

WALLACE BROS., LOCAL STUDEBAKER AGENCY, HAS AN ATTRACTIVE SHOW ROOM IN THE NEW ELKS BUILDING

Always Popular Auto Shows
New Features This Season;
Body Appears to be Longer.

One of the most attractive automobile show rooms in the city is that of Wallace Brothers, dealers in Studebaker cars. D. E. Wallace and G. H. Wallace, members of the firm, are located in the large corner space of the new Elks building and the spot is an admirable one for the display of the Studebaker Big Six, light Six Studebaker and the Studebaker Special, which they sell also the Winther truck.

The two brothers have been selling Studebakers for the past two years. Prior to that time they were in the service during the war, giving up automobile work in Walla Walla to enter the army. Besides the two brothers, Ned Cornwall looks after the selling activities of the firm.

Car Is Popular.
The Studebaker has long been a favorite among cars in the county and the machines at the show justify this. Many unexpected features, some of them exclusive, are found in the new Series 21 Studebaker Light-Six and furnish the reasons for the tremendous popularity of this car.

Built in three body styles, namely, touring car, landau-roadster and sedan, the new Light-Six is widely proclaimed by experts as meeting the long existing demand for a comfortable durable and economical light-weight six-cylinder car.

A hurried inspection gives only a slight conception of how much class this new car really has. It looks a great deal longer than it is because of the rakish cut of the body. The high, narrow radiator is particularly pleasing and the lines of the lustrous black enameled body are low and graceful viewed from any angle. Even the windshield is tipped at a clever angle and the fenders have a neat "hug" which is convincing.

The Series 21 Light-Six is the product of the \$29,999,999 Studebaker factory at South Bend, Ind., the newest and most modern automobile plant in the world, and erected solely to manufacture this remarkable car.

Has Powerful Motor.
Of 112-inch wheelbase, the new Studebaker has a 49-horsepower motor, and the car weighs complete but 2500 pounds. Cord tires are standard equipment. So perfectly is the new car balanced that the chassis can be either halved or quartered and each section will show practically the same weight. Because of this even distribution of weight, the new Light-Six in severe tests preceding its announcement proved its ability to hold the road at speeds under conditions where heavier, less scientifically balanced cars showed a tendency toward slide-away.

Other outstanding and exceptional features are numerous. The motor of 7 1/2 inch bore by 4 1/2 inch stroke, with aluminum detachable head, is noted not only for its accessibility and clean cut design, but also for its truly wonderful economy. This economy is secured by means of an unique feature which converts every drop of gas into power with no possibility of waste, and the performance and general efficiency of the new cars are in consequence remarkable.

A feature for which a patent has been granted, the internal hot spot surrounding each spark plug, secures better vaporization, a hotter fuel, greater economy and better combustion. All these result from the fact that the incoming gas, after being thoroughly vaporized by passing over the hot combustion chamber, hits this unjacketed hot spot the instant it gets through the inlet valve. This hot spot is controlled and never becomes excessively hot. Part of the intake manifold is in contact with the water manifold, and the flow of cold water is faster as the speed of the motor is increased, so that the water remains at a constant temperature.

Valve Action Good.
Inclined valve action found only in one imported car and in one of the highest priced American motors, is a feature of the Series 21 Studebaker Light-Six. With this new type of valve action, where the valves are inclined at an angle of 29 degrees, and with the new intake manifold design, the gases in the combustion chamber are not deflected in any way. There is practically a straight line passage into the combustion chamber, providing maximum economy, perfect combustion, and precluding the possibility of any unvaporized gasoline lying on top of or seeping down past the pistons.

The Series 21 Light-Six is the only car, with the exception of two selling considerably over \$2000, that has the crankshaft and connecting rods machined over. These machining operations insure perfect balance. A corps of expert inspectors check up on the work of the machinists, and every crankshaft must be in perfect running balance when it is passed by the final inspector for assembling. Connecting rods are 10 inches in length, or equal to that of a well-known make of car selling at nearly three times the Studebaker price. Little angularity, less side wear on the pistons, and better balance result.

Among other noteworthy features are a convenient and accessible adjustment for taking up wear on the chain used in driving the timing gears; three-point suspension for motor and transmission; straight line frame construction that obtains straight direct line drive without angularity in the driveshaft.

That the Series 21 Light-Six is a real quality car is shown by the fact that it possesses a number of features in finish and appointment not found in any other cars of its moderate price, such as plate-glass oval windows in rear of a distinctive Gypsy top, outside door handles, double dimming headlights, limousine footboard and other luxurious trimmings. The upholstery is of genuine leather and both driver's compartment and the tonneau have plenty of leg room. The seats are big, deep and comfortable and the instrument board as well as

controls are well arranged for the convenience of the driver.
New Features Shown.
The landau-roadster, which is sharing popularity with the touring car and sedan, was designed especially for professional men, business men, small families and individuals who desire a light-weight, moderate priced quality car of two passengers capacity, and who recognize the advantage of convertibility and all-weather adaptability afforded by this Studebaker. It has a particular appeal to doctors who must be prepared to make immediate calls in all kinds of weather. On cold or inclement days, the occupants of the landau-roadster are protected from the elements by merely raising the side windows, while on pleasant days the windows may be dropped down into snug-fitting compartments in the doors. The top may also be lowered if desired.

The 50-horse power Special-Six is equipped with cord tires, has a wheelbase of 113 inches, and is produced in five body styles—the five-passenger touring car, five-passenger sedan, four passenger coupe, two passenger roadster and four-passenger roadster. Its standard equipment is complete, including cowl lights, walnut steering wheel and instrument board, outside and inside door handles, tonneau lamp with convenient extension, genuine leather upholstery, and Gypsy top with oval plate glass windows in rear.

The Big-Six touring car, also cord tire equipped, has a 50-horsepower and inside door handles, tonneau wheelbase and a commodious body that gives plenty of room for seven passengers. It is complete and up to the minute, in detail, with upholstery of hand-buffed genuine leather, laid in French platts, silver-faced recording instruments, including a jeweled clock, mounted upon a black walnut panel; tonneau panel and multi-lateral steering also of black walnut. This car is equipped with a beautiful straight-side windshield, with artistic side lamps and storm-proof ventilator base. Glove box and extension lamp are provided in the tonneau.

WILLIAM CHASE CO. TO HAVE PHILADELPHIA DEMONSTRATOR HERE

Diamond Grid Battery Will be Explained by Specialty Man Chase Company to Exhibit.

The William Chase Company plan an extensive exhibit of batteries and magnetos at the Pendleton auto show and in addition to their exhibit will have a factory representative of the Philadelphia Storage Battery company makers of the famous Philadelphia Diamond Grid Battery, on hand to answer questions and explain the features of their battery. The factory representative will be on hand during the entire show.

Recently the William Chase company has taken over the Elsemann Magneto service and will carry in stock magnetos for owners. The Elsemann ignition system is one of the well known systems of the country. The Elsemann company has now an attachment permitting the easy installation of one of their magnetos to the Ford car. The magneto used is one of their standard type instruments and there is nothing "special" about it. It is the same type as used by a number of the foremost motor truck concerns in this country. With the attachment of an Elsemann on a Ford the owner is assured of easy cranking according to information given out by the company. "A half turn will do it" they declare.

The Philadelphia Diamond Grid Battery, handled by the Chase company is guaranteed for the exceptionally long time of 18 months and it is said, the number which have failed to outlive 18 months is negligible. The Philco Slotted Retained which features the battery is guaranteed for two years and bears the same relation, experts declare, to the old battery that the cord tire bears to the fabric.

AN OVERBLOUSE



This snappy overblouse is made of the fashionable Canton crepe in two popular shades of the season, namely, ivory and tangerine. Embroidery or patchwork may introduce the trait or flower decoration on alternating squares of the lighter color, with hemstitching to join the squares.

WILLARD BATTERY TO BE REPRESENTED AT COMING AUTO SHOW

Queer Questions Sometimes Asked by Patrons Who Do Not Understand Subject.

Willard batteries will have a prominent place in the Pendleton auto show rooms and that sturdy battery will be displayed to the best of advantage. H. W. Graham of the Willard service station will have charge of the exhibit. In speaking of his work Mr. Graham said that he is often called upon to answer many queer questions in his business. "No chance for the battery man to go oppressed by the monotony of his job. Not by a jugful."

"Every day we are asked unusual and surprising questions and we have to keep our toes to answer them all in A B C language." For instance: "How can a battery get hot when there's nothing in it but solution and lead plates?"

"Can I use dry cells for starting and lighting while you repair my battery?"

"Can I take my battery off my car and use it to run my electric fan?"

"Can you charge my battery while I wait? I know it's in good condition because I poured all the solution out of it and kept the box under the stove all winter."

"Can you fix my battery up? I ran out of gas just outside the garage and used the starter to help run the 'bus' inside. Now there seems to be something the matter with the current."

All of these questions seem sensible enough to the folks who ask them, and the battery man's ability to answer them without seeming to reflect on his customer's intelligence, is an important factor in his success.

ELLIS-SCHILLER COMPANY WILL HAVE FOUR MODELS OF FAMOUS DODGE BROS. CAR ON EXHIBITION

New Coupe, Finished in Gray, Will Be Much Admired; New Sedan Will Also Be Shown.

The Ellis-Schiller company, agents for Dodge Brothers cars will exhibit four models of that famous car at the Pendleton show. One of the cars, which will possibly be one of the most admired at the show, will be the Dodge Brothers coupe. This car is richly upholstered in gray and the seating arrangement is so that three persons may ride in ease and comfort. Easy

arrangement for the lowering and raising of the windows and the perfect freedom with which the passengers may get in or out makes this model one that will meet the most fastidious admirer of the high-grade in cars.

The Ellis-Schiller company in addition to the coupe will exhibit another closed car, the sedan. This car, with its luxurious upholstery, its four doors and exquisite appointments, meets with the same approval as the coupe.

That popular model, the touring car, will be exhibited by the Ellis-Schiller company together with the substantial and efficient business car. Both of these cars have long been popular and the same good work goes into their construction as in the other models made by Dodge Brothers.

Price Decline Improbable in View of Present Conditions; Million Cars Are Needed.

A shortage of cars in the spring is now foreseen by government officials who are keeping a close tab on the automobile industry. Manufacturers are balked by supply markets which are unable to resume output on a quantity basis, while indications are that 1,000,000 autos will be needed to meet the demand. The best expert opinion here is that prices are not going to change and that those who contemplate buying a car during the year 1921, and are in a position to purchase now, will do well to place their orders and be sure of securing delivery.

When quantity production can be resumed is a question that no one to date has been able to answer. To get on this basis of production it is necessary to contract for enormous quantities of material at least a year ahead. Not only must the material

SHORTAGE OF CARS THIS SUMMER IS PREDICTED BECAUSE OF SLOW DOWN AND SHORTAGE OF MATERIAL

be contracted for, but a great deal of it must actually be delivered. With the constant fluctuations in the material market today no manufacturer deems it good business to tie himself up to a contract which may six months from now be proved to be at a figure that is high. Were it possible to determine just what the condition of the material market was to be for a year, it would be at least ninety days then before production could be resumed on a quantity basis.

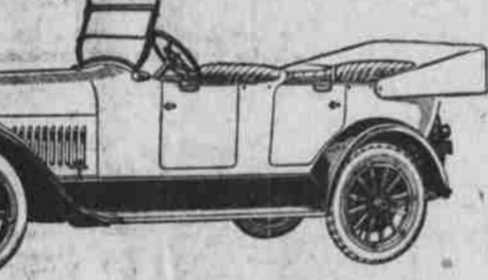
The resumption of production at the conclusion of the war proved that it took at least this long to get things running smoothly in the plants. Three months from now the spring season will be here, and that is always the peak of the buying in the automotive world.

Indications are at present that by May 1 there will not be enough new cars to go around, for it will take at least 1,000,000 to replace those that have worn out in the past twelve months, and once a man has owned a motor car there is little probability of him ever doing without a machine. Motor cars are indispensable to those who have once owned them.



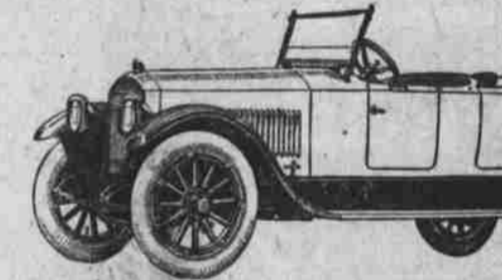
STUDEBAKER LIGHT-SIX

A few facts why the Studebaker Light-Six is the World's Greatest Light-Six. Weight but 2400 pounds, 32x4 cord tires; theft proof transmission lock; baked-on enamel all over body; aluminum detachable head on motor; internal hot spot surrounding each spark plug; inclined valve action found only in one imported car and in one of the highest priced American motors; the only car with the exception of two selling for over \$4000 that has the crankshaft and connecting rods machined all over; the only car selling in Umatilla county under \$2000, equipped with cord tires; 10-inch connecting rods, or equal to a well known car selling for three times the price of the Studebaker. Straight direct line drive without angularity in drive shaft; double dimming headlights and many other features too numerous to mention.



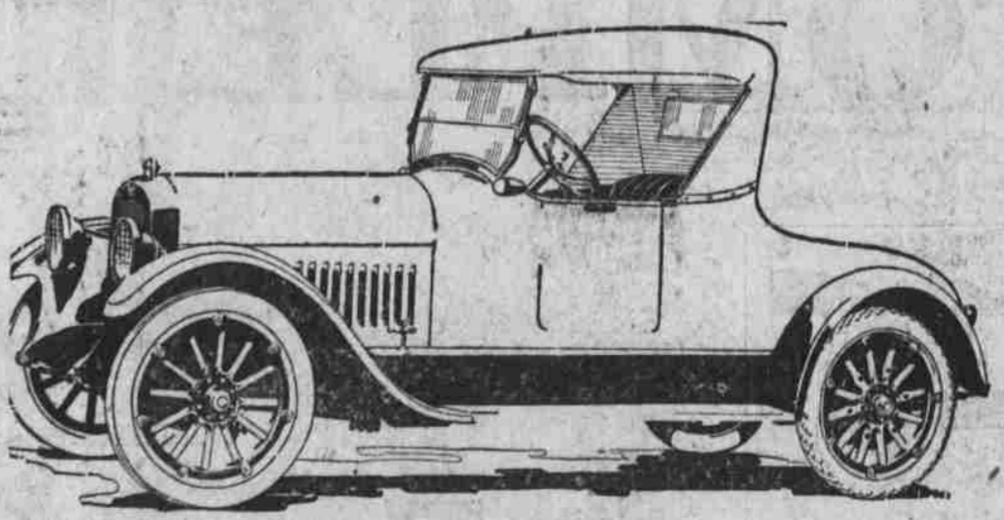
STUDEBAKER SPECIAL-SIX

We do not attribute the popularity of the Special-Six to exceptional salesmanship on our part. People buy the Special-Six on its merits. Its ability to perform to the liking of particular drivers along with its proven reputation to withstand the strain of hard drives and bad roads is what sells so many Special-Sixes. People in this age value their car by the service it gives and there isn't the slightest doubt that the Special-Six Studebaker renders the most satisfactory service of any other make of car, regardless of price.



STUDEBAKER BIG-SIX

Smartness in appearance, beauty of design and luxurious appointments give to the Big-Six that distinction which established it as an aristocrat of motordom. It appeals to those who love fineness, abundant power and exclusiveness in a motor car. It is exactly the car you would create if you were an expert engineer and building the finest modern motor car from the standpoint of ripe experience. It will be displayed in our exhibit and we extend you a cordial invitation to examine it in every detail. You will find far more than you ever hoped to see in any car.



STUDEBAKER ROADSTER

This two-passenger roadster is the last word in two-passenger models. The beautiful body is mounted on the Special-Six chassis and is the ideal car for the professional or business man, or man of small family. Its wonderful ease of control on the road makes it particularly desirable for one who does much driving. These models are exceedingly hard to get and anyone wishing a Studebaker roadster should place their orders at once to insure delivery.

WALLACE BROS.

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