

EUGENE DEALERS INVITE PORTLAND GROUP

Hot Shots from Auto Row

RANKIN RECEIVED ROYALLY AT END OF RECORD SMASHING

CHEVROLET BASEBALL NEWS... that a name is not an inspiration.

Agua Caliente, Baja California (Mexico) August 21—This being Mexico, an absolutely unvoluntarily and glasses clinked merrily in the hotel and casino of the trans-border "Monte Carlo" the other night in honor of Tex Rankin, famous American stunt flyer.

THREE NEW SIXES AND TWO EIGHTS SHOWN TO PUBLIC

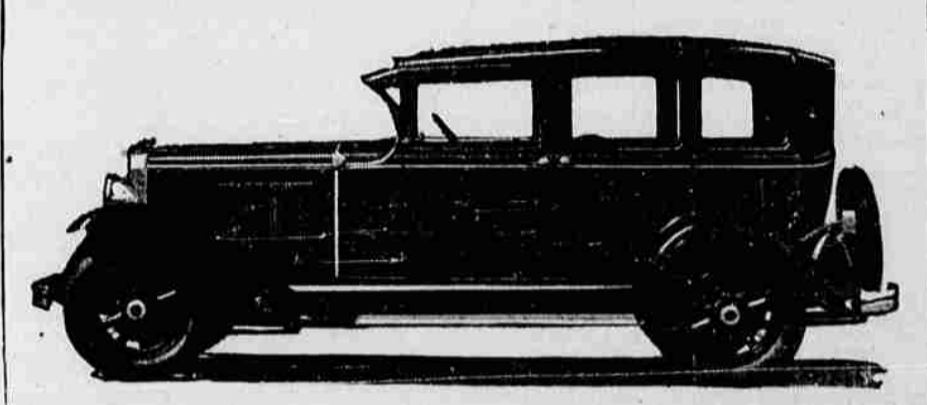
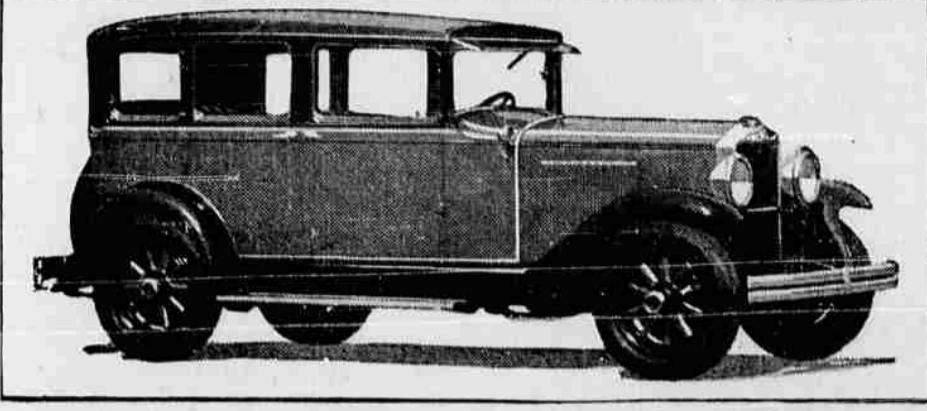
BUICK PRODUCTION BEING STEPPED UP

Production at the plants of the Buick Motor company at Flint, Mich., is being rapidly stepped up to meet the terrific demand for the new 1930 models which were introduced to the public in a nation-wide display on July 28.

NEW MODELS ON THE PUBLIC MARKET

Graham-Paige has introduced its 1930 models, presenting a line of three sixes and two eights replete with chassis and body improvements. All models except the lowest-priced six have the standard-shift four-speed transmission, which has been a feature of the line for two and a half years.

TWENTY-FIVE ROSE CITY CAR MEN ARE EXPECTED FOR MEET

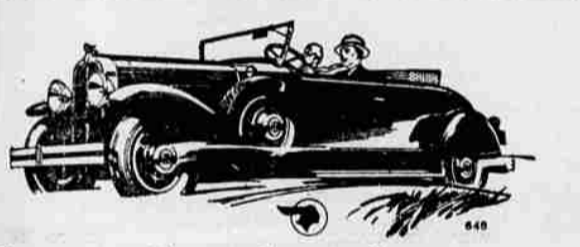


Upper—One of the new 1930 model 615 Graham-Paige sedans put on public display in the showrooms of the dealers all over the United States last Saturday. Lower—The new 612 model sedan.

All Portland automobile dealers have been invited to Eugene on Monday, Aug. 26, by the Eugene Automobile Dealers' association for a golf tournament in the afternoon and a dinner and meeting in the evening at the local country club.

OAKLAND-PONTIAC POPULAR

The Oregon Motor Register issued Aug. 15th which shows new car registrations of all makes in all the counties of the state for July verifies that there were twenty-two new Oakland and Pontiac Sixes delivered in that county in that month and more than 100 in other counties.



For speed, style and snap... PONTIAC BIG SIX Roadster at \$775

In the entire field of low-priced cars there is nothing that will touch the Pontiac Big Six Speed Roadster for speed, snap and power—for swank, color and style.

Smartly finished in a variety of popular Duco colors, the Pontiac Roadster has the low, fast lines, the flaring fenders and the general air of get-up-and-go so popular among the youth of America.

Drive it—and ask no favors of any other low-priced car on the road

Search the low-priced field as thoroughly as you will and you will find no car that compares with the Pontiac Big Six in performance, safety, convenience and overall economy.

SPEED—The highest top speed developed by any car of equally low price, as proved by the "fifth wheel"—an electric speedometer.

POWER—60 horsepower at 3,000 revolutions per minute—unequaled in any other car in Pontiac's field.

SNAP—The fastest acceleration in any six of Pontiac's price—also proved by the scientifically-accurate "fifth wheel."

RELIABILITY—Pontiac is known the world over for unsurpassed stamina, reliability and long life.

SAFETY—Two entirely separate braking systems. Internal, mechanical 4-wheel service brakes of the finest type.

CONVENIENCE—Automatic temperature control eliminating rattled radiators. Cross-flow radiator which retards losses of water and alcohol through boiling.

ECONOMY—Proved by companies operating large fleets to cost one cent per mile less to operate than any other low-priced six.

Come in. See and drive the Pontiac Big Six. Compare its quality with other low-priced cars. Get our offer on your present car and learn how inexpensive the Pontiac Big Six is to buy and operate.

Prices: \$745 to \$925, f. o. b. Pontiac, Mich., plus delivery charges. Buick, spring covers and Lovejoy shock absorbers regular equipment at slight extra cost.

EUGENE MOTOTR CO. 201 West 5th St., Eugene Phone 145

That the new Buick has completely captured the admiration of the public is proven by the enthusiastic telegrams and letters received at the factory by Buick's own organization in the field and the public at large.

EASIER HANDLING FEATURES WHIPPET

Ease of handling and speedy performance in traffic, besides economy in operating costs, have played an important part in the record reception accorded the Superior Whippet four this year.

Of course, the present model is somewhat heavier and roomier than in the trade. Although no drastic changes have been made in the Whippet four rate of top speed and quicker pick-up that has made it a dominant sales factor in the trade.

Regularly Serviced Shock Absorbers Work the Best

Delco-Remy Lovejoy Shock Absorbers WILL outlast any car; they WILL take the pitch out of rough roads; they WILL insure permanent riding comfort; in short, they WILL do all the things their makers have given them credit for — BUT, to insure such beneficial results, you must have them regularly serviced by an authorized dealer.

As a factory representative, we can give you the same service as would the manufacturer. This includes, of course, putting in necessary oil, checking the length and tightness of the straps, and examining in general the shocks. Drive in today, let us look over your Lovejoys, and notice the increase in riding comfort.

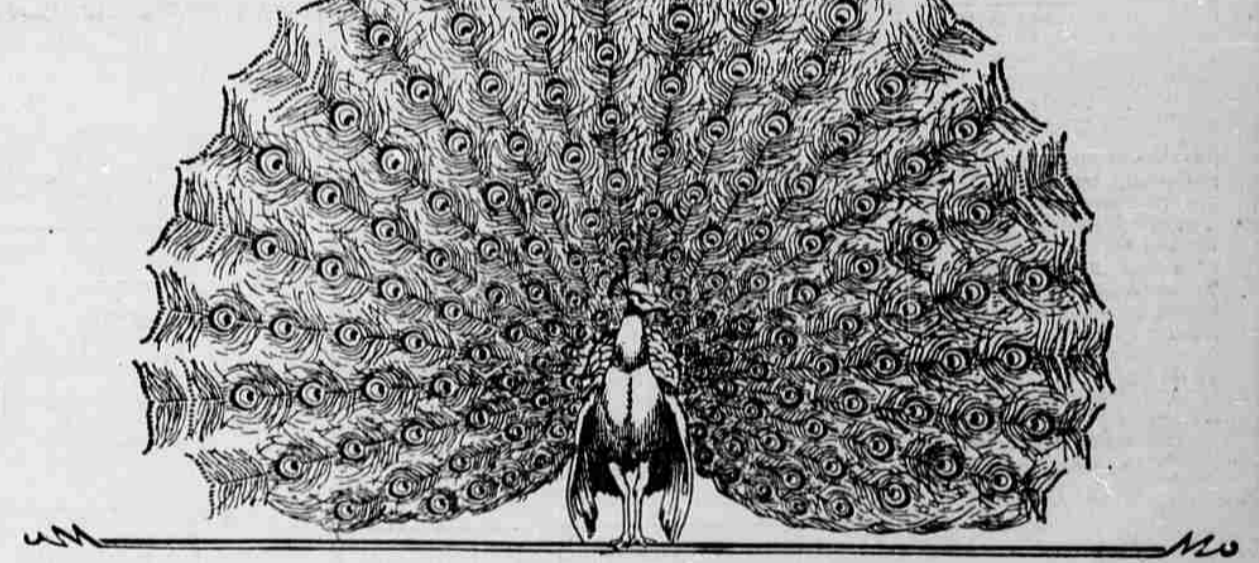
GEORGE A. HALTON Battery and Electrical Service Broadway and Olive Telephone 1619

car interiors through the use of harmonious fittings and trim. With chassis already embodying the most modern automotive features, such as the four-speed transmission, live feed fuel pump, crankcase ventilation, 131-jr chassis lubrication system, positive steering gear, and extra seat and back springing.

Clear-vision instrument panels, without ornamentation but strikingly handsome in appearance. New-type glass visor in chromium brackets (except 612).

Three-spoke steering wheels (fast-type) models 612 and 615. Inspection of the new 612 chassis, and of the other two sixes and the two eights, shows the consistent use throughout the line of the latest refinements and improvements in design and equipment.

The 1930 Graham-Paige models reflect the results of a comprehensive campaign to promote riding comfort and ease for driver and passengers, through adjustable seating position, improved seat and back cushions, and convenient accessories, while at the same time enhancing the beauty of



ANNOUNCING A VARIETY OF COLORS on the Chevrolet Six at no extra cost!

In keeping with the progressive policies that have carried Chevrolet to record-breaking heights of success—the new Chevrolet Six is now made available in a wide variety of colors at no extra cost.

Still further enhancing the beauty of the marvelous bodies by Fisher, these striking new colors give to the Chevrolet Six an order of smartness unapproached in any other low-priced car in the world.

And when you drive the Chevrolet Six, you will realize that its performance is equally as outstanding as its beauty. It flashes away at the traffic signal. It tops

the steepest hills with an abundant reserve of power. The steering wheel responds to your slightest touch. And the quiet, non-locking, four-wheel brakes are unusually quick and positive in action.

But most impressive of all, this six-cylinder car is available in the price range of the four, with economy of better than 20 miles to the gallon of gasoline! Thus anyone who can afford any automobile can now enjoy smooth six-cylinder performance!

Come in today. See this sensational Chevrolet Six in its smart new colors.

The Roadster, \$525; The Phaeton, \$525; The Coach, \$595; The Coupe, \$595; The Sport Coupe, \$645; The Sedan, \$675; The Imperial Sedan, \$695. All prices f. o. b. factory, Flint, Mich.

MORRIS CHEVROLET CO. 942 Olive Phone 627 A SIX IN THE PRICE RANGE OF THE FOUR