

MOVING DAY AT OAKLAND PLANT

Moving day, that time of housewives forced to plan the transfer of their effects from one apartment to another, has particular significance in its application to a great automobile concern.

Approximately 700 machines weighing upwards of 50,000 pounds each are the principal "effects" which maintenance engineers of the Oakland Motor Car company are now moving from the old Oakland engine plant at Pontiac, Mich. to the new group of Oakland-Pontiac buildings on the edge of town.

Flat cars are being used for the transfer. Eighty millwrights, electricians, steam fitters and carpenters are busy on both ends of the moving line—the group dismantling machines and the other fitting them into place in their new location. Seventy flat carsloads will be moved.

This transfer is in accordance with company plans to centralize manufacturing operations in the recently completed Oakland and Pontiac factory buildings, which are said to be the most modern and best equipped in the industry. Gordon Lefebvre, vice-president, stated.

The machinery being moved is used to build engines for all Oakland All-American Six models. About 2000 workmen are affected by the transfer.

As soon as the old engine plant is vacated, it will be completely remodeled and equipped with new machinery for the manufacture of chassis parts, according to Mr. Lefebvre. This move will provide work for 1500 additional men, he said.

Under the new arrangement, the Oakland and Pontiac engine manufacturing operations will be carried on side by side. Increased efficiency, due to the elimination of inter-plant transportation costs, will result.



"I told that traffic cop just what I thought of him," said Mr. CHUGGINS.

"I had inferred that you, that nothing of him," said his spouse.

Stades of Longfellow

Beside the filling station now

The village smithy stands.

And many dollars fall into

His large and sinewy hands.

Motorists

Dyer: "I understand your wife

cut in from car sickness."

Iven: "Yes, I know, but her sick

to think we can't afford as good

a car as our neighbors."

They Won't Dare Stop

We are all aware the race is

To the swift, great star!

But where shall we find parking

space?

For Henry's brand new cars?

One nice thing about an auto-

mobile is that it makes your

spare time so valuable, if you

don't mind doing your own

repairs and washing.

Traffic congestion on the

street doesn't impress anybody

who has lived in a boarding house

with only one bath room.

If motorists won't stop for a

red light authorities are going

to see to it that they stop for

a blue coat.

"Did you pay cash for your

new car?"

"All except the battery—I had

that charged."

BUT NOT VERY BADLY

What this country needs is new

Ford Jokes.

Judging by the way things are

going America will soon be a

nation of traffic officers.

Pet Motorist Grooms

Of all sad words of tongue or

pen,

The saddest of these are: "It's

flat again."

—Capper's Weekly.

And off it gives us quite a pain

To read: "Gasoline goes up

Again."

—Macon Telegram.

These sad laments do make one

blue.

But none distresses us so much

as such as "This month's pay-

ment's due

Upon your car, so please remit."

—New York Sun.

As sources of great excitement

These things don't seem to hit

like the ninety days free sit-

tle.

That we never seem to get.

—Houston Post Dispatch.

The sad reflection is a lot

More bitter still, I guess:

To find the car you just bought

is now two hundred less.

irate Taxi-Driver: "You've got

some nerve letting me drive you

out to this God-forsaken spot and

then to tell me you have no

money."

Meek Passenger: "Well, I was

hoping I'd be able to collect some

insurance after you assaulted me."

An absent-minded Medford den-

tal had to crawl under his auto

to make some adjustment in the

machinery. Applying the monkey

wrench to it, he soothingly said:

"Now this is going to hurt just

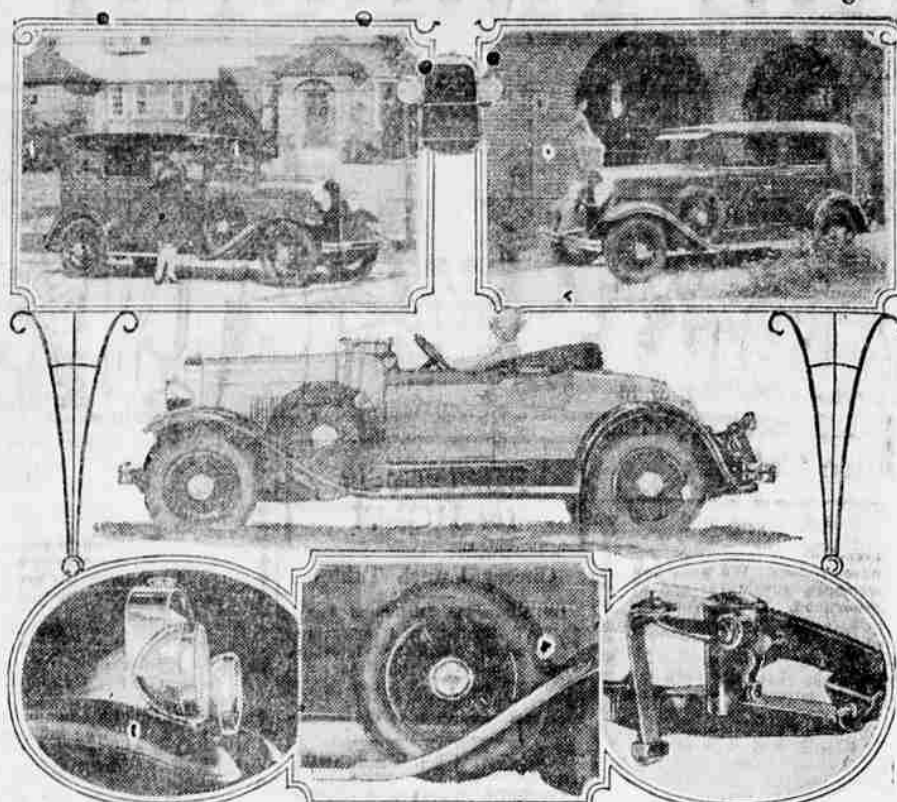
a little."

Better have your brakes tight-

ened. You may need them to

avoid going fool who didn't.

Oldsmobile Adds Luxe of De Luxe Models



Upper left, Oldsmobile De Luxe 4-door Sedan; Right, Oldsmobile De Luxe Landau. Center, Oldsmobile De Luxe Roadster. Lower left, chromium plated headlamps and radiator shell on De Luxe models; Center, extra wire wheels carried in fender wells; Right, spring covers and Hydraulic Shock Absorbers.

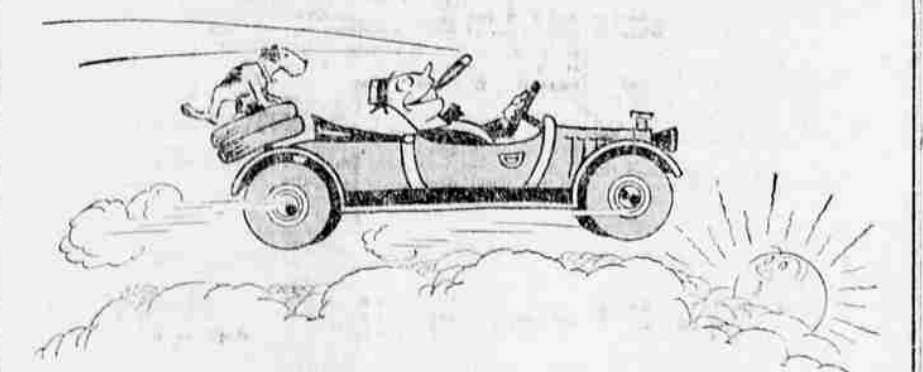
Mr. Hoover Fishes On the Rogue

On leaving the stream, where he fished for steelhead, Herbert Hoover must surely have carried with him that which is "better than fish—a lasting memory of the day, the mist in the valley, the sun on the riffs, the flash of a great trout above the busy water. From its beginnings in the southern Oregon mountains to its bridal with the Pacific, the river called Rogue is an unforgettable stream. It is such a stream as trout fishermen visit in their dreams, and hunger for, when they are far from the voices of rivers, and creeks and brooks. Such a stream as, having known, they never relinquish, though they are half a world away. And the steelhead is its fish.

Along the upper Rogue, where Mr. Hoover fished, and where he lured his fly to the cabin of that inveterate and skilled fisherman, "Toggerly Bill," there are so many goodly waters, for both small trout and great, that one who visits the stream is stricken with a haste to cast his fly, and a dazed hesitation as to where it must first alight. The long, bright, racing riffles, the dark rocks, wreathed in foam, the splash of thunder and shouting, the sodate and emerald eddies, bid fair to tug him astunder. A joyous and high-hearted river, a river of dream that has emerged to reality. Thus it is along the upper Rogue. It is only in this river—in this

stream and no other—that the princely steelhead trout will rise consistently to the fly. It is true that occasionally a steelhead is taken with this lure in another water, but only when the fish strikes from caprice, and usually when it is lank with the ordeal of spawning. Though steelhead enter all the coastal streams of Oregon that are of depth sufficient to their royal needs, it is in the favored Rogue alone that they will strike the fly. No man may tell you why this marvel should be, and much pondering has worn it round. The fact suffices. And the fact has brought glory to the stream. In the Rogue the sea-run steelhead, driving upward for their mating, hurt their comely, silver bodies at hooks and cancanans, at professor and amateur—theaters—which are flies—and the subsequent proceedings are of great moment to anglers.

Of great moment to anglers! At this time of the year the rise of the steelhead, the strike, is epic. Though later he may take the fly gently, giving proof of his vast strength and splendid courage only when hooked in solid running, his strike is instant and explosive. A radiance as of a flash, a shimmering of the surface, a great splash and tug at the plant rod, and the whirling of the thumbed reel. Now he throws his



"Like Riding on a Cloud"

THAT'S what Mr. Brown said the other day after he had a new set of Lee Balloons put on his roadster.

Just how riding on a cloud may feel, we don't know, but we are old and wise enough in the tire business to know that riding on Lees give about the greatest care-free mileage we have ever heard of.

Those Lee Shoulderbilts for instance. The heavy cars, Cadillacs, Lincolns, etc., will ride like a cradle on those Heavy Duty Balloons.

Then there is the DeLuxe Flat Tread, a high pressure classic, that is actually a rival of the balloon for comfort, but outstripping any balloon for mileage.

The Lee Balloon is a real resilient modern tire of rare comfort and unusual mileage.

The Leeland line—both High Pressure and Balloons—is the secondary Lee line. Every tire is an honor-built product, but the price is less than the others.

We carry this full line of Lee of Conshohocken Tires because they are the most trustworthy, dependable tires we know, and your use of them coupled with our tire service, will make your tire money go the farthest.

Phipps Auto Park Service
Pacific Highway at Jackson Phone 1037-Y

LEE Conshohocken Tires

he has it! Mr. Hoover of this and of that, but never of steelhead fishing in the Rogue.

OVERLAND MAKES A BIG SHIPMENT

In a recent record breaking car delivery day for Willy-Overland, when 291 Whipplet and Willy-Knight cars were shipped in this one day period, there were 815 of these cars turned over to dealers who came to the factory to drive them away.

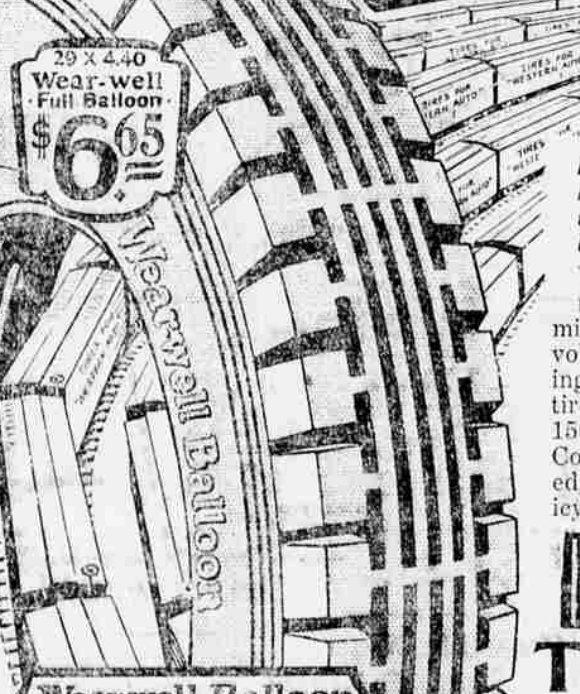
was on its way to its final delivery to the retailer.



means you get just what you pay for. There's a lot of comfort in knowing that your lumber came from a concern with a reputation too good to risk by careless grading. We always try to give our customers the benefit of the doubt. If a board is a "tolerable first," it's a "second" with us, and so graded and priced. Ask the carpenters.

Woods Lumber Co.
"Back to the Woods"
711 East Main Telephone 108

442 Carloads of "Western Auto" TIRES Sold Last Year!



Imagine it... 442 whole carloads... practically HALF-A-MILLION Western Giant and Wear-well tires... were purchased by western car owners last year...!

Why the popularity...? Here are some of the many reasons... High quality and long, trouble-free mileage; Low prices made possible by our tremendous volume and economical distribution; Additional savings for you in our Trade-In Allowance on your old tires; Unequaled Service offered by all our more than 150 conveniently located stores; Tires mounted FREE; Confidence in our Iron-Clad Guarantee, and the knowledge that our CUSTOMER IS ALWAYS RIGHT policy assures your complete and lasting satisfaction...!

If you haven't yet tried "Western Auto" tires, take an Economy Trip from the hundreds of thousands of thrifty car owners who bank on Western Giants and Wear-wells for savings and mileage... and you'll find out what Tire Satisfaction really means...!

Wear-well Balloon
Guaranteed 8000 Miles

Extraordinary savings are offered in these full balloons with broad ribbed, non-skid treads. Look at these low prices... and remember our trade-in allowance on your old tires!

Size	Our Low Price
29x4.40 Balloon	\$ 6.65
30x4.50 Balloon	7.25
30x5.00 Balloon, fit 29x4.95	9.25
31x5.00 Balloon, fit 30x4.95	9.55
30x5.25 Balloon	10.15
31x5.25 Balloon	10.95
30x5.77 Balloon	11.95
33x6.00 Balloon	13.90

More than 150 stores to serve you!

Wear-well Cord
Guaranteed 8000 Miles

Our new Low Prices on these full standard weight tires, with thick, tough, road-gripping treads, offer tremendous savings to car owners of the West. Allowance for your old tires too!

Size	Our Low Price
30x3 1/2 Cl. Regular Size	\$ 5.45
30x3 1/2 Cl. Regular Size	5.65
30x3 1/2 Cl. Overize	5.95
30x3 1/2 S. S. Overize	7.40
31x4 S. S. Overize	8.85
32x4 S. S. Overize	9.40
33x4 S. S. Overize	9.95
34x4 S. S. Overize	11.40
32x4 1/2 S. S. Overize	13.90
33x4 1/2 S. S. Overize	14.95

All tire sizes not shown also offered at proportionate savings.

Western Giant Balloon
Guaranteed 15,000 Miles

Extra heavy tread, built to give extra mileage under the most exacting service. At our low prices they offer unequalled tire economy. Trade-in allowance makes these prices even lower.

Size	Our Low Price
29x4.40 Balloon	\$ 7.85
30x4.50 Balloon	8.55
30x5.00 Balloon, fit 29x4.95	11.45
31x5.00 Balloon, fit 30x4.95	11.95
32x5.00 Balloon, fit 31x4.95	12.65
30x5.25 Balloon	13.45
31x5.25 Balloon	13.45
30x5.77 Balloon	14.85
32x6.00 Balloon, 6-ply	17.95
33x6.00 Balloon, 6-ply	18.75
32x6.20 Balloon, 6-ply	20.75

Wasco Cord

30x3 1/2	\$4.45
29x4.40	\$5.65

These 4-ply tires are full standard size and weight, new tread which will wear and fully guaranteed. Wasco Tires are available in a wide variety of sizes for the motorist who wants to make a wise investment.

Guaranteed against defects 100,000 Miles

30x3 1/2 Cl. Regular	\$4.45
29x4.40 Balloon	\$5.65

Trade-In Your Old Tires!
Make Your Savings Even Greater

Put new, fully guaranteed Western Giants or Wear-wells all around, and use your old tires as part-payment on them, at any "Western Auto" Store.

Western Giant Cord
Guaranteed 15,000 Miles (Reg. Size 10,000 Miles)

Our massive, extra heavy duty overize inner cord tires are extra heavy. Durable, extra tread and advanced tread—extra heavy carcass—and extra quality materials. We invite comparison with any other standard makes tires.

Size	Our Low Price
30x3 1/2 Reg. Size Cl.	\$ 6.45
30x3 1/2 Extra Overize Cl.	6.90
30x3 1/2 S. S. Overize	7.90
31x4 S. S. Overize, 7-ply	10.95
32x4 S. S. Overize, 6-ply	11.85
33x4 S. S. Overize, 6-ply	12.45
32x4 1/2 S. S. Overize, 6-ply	16.25
33x4 1/2 S. S. Overize, 6-ply	17.90
34x4 1/2 S. S. Overize, 6-ply	23.35
35x5 S. S. Overize, 8-ply	23.85

Western Auto Supply Co.
Cor. Main & Riverside