

## Longer Lines in Ford V-8 for 1936



THE LONGER and more graceful lines of the Ford V-8 for 1936 are well illustrated in this view of the popular De Luxe Tudor Sedan. The new longer hood extends gracefully over the attractive new radiator grille. Wide streamlined front fenders, with an imposing flare, shroud the tires and house the horns behind chromium grilles. New design steel wheels with 12 1/2-inch hub caps are handsome and easy to clean. Bucket-type front seats are exceptionally comfortable. This body type, of welded steel like all Ford V-8 bodies, is also available without de luxe appointments at lower cost.

### 1936 FORD V-8 CARS ON DISPLAY HERE SOON

Ford V-8 cars for 1936 will be on display for the first time at the Rohrman Motor Co. garage next week.

Body lines which strike a new note in conservative streamlining, a new treatment of the interiors and three important refinements in chassis engineering summarize the principal improvements. There are no radical changes. The 85-horse power

V-8 engine, of which more than 2,000,000 are now in operation, is unaltered.

Of three principal chassis improvements, one—improved steering, is aimed at greater ease and safety of operation. Two others tend to greater comfort. One is the use of new steel wheels which lessen the unsprung weight and thus provide greater riding comfort. The other is an improved transmission using quiet helical gears—formerly used only in second and high speed, in all forward speeds and reverse.

A new front-end treatment gives added distinction to the body lines. The hood is longer, extending gracefully over the attractive new radiator grille. With its vertical slots and more accentuated "Vee," as well as its smoothly rounded lower edge which blends with the streamlined curve of the inner portion of the fenders, the grille contributes a new note of smartness.

The welded steel body is low and wide, with flowing rear quarter

lines. Finish is a Ford-developed baked enamel. There are five body colors, Washington, blue, gray Vineyard green, Cordoba tan, gunmetal and black, of which the first two are new.

Steering gear ratio has been increased to 17-to-1 from 15-to-1, and the front axle steering arm lengthened. It is estimated effort required in steering has been reduced more than 25 per cent, as a result of these improvements.

Gear shifting is made easier by reducing the length of travel of the gear shift lever. The number of anti-friction bearings in the chassis is increased to 27 from 25.

The new steel wheel consists of a drawn steel spoke section electrically welded to the rim, forming a single steel unit of exceptional strength. The wheel is completed by a 12 1/2-inch hub cap with polished rustless steel center carrying the V-8 insignia.

### Big College Church Restored.

CORVALLIS—Restoration of the big First Methodist church located directly beside the campus of Oregon State college, has been completed and the rededication will take place Sunday, October 20. This church was partially destroyed by fire last April just before the state capitol fire. As with other Corvallis churches, this one carries on a comprehensive student program through its Wesley Foundation, in which Mrs. Gustave Kuhlman has been appointed a new acting director of student work. Other new religious workers this year among the students are Mrs. John McCormack, in charge of Westminster foundation for the Presbyterian church, and Mrs. Lorna Jessup, assistant dean of women devoting part-time to the Y.W. and Y.M.C.A. program.

### HERALD WANT ADS PAY

## UMATILLA NEWS

By Louise Byrnes

Father Dominic O'Connor, 52, died Thursday in Bend. Father O'Connor served as Catholic priest in Umatilla and Hermiston.

Mrs. Florence Tippie is visiting in Seattle.

Mrs. M. M. McCullough and children Rosemary and Vernon spent the week end visiting Mrs. McCullough's sister, Mrs. Elmer Newman in Milton.

Mr. and Mrs. Don Harryman and son Gordon Lee and Mrs. James Byrnes spent Saturday in Walla Walla on business.

The Pocatontas lodge has postponed the entertainment for the teachers until a later date.

Mr. and Mrs. Art Bousquet left Friday for Condon.

Mrs. Harry Rhodenbough and Mrs. Fred Knudson spent Friday in Pendleton.

Mrs. Dave Lane of Pasco visited in Umatilla Friday.

Mrs. Norman Allan and daughter of Page, Wn., is visiting her mother, Mrs. Mable Fromdahl.

Virgil Woodward and Mrs. Florence Tippie motored to Walla Walla to hear Mrs. Aimee Semple McPherson.

Arthur Roberts and sons, Clifford and Winston, returned home Thursday from Dundee where they have been for a month packing prunes.

Mr. and Mrs. Bill Roberts and daughter of Walla Walla spent the week end visiting Mr. and Mrs. John Wurster.

D. W. Jackson, who is employed in Portland, is visiting his family.

V. D. Bramer spent Monday in Portland on business.

Lola Berry spent the week end in Irrigon visiting her aunt, Mrs. Marshall Markham.

M. M. McCullough and son Lloyd, who have spent the last two months in Amity where they operated a service station and garage, returned to Umatilla Sunday.

Violet Dexter spent the week end in Irrigon visiting.

Vallas Dexter and a friend from La Grande spent Sunday visiting the home of his parents, Mr. and Mrs. Bert Dexter.

### A MESSAGE TO WORLD WAR VETERANS BY A. GREENAWALD.

Food for thought for the World War veteran by A. A. Greenawald, membership chairman of Let 'Er Buck Post, Pendleton, Ore.

Why am I more interested in the American Legion than I was when it was first organized?

In the first place, when the armistice was first signed, the public was very sympathetic to veterans' needs. But they and their ardor have since cooled off and their sympathies for the veteran have waned. In the second place, the boys and girls of 1918 and 1919 are the men and women of today, and the great war is something that is only history to them and consequently, they are not greatly interested in that war or the horrible results to those that are still suffering from their injuries sustained in field of action.

### Sowing and Reaping

WHEN a garden lover plants his garden, he confidently expects a reward of beauty from the seeds which he sows. Where he plants larkspur, he does not look for thistles, but expects to see, in due time, tall spikes of shining blue. As he carefully cultivates the seedlings, enriching the soil and keeping it free from weeds, he is expecting to reap a bountiful reward. But how differently we are apt to regard our sowing and reaping in the mental realm! Both the law and the gospel proclaim that whatsoever a man soweth that shall he also reap; but the world, generally speaking, interprets this law as applying to wrongdoing, forgetting that it also applies to the sure and certain reward for right doing.

We read in the book of Job (4:8), "They that plow iniquity, and sow wickedness, reap the same;" and we also read in Proverbs (11:18), "To him that soweth righteousness shall be a sure reward." Why does mankind in general believe in the justice which exacts penalty for wrongdoing, and fail to understand the justice which rewards righteousness? Fear of the penalty attached to wrongdoing does not make a man good; but the joyous recognition of God as infinite good, and the glad acceptance of the fact that obedience to God brings a sure reward, help one to obey God, not because of the reward, but because such obedience brings one nearer to God, the source of all good, and results in an improved sense of health, happiness, and harmony.

The Apostle Paul tells us that "the fruit of the Spirit is love, joy, peace, longsuffering, gentleness, goodness, faith, meekness, temperance;" and he adds, "Against such there is no law" (Gal. 5:22, 23). We may sometimes seem to toil laboriously to cultivate "the fruit of the Spirit," but we need to remember that nothing can hinder its growth, and that nothing can withstand its power, for it destroys hate and envy, intolerance, hurry, haste, and waste.

Sometimes a wrong mental attitude of self-depreciation or self-condemnation would hinder us from claiming the divine law of reaping

in the third place, the grim reaper is cutting great swathes in the ranks of the World War veterans themselves. This condition is increasing each year and the increase is very rapid. The average age of the American World War veteran today is about 44 years.

In the fourth place, the American Legion represents an unquestioned 100 per cent Americanism, and in these trying times when all sorts of -isms are being fostered, and anyone of which strikes deeply at the very foundation of our country, result is—Mr. World War veteran—your country needs the American Legion and the American Legion needs you, and you need the American Legion.

How about it now?

### AAA WHEAT CONTRACTS ARE SIMPLIFIED; SIGNUP NEAR.

Oregon farmers planning to sign the new four-year wheat contract will find the procedure much simplified as compared with that necessary with the first control program, according to state college extension service officials who have examined applications for contracts.

With the completion of a series of district meetings for county agents and allotment committeemen the third week in October, county and community meetings will be held at once where growers will be given detailed information about the new contracts and an opportunity to sign the applications.

Information required on the new contracts is practically the same as that furnished under the original plan, as the base years for production and acreage remain the same. Farmers who did not sign up under the old plan are not barred from signing the new four-year control contracts. In some instances where the grower was unable to establish a practical base under the original rules, he may find it possible to comply under the new program.

Such new contract signers are urged to attend the local meetings and if possible to confer personally with county or community committeemen.

Although the new contract extends for four years, any producer who complies may terminate his contract at the end of the 1937 crop year if he desires. On the other hand, in case conditions would make such a move necessary, the secretary of agriculture may terminate the contracts, but in such case growers are assured that they will be compensated fully for all compliance that has been made.

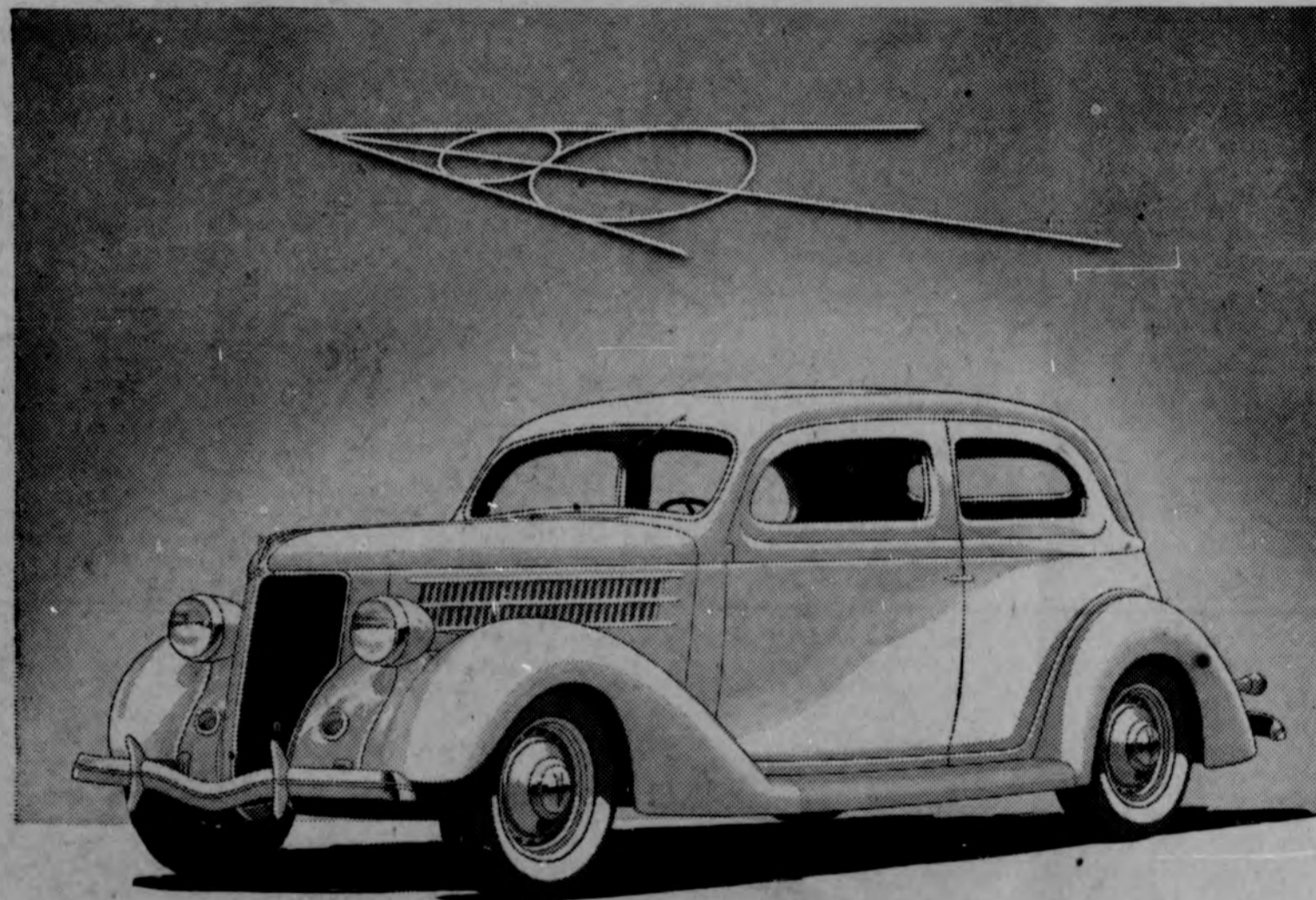
A flexible adjustment payment plan has been included in the new contracts by which the second installment each year varies according to the market price of wheat during that crop year. This plan is intended to make certain that co-operating wheat farmers will receive enough from the market value and the benefit payments to give them pre-war purchasing power on their allotments. The first 1936 adjustment payments will be payable next summer after compliance with the contract for that crop year has been checked.

where we have sown. Self-condemnation would tempt us to think of our mistakes and failures, and to forget the efforts we have made to advance towards good. A false sense of self would blight "the fruit of the Spirit," so that we droop with discouragement, instead of shining with confidence and courage, peace and serenity, which are the sure fruitage of trust in infinite good. If the Apostle Paul had spent his time in condemning himself for his misdirected efforts in persecuting the Christians, he would never have accomplished what he did. He knew that his ministry, in Christ, was far bigger and greater than any personal sense of triumph or failure; and he said (Phil. 3:12, 14), "Forgetting those things which are behind, and reaching forth unto those things which are before, I press toward the mark for the prize of the high calling of God in Christ Jesus."

There is a sure reward for right thinking and acting, but often, through a misunderstanding of the nature of God as divine Principle, the reward is not claimed. We are apt to think of law and justice as relating to penalty, forgetting that divine law is both wise and loving, relating only to good. The teachings of Christian Science reveal God as Principle, undeviating, changeless Principle, Love; and as this idea dawns upon our thought we begin to understand the law which governs right thinking and acting.

"Miscellaneous Writings" (p. 231) Mary Baker Eddy makes it clear that if we are "abiding in Truth, the warmth and sunlight of prayer and praise and understanding will ripen the fruits of Spirit; and goodness will have its springtime of freedom and greatness." Freedom and greatness belong to goodness; they are the natural results of the activity of good. When we break the bonds of sinful thinking, we must expect freedom, because obedience to divine law brings freedom. We need the "warmth and sunlight of prayer and praise and understanding." As we watch and pray, and give thanks to divine Love for the good which we already possess, and as we endeavor, each day, to gain more understanding of God, the source of all good, we shall understand the divine law of sowing and reaping—and expect it to operate in our experience.

—The Christian Science Monitor.



# THE NEW FORD V-8 FOR 1936

Why do we say The New Ford V-8 for 1936?

What is new about it? Of course, the newest engine in the low-price car field is still the V-8 engine. Since Ford made it available to all car users (keeping it as economical as cars with fewer cylinders) the Ford V-8 has been the newest engine on the market, and remains the newest for 1936.

You may buy a car on minor "talking points"—some specially advertised feature "with the car thrown in"—but, after all, it is the engine you buy when you buy a car. Hence we put the engine first.

Other new points about the car make a long list.

Its lines are much more beautiful. The hood is longer and sweeps forward over the distinctive new radiator grille, giving the car a length and grace that are instantly impressive. The fenders are larger, with a wide flare. Horns are concealed behind circular grilles beneath the headlamps. New steel wheels.

Ford upholstery—always of sterling quality and excellent taste—is rich and enduring. The appointments of the car have a new touch of refinement. There

is no question about the increased beauty of the Ford V-8 for 1936.

In more practical matters, many improvements have been made—Steering is made easier by a new steering gear ratio. The cooling system circulates 5 1/2 gallons of water through a new, larger radiator. Natural thermosiphon action is assisted by two centrifugal water pumps. New style hood louvres permit a rapid air-flow around the engine.

Easier, quieter shifting of Ford gears—The gear shift lever now travels a shorter distance.

The two qualities you want in brakes—Brakes that stop the car with ease and certainty. Ford Super-Safety Brakes of the long-tested, fool-proof, mechanical design.

Safety—as always—in the electrically welded genuine steel body. Safety Glass all around at no extra cost. Hundreds have written grateful letters because this glass has protected the safety of their families.

A car you can drive without strain all day, if you like, in city or country. Steady, holds the road, responds to the

driver's touch like a well-trained horse. You don't have to "push" or "fight" the Ford V-8—driver and car easily get on terms of good understanding with each other.

An engine has much to do with the roominess of a car. Very much indeed. A long engine uses up car space. The compact V-8 engine permits much of the ordinary engine space to be used by passengers.

It really is a great car in every way, this 1936 Ford V-8—the finest, safest, most dependable Ford car ever built. Now on display by Ford dealers.

### LOW FORD V-8 PRICES

THIRTEEN BODY TYPES—Coupe (5 windows), \$510. Tudor Sedan, \$520. Fordor Sedan, \$580. DE LUXE—Roadster (with rumble seat), \$560. Coupe (3 windows), \$570. Coupe (5 windows), \$555. Phaeton, \$590. Tudor Sedan, \$565. Cabriolet (with rumble seat), \$625. Fordor Sedan, \$625. Tudor Touring Sedan (with built-in trunk), \$590. Fordor Touring Sedan (with built-in trunk), \$650. Convertible Sedan, \$760.

F. O. B. Detroit. Standard accessory group, including bumper and spare tire, extra. All Ford V-8 body types have Safety Glass throughout at no additional cost. Economical terms through Universal Credit Company.