necessity of a large landing field.

New Safety Factors Give Great Sense of Security Says Cadillac Official

The most fundamental improvements in the new Cadillac and LaSalle cars have all been primarily contributions to greater safety in riding and driving, according to a statement just issued by Lawrence P. Fisher, president and general manager of the Cadillac Motor Car company.

The most important of these, according to Mr. Fisher's statement, are the shatter-proof security-plate glass used in all doors, windows and windshields, the new transmission, and the new internal shoe-type four-wheel brakes. Regarding these features Mr. Fisher says:

"From the very outset, the first consideration of the Cadillac Motor Car company has been to produce cars that are substantially built. That is primarily a safety factor. Long with the later improvements which have been added to the engine, the chassis and the bodies, our engineers have been busy with problems of promoting every possible aid to safety.

Shatter-Proof Glass
"The swift appearance of shatter-proof glass for motor cars and the demand of motor car owners for safety and protection are indications that this new device is quickly taking its rank along with four-wheel brakes as a fundamental contribution to safety. It will soon be considered universally necessary.

"Under stress or shock this glass will crack in many directions, but it will not fly apart, and there will be no flying fragments.

"The first shatter-proof glass produced was composed of two thin layers of ordinary glass, with an inner layer of a binding composition which was perfectly transparent. The three layers are forced together under heat and chemical treatment so that they make in effect a single thickness of glass.

"But in ordinary glass there may be unevenness and waves which distort vision.

"In our new cars we have gone a step further. We have insisted upon glass for our doors, windows and windshields which is not only shatter-proof, but also gives vision free from distortion.

"The shatter-proof glass in Cadillac and LaSalle cars is called security-plate, because in it are used two layers of plate glass. In the manufacturing process, plate glass is always made thicker than required and then the two surfaces are ground so that they are perfectly parallel and perfectly smooth. This assures perfect vis-

AUTO MARKET BASIS FIRM

Export Manager of Hupmobile Company Gives Some Convincing Facts

Business conditions are generally improving everywhere in Europe and the American automobile industry is now well established in all its markets according to Fred B. Sides, export manager of the Hup Motor Car Corporation. Mr. Sides' views are based on personal observation during an extensive foreign trip which in the past ten months has taken him to Europe, Australia and Africa and brought him in close contact with business men of all large centers from England to New Zealand. Opening his tour by attending the Paris and Olympia automobile shows, last fall he visited South Africa, Australia and New Zealand, returning to England by way of Ceylon and Western India.

"Climatic conditions, which are important factors in the prosperity of many of the countries I visited, had generally been very unfavorable until within the last few months but they have changed distinctly for the better," said Mr. Sides after his return to Detroit.

Dependent on Rain
"South Africa is largely dependent on the amount of rain, and when I was there they had been suffering from prolonged droughts. Recently good rains have come and the bearing of weather conditions on the volume of their trade is indicated by the increased number of orders they are sending for American goods," said Mr. Sides.

"The new transmission gives the ability to shift quickly in heavy traffic, in climbing or descending hills, or in any other situation.

"The new brakes are long-lived, very effective and easy to adjust. But from a safety point of view, the important points are that they are easy to operate and are totally unaffected by weather conditions, mud, water or frost. Sixteen sets of roller bearings have been installed throughout the system to reduce friction, and the leverages in the system have been rearranged to deliver directly to the brake shoes the largest possible percentage of the power applied at the brake pedal."

UNIFORM QUALITY IN OIL DESIRABLE

Snow-chilled mountain peaks and tropical valleys, 20% grades and hair-pin turns—you expect your motor to function under amazing conditions! And perform it does. If your lubrication is good. But just let your oil vary in quality from time to time and you are likely to have trouble.

Viscosity, or body, probably is the most essential feature of oil uniformity, say engineers of the Shell Company. Extraordinary scientific care, involving delicate apparatus, is used in maintaining the uniformity of Shell Motor Oil. Viscosity is tested by the viscosimeter which measures the exact fluidity of petroleum oils. With the temperature kept constant, the time required for a definite quantity of oil to flow through a definite sized opening from a standard container is measured and this shows whether you are getting the same "thickness" of oil that your machine is accustomed to use.

In order to assure proper operation in service, every bit of Shell Motor Oil is tested for flash and fire points. The flash point is that temperature at which the oil will give off vapors which will burn intermittently when exposed to a small flame.

ion of business men I met was that by late fall the worst of the depression they were experiencing would be over, while in New Zealand they were already around the corner and exports were showing a favorable trade balance over imports.

"The American automobile is now well entrenched in the export field. This is due to the power and sturdy construction of our cars, which find much favor because they can stand the strain of the rough roads they have to negotiate. But the preference for American cars abroad, as for American goods generally, is due to a large extent to the close study American manufacturers have made of foreign markets and their ability to produce and ship goods so as to meet requirements of buyers in other lands."

HUDSON AND ESSEX DISPLAY ARTISTIC

The Hudson and Essex display at the State Fair which is drawn by the State Motor Inc., Salem branch of the Portland Motor Car company, although small is well arranged and quite attractive. L. D. Lambeth local manager, states that all models are on hand for the fair display, but that owing to sales many models are not being shown there. However, he has received advice from the factory that additional cars are on the road and should be here in time to show the latter part of the week.

The State Motor Inc., purchased the Hudson-Essex agency from the Newton Motor company last July. This branch handles the distribution of cars in five counties, namely Marion, Polk, Linn, Lane and Lincoln. Mr. Lambeth states that he is well satisfied with the sales and the outlook for fall business.

STRIDES MADE BY AUTOMOBILE

Legionnaires at San Antonio to Marvel at Gain Made in Decade

Ten years ago this month American soldiers, tramping to victory along the shell-torn roads of France, gazed with envy at passing transport trucks, little realizing that they were to return to a country that, a decade hence, would boast of some 23,000,000 motor cars.

Hundreds of these same veterans, thankful in 1918 for short lifts in motor lorries, this year will travel by automobile with their friends or families to the annual convention of their post-war organization, the American Legion, to be held in San Antonio, Tex., October 8 to 12. It will be difficult for them to realize, as they speed along in their motor cars, that into the state of Texas could be placed any one of a number of European countries, with plenty of room to spare.

Sage Observation
These are the observations of H. H. Brooks, general sales director of the Marmon Motor Car company, who points out that such a contrast shows vividly the rapid and almost unbelievable increase in the use of the automobile in the last few years for business, pleasure and recreation. "Hundreds of families from all parts of the country will make the trip to San Antonio by automobile, traveling comfortably, conveniently and economically," Mr. Brooks said. "Their main purpose will be to attend the convention, but on the way they will

enjoy experiences that long will be remembered. Wonders of West
"Many of them for the first time will gaze in wonder at the majestic mountains which form the backbone of this great continent. Upon entering the Southwest a panorama of wide stretching level plains, broken by deserts and canyons, will be spread before them. They will travel virtually the same trails, now modernized, as the gold-seekers of '49, whose hardships were the price that was paid for the development of this rich region.

"Reaching San Antonio, they will see the Alamo, the scene of one of the greatest struggles in the nation's history where David and Goliath, Crockett and Col. James Bowie died while fighting to wrest the Lone Star state from Mexican hands. Likewise, they will see the ancient missions, memorials to the priests of long ago, who, brave and dauntless as any warriors, aided in fashioning a civilization out of the wilderness.

120 Killed In Big Theatre Blaze In Center of Madrid

MADRID, Sept. 25.—(AP)—Approximately 100 dead had been recovered tonight from the ruin of the Novedades theatre where a Sunday performance had suddenly been turned into a raging inferno which made a holocaust of the panic-stricken audience. The fire chief directing his men in probing the smoldering wreck which had been the stairways and balconies said tonight that he believed 40 more bodies might be found and that the total death toll could be conservatively estimated at 120.

The poor bore the brunt of the tragedy. Whole families of laboring men had been packed into the upper galleries. The narrow stairways leading to these upper levels were quickly choked as fathers sought to fight a way through for their children.

SEE--

Smith & Watkins' Special Announcement on Page Two of this paper



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