

## HUDSON EIGHT NOW BEING INTRODUCED

Local Dealers Showing New Models of First Eight Cylinder Hudson

Hudson is now an eight—the Great Eight.

And its makers, with a confidence born of 22 years successful experience, are emphatic in their claim that the Hudson Great Eight is an entirely new type in motordom. The new car is being shown at the State Motors, corner Chemeketa and High streets.

Power with economy and without the penalty of over-weighted mechanism is provided by the new Great Eight motor, designed to give the maximum in smooth quiet performance.

Years of experimentation have preceded the introduction of what Hudson engineers believe to be the maximum performance standard possible in an eight cylinder car, and eight cylinder Hudsons have been tested under every possible condition—using the highways as their testing ground—for the past two years.

The car is ultra-modern, not only in its Great Eight performance standards but in its roominess, body lines and down to the last detail of upholstery, fittings and appointments. The modernistic motif, though carefully restrained, is apparent from the first glance at the new models.

Two chassis are available, the standard wheel base being 119 inches, and the larger size, 126 inches. While the two chassis standard or deluxe bodies, and in all minor details, they are identical as far as design and fundamental structural features are concerned.

Low cradled, giving the latest close-to-the-ground effect and thus emphasizing the trend to the modernistic, full balloon tires provide the maximum riding comfort under all conditions.

There are ten body types. The Coach, Sedan, Coupe, Phaeton, Roadster, and Sun Sedan are on 119 inch chassis; the larger, 126 inch chassis, carries the touring Sedan, 7-passenger Sedan, Brougham, and 7-passenger Phaeton body types.

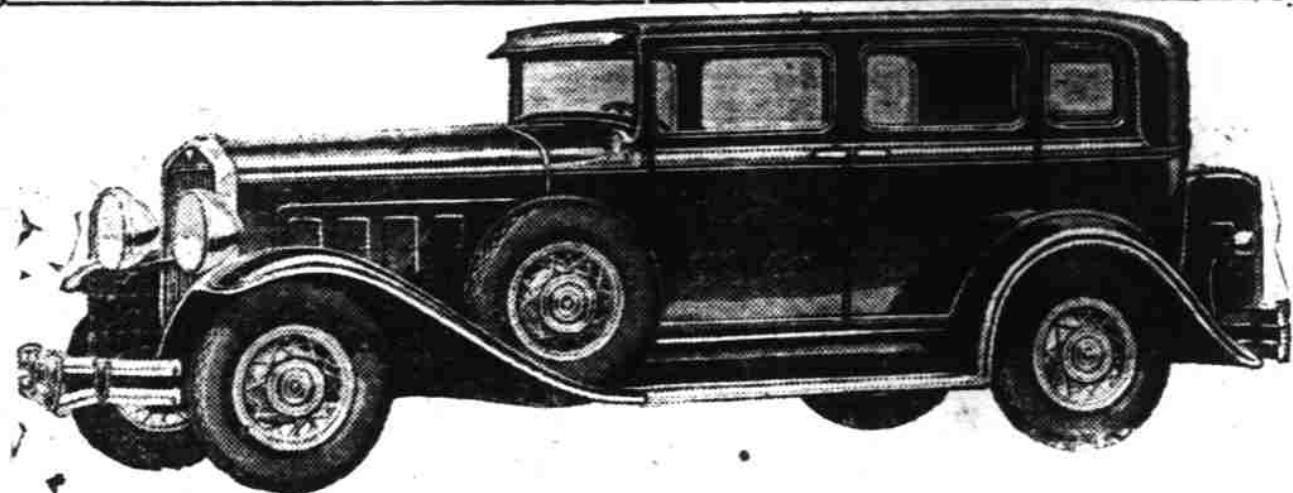
The Great 8 Motor  
The power plant is a compact, quiet, ideally responsive 8-cylinder L-head motor mounted with fourpoint suspension, in rubber cushions. With a bore of 2 1/4 inches and a stroke of 4 1/2 inches, giving a piston displacement of 213.8 cubic inches, and with the high compression ratio of 6.78, the engine delivers 80 horsepower.

The power yield of 80 horsepower comes from an unusually low gasoline consumption, a factor to which the carefully worked out easy flow manifold system materially contributes.

The cylinders and the upper part of the crankcase form a single rigid casting. There are two separate cylinder heads, each for four cylinders, an arrangement which facilitates service work on pistons, valves and other motor parts.

The crankshaft is a development of the famous Hudson principle applied to an eight. Heavy for a motor of the size of the Great Eight, it is counterweighted to give perfect inherent balance through all speed ranges, without whip or vibration. It revolves in five main bearings of

## STYLISH LINES MARK HUDSON'S GREAT 8 SEDAN



The stylish modernistic motif which adds distinction to this Hudson Great Eight Standard Sedan has been carried through to the smallest detail in color, appointments, upholstery and fittings. Body, chassis and motor are all produced in Hudson plants, thus providing a completely balanced car and insuring maximum smoothness from the new Great Eight Motor.

## WINTER PURCHASE HAS ADVANTAGES

The old-fashioned man who removed the battery and put the family touring car on trellises at the first frost now has a son who buys his car in the winter and drives it every day because it is not only practical but economical.

Breaking in a new car during cold weather offers several advantages, according to James E. Fitzgerald, local Chrysler distributor, and motorists who used to think that winter was a time to get along with their old car are realizing it is false economy.

"Buyers taking delivery at this time of year have their new car when it is most important to have a dependable engine that starts easily, perfect brakes, new tires and a new battery," said Mr. Fitzgerald. "The saving of time and repair expense plus the satisfaction of driving a car that will operate faithfully in the severest weather, are reducing the practice of deferring new car deliveries until spring."

"In breaking in a new car during the winter months, there is no attempt to speed, and the engine is not subjected to fast driving or extreme heat until it is ready to withstand such strain. The design of the latest motor creations insures economical and

dependable year around performance, while the high quality of lacquer finish and chromium plating easily resists extreme winter weather."

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## PHOENICIAN TRACES FOUND ON AMAZON

RIO DE JANEIRO (AP)—Discovery of inscriptions carved on Amazon valley rocks have revived a belief that 4,000 years or more ago Phoenicians discovered America, navigated the Amazon and built a city there.

These finds were made by Dr. Barbosa while on a trip a few months ago with General Rondon, Brazil's most famous explorer. The carvings were in hieroglyphics.

Information about them is withheld while decoding goes on, a job expected to take about a year. They were found in rock formations along the Cumina river in the state of Para and on bits of pottery.

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## SIX AUTOS CARRIED UPON SINGLE TRUCK

DETROIT.—(AP)—Although scarcely a year old, the auto transport trailer has passed through three distinct stages and has emerged an apparatus of six-car capacity.

Literally thousands of automobiles which formerly were driven from factory to dealer on their own wheels now make the trip perched atop 50-foot trailers behind a 10-foot truck power plant, the latest ones double decked for maximum capacity with minimum length.

Length restrictions in the various states were the principal factors governing development of the trailer. Earlier carriers had a capacity of four small cars.

Then, by raising the front car on a pivoted track above the hood of the second car in line, the capacity was increased to four long wheel-base automobiles.

Finally came the double-decked trailer which can carry six automobiles of long wheel base. Cars occupying the upper tier are loaded first and raised to riding position one at a time on an elevated track powered by the truck motor.

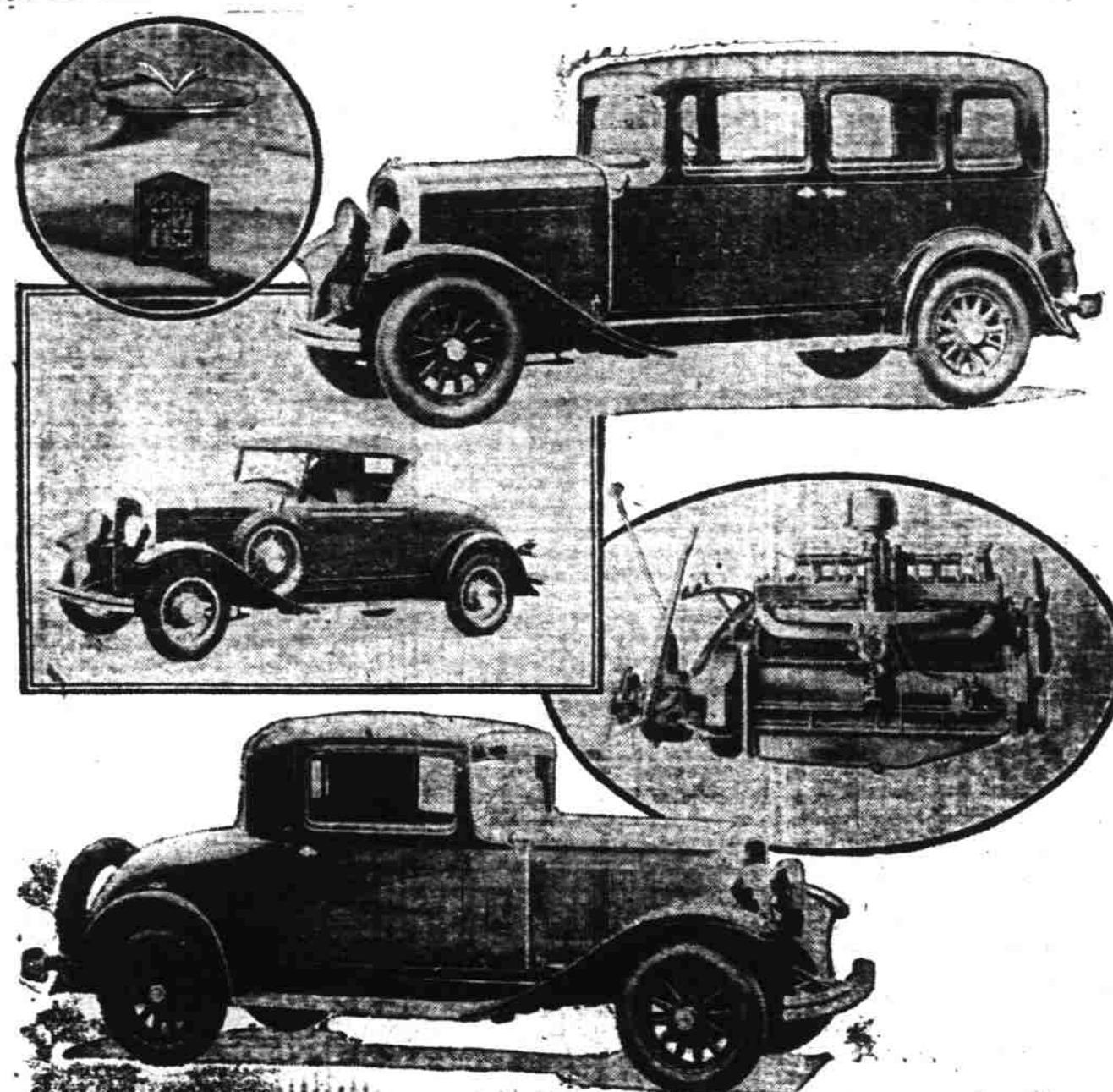
Except for the elevating process, the automobiles to be conveyed are run aboard the trailer under their own power. They are anchored so firmly as to become, in effect, a part of the trailer.

Despite their length, 60 feet from hood to tail light, the truck and trailer can negotiate short curves, it is claimed, without interfering with other traffic. They are in regular operation in mountainous regions.

The longest haul on record here is 1,150 miles. One company is operating trailers over that distance in regular service out of Detroit.

By carrier you should receive your copy of The Statesman not later than 6:30. We guarantee carrier service.

## THE NEW DE SOTO STRAIGHT-EIGHT



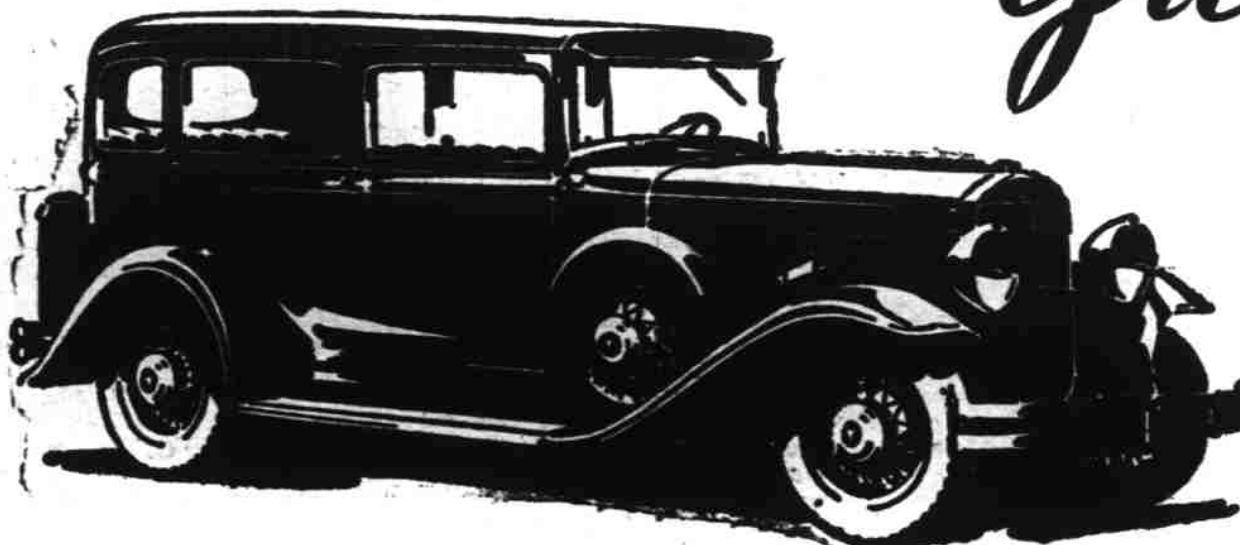
Five-car quality and a new standard of flashing performance are offered for the first time in the new De Soto Straight Eight to call for around \$1,000. The Sedan and Business Coupe are characterized by low center of gravity, roominess and new relaxed motoring comfort, provided by the Mono-piece steel body with which the new De Soto Straight Eight line is equipped. Fleetness of contour features the Roadster, shown in left center. A new wide-band radiator is graced by a radiator cap of conservatively modern design. The Straight Eight engine, shown right center, has down-draft carburetion as a distinctive feature.

Statesman subscribers have received \$1563.58 from the North American Accident Insurance Co. accident victims who hold the \$2 policies issued to subscribers. This amount has been paid to

## Two Entirely New Cars

# HUDSON'S Great 8

IN TEN BODY TYPES, AND AT NO EXTRA COST, A WIDE VARIETY OF COLORS TO SUIT YOUR OWN GOOD TASTE.



## ...a fine—fast—powerful Eight

We count this our greatest achievement. From front end to tail light it is a new design. In appearance and finish it is commandingly beautiful. And in smoothness it surpasses anything we know.

It outranks anything we have ever done in design, performance or value.

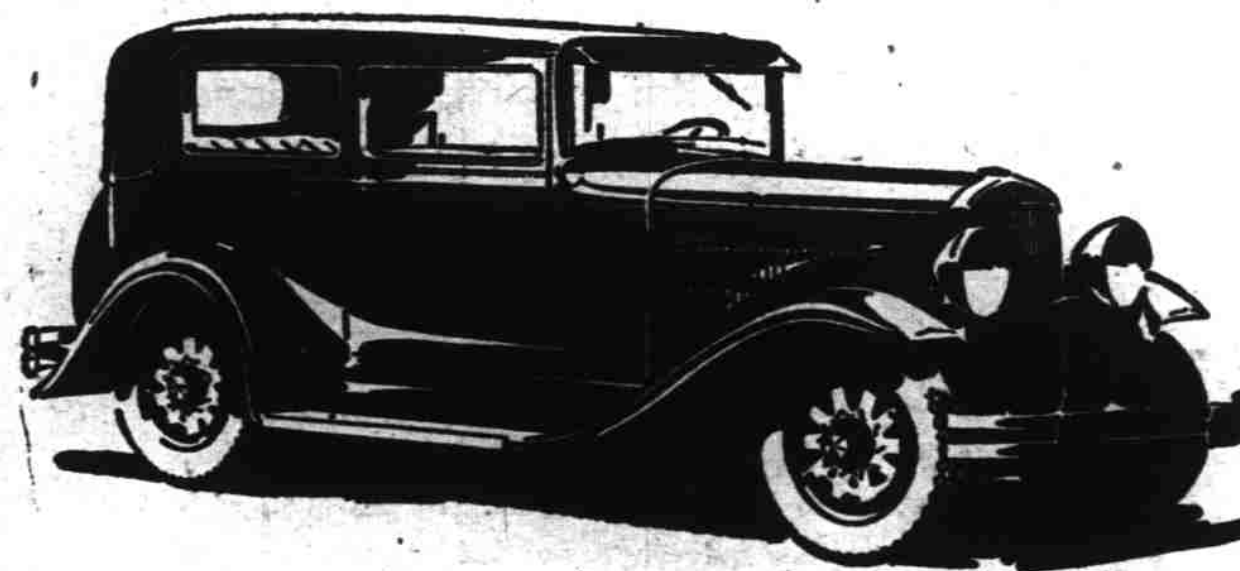
The roadability and riding ease are not excelled by any car at any price. And the price at which it sells questions the wisdom of ever paying more for any car.

Prices and Details—Lowest finance terms available

Standard Length Chassis—Coach, \$1050; Coupe, \$1100; Standard Sedan, \$1150; Roadster, \$1200; Phaeton, \$1300; Sun Sedan, \$1335. Long Wheelbase—5-pass. Touring Sedan, \$1250; Brougham, \$1295; 7-pass. Phaeton, \$1500; 7-pass. Sedan, \$1650. Price f.o.b. Detroit, factory. Choice of wide variety of colors. Two-way shock absorbers all around. Radiator shutter—Shutter on dash—Electric gauge for fuel and oil—electrolock—tire lock—windshield cleaner—glare-proof rear-view mirror—map light—disappearing rear window curtain, tire swell on fender, extra tire rim, single windshield wiper.

and

# ESSEX the Challenger



In 6 Body Types, and at no extra cost, a wide variety of colors to suit your individual taste.

with even faster speed... with greater power... with quicker get-away... also challenges in good looks—in real values—in reliability and in price...

Its challenge is distinctive and unusual in those fine qualities which owners prize most highly. In appearance it is a completely changed and modern car. The bodies are longer, wider, lower. It challenges your interest with big car spaciousness and comfort.

The motor is larger and smoother. The performance range is notably increased. It gets quickly away at the stop, is strong on the hills and swift on the straight-away.

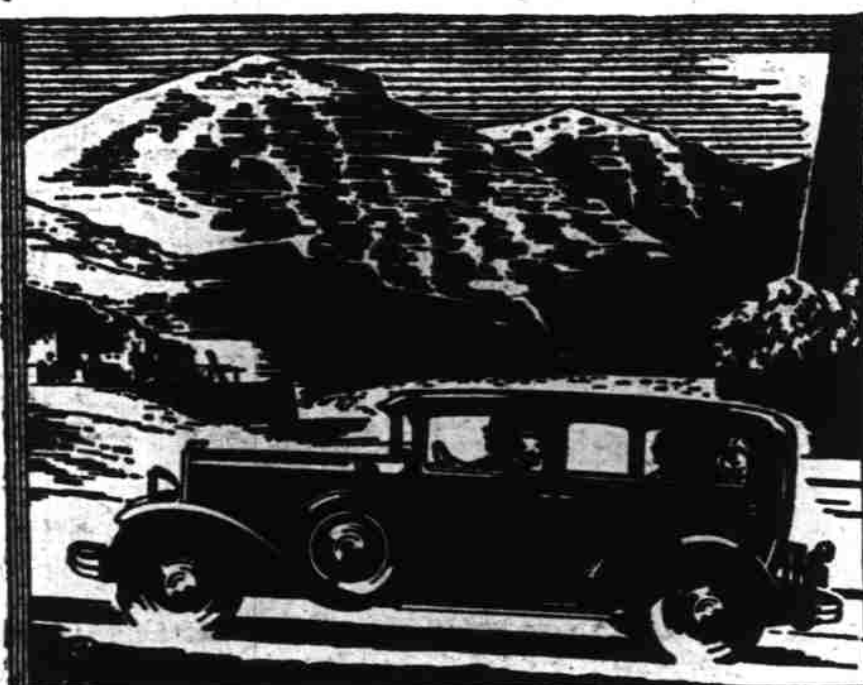
You won't be content with any less comfortable or less good looking or less distinctive car. It is a thoroughbred automobile and it challenges your attention because of its price.

## Features That Challenge

Larger Bodies—Greater Power—Faster Speed—Added Economy. Wide choice of Colors to Suit Your Own Taste. New Art Body Design. Four Two-way Shock Absorbers. Radiator Shutter, Electrolock, Starter on Dash, Electric Gauge for Fuel and Oil.

Coupe \$735 (with Rumble Seat \$750)—Coach \$765—Standard Sedan \$825—Touring Sedan \$875—Brougham \$895—Sun Sedan \$995. Price f. o. b. Detroit, factory.

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New Chrysler "77" Royal Sedan, \$1725 (Special Equipment Extra)

## PERFORMANCE that belongs to Chrysler ALONE!

FEATURES: LARGE AND POWERFUL ENGINES... 7-BEARING COUNTERWEIGHTED CRANKSHAFT... MULTIRANGE FOUR-SPEED TRANSMISSION AND GEAR SHIFT... RUBBER SPRING SHOCKERS... CHRYSLER WEATHER-PROOF FOUR-WHEEL HYDRAULIC BRAKES... LARGER, ROOMIER BODIES OF BREADTHOUGHT CONSTRUCTION... ADJUSTABLE FRONT SEATS... METALWARE BY CARTIER

AFTER all is said and done, performance is the true index of a motor car—a car's one way of proving how good it is in basic engineering. And today, by all tests, all standards and all comparisons, the new Multi-Range Chrysler, with four-speed transmission and gear shift, are first among all motor cars in

performance ability under all conditions.

This is not a mere claim, but a fact; not something you have to take on anybody's say-so, but something you can easily verify. Demonstration and comparison furnish the proof. One ride in a new Multi-Range Chrysler will prove why ownership of a Chrysler inspires a pride all its own.

# MULTI-RANGE CHRYSLER

CHRYSLER INSPIRES A PRIDE ALL ITS OWN

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CHEMEKETA and LIBERTY

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