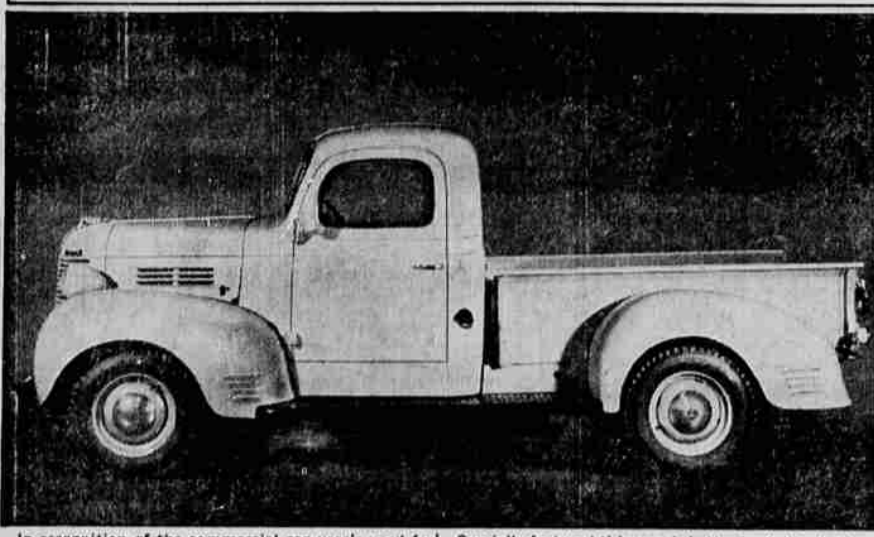


1939 AUTOMOBILE SHOW EDITION 1939

Plymouth Announces New Commercial Cars



In recognition of the commercial car user's need for equipment that commands attention and adds prestige to his business, the new Plymouth Commercial Cars for 1939 have stronger "eye appeal"—like the richer designs of new passenger cars. This is the new Plymouth Commercial Pick-Up Truck, just announced.

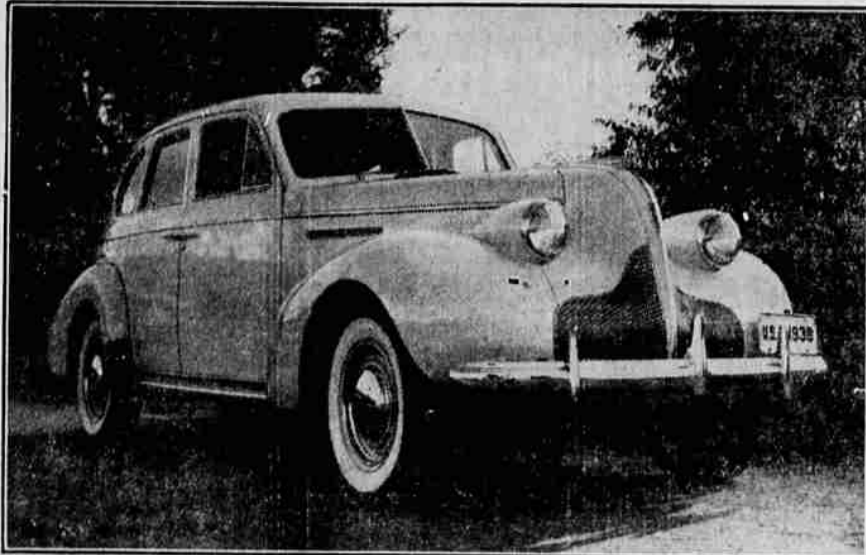
Also available is a new Commercial Chassis-and-Cab, on which the user can mount any type of special body best suited to his requirements. Prices are lower than corresponding models last year, the factory also announced.

For maximum safety, bodies and cabs are of solid steel construction. These are mounted on a special commercial car chassis of 116-inch wheelbase, designed from the ground up for commercial use. Structural foundation of this big chassis is a rigid, truck-type frame with side channels 6 inches deep and five cross-members, for extra strength and durability.

Specially featured this year is better load distribution, with the cab mounted three inches farther forward on the rear axle. This opens up additional load space on the frame, so that this year's steel pick-up box is a full 6 1/2 feet long without lowering the tailgate. Width of the body on the floor is 4 feet. The low floor makes it easy to load and unload from sidewalk or ground level. Edges of the deep flare boards—also of solid steel—are rolled for added strength. The steel tailgate can be lowered and secured flush with the floor, giving added capacity for extra long or bulky objects.

The engine is Plymouth's noted L-head design, improved this year for new high-torque performance and specially adapted for heavy-duty, commercial work. The special power plant delivers 70 horsepower at 3,000 r.p.m. with record economy, through use of all the famous Plymouth engineering features for greater smoothness and longer life.

"LOOKS FINE FOR '39"



Striking an entirely new note in styling with many important engineering improvements, the new 1939 Buick is being formally presented to the public this week. Above is the popular selling Series 40 Special four-door sedan, which is carrying a substantially lower price for the new season.

A Sensation of the Lion's Automobile Show The REACTOMETER



A Unit of the Widely Known SAFE DRIVING Demonstrations Sponsored By the AETNA CASUALTY and SURETY COMPANY

This remarkable demonstration affords YOU an opportunity to check your reaction to danger signals and compare your driving ability with other drivers you meet on streets and highways.

TAKE THE REACTOMETER TEST AT THE LIONS AUTO SHOW THIS WEEK

GEORGE HENSELMAN AETNA-IZER

Competent advice in all insurance and bonding matters. Also professional service in Life—Accident—Health and Annuities. 313 Fluhrer Bldg. Phone 636

STATE PREPARES TO ATTRACT MORE TOURISTS IN 1939

(continued from page five)

attractions. Plans for 1939 include a substantially increased production of folders and maps to take care of the anticipated increased demand from persons coming west to the San Francisco exposition.

Opportunity Seen

To date this year, more than 55,000 inquiries from every state in the union, all the provinces of Canada and many foreign countries have been received and answered by the travel and information department. It is expected that this total will be nearer 100,000 during 1939. In addition to direct mail distribution of booklets and maps, approximately

3500 motor clubs, chambers of commerce and organizations running travel information agencies have been supplied with maps and booklets for answering those applying to them for information on Oregon.

Members of the travel and information advisory committee to the highway commission, which convened recently to recommend plans for next year, were of the unanimous opinion that 1939, because of the Golden Gate international exposition, offers Oregon an outstanding opportunity to bring an increased number of visitors to this state. The committee is composed of Judge Robert W. Sawyer,

chairman; John Laing, Donald J. Sterling and Dr. E. B. McDaniel, Portland; Robert W. Ruhl, Medford; Frank Jenkins, Klamath Falls; Ralph Cronise, Albany; Ed W. Miller, Marshfield; Merle Cheaman, Astoria; Hugh Ball, Hood River; and Charles Reynolds, LaGrande.

Urge Columbia Channel

HOOD RIVER, Ore., Dec. 8.—The mid-Columbia chamber of commerce at its annual meeting last night advocated a fully dredged channel between Vancouver and The Dalles, developments necessary to navigation between The Dalles and Lewiston, Idaho, industrial zoning of the Columbia basin and low industrial power rates in the district.

Diver's Feat

ARIEL, Wash., Dec. 8.—Harry Bethel, Carole, a commercial diver, performed the remarkable feat of working under 110 feet of water with only light equipment this week. He patched a hole in the hull of the tug Doris which sank to the bottom of Lake Merwin. The craft was raised.

DOMESTIC RETAIL BUICK SALES ARE UP FOR NOVEMBER

FLINT, Mich., Dec. 8.—Domestic retail deliveries of Buick motor cars during the second 10 days of November totaled 7,246 units, compared with 6,827 in the preceding 10 days and with 6,635 in the corresponding period of November last year, according to figures released today by W. P. Hufstader, general sales manager. This was an increase of six per cent

for the period totaling 9,683, against over the November 10 period and of 9.2 per cent over last year.

Used car sales continued strong. Mr. Hufstader said, with deliveries 9,166 in the previous 10 days and with 8,883 in the corresponding period last year.

The executive said used car stocks in the hands of Buick dealers are 18 per cent lower than last year, while deliveries are exceeding the 1937 pace.

CCC Boy Killed

STEVENSON, Wash., Dec. 5.—A Steven Rock CCC enrollee, Harry T. Hembre, was killed yesterday by a falling log. He was from Hopatill, Ga.

Texas officials estimate the state is losing \$200,000 a year from people who ship their cigarettes into the state by parcel post to avoid paying the state cigarette tax.

Bigger Car. Lower Price.

YOU SEE FINER QUALITY IN EVERY SINGLE DETAIL

Great New Engineering Advances Make This Great Plymouth the Year's Best Buy!

You get more car—more actual value—than ever before, yet this new Plymouth is priced even lower for 1939!

Plymouth is bigger, with brilliant new Functional Styling, new High-Torque Engine Performance and new economy.

Furthermore, it's the smoothest riding, easiest handling low-priced car you ever drove!

Easy to own... your present car will probably represent a large proportion of Plymouth's low delivered price... balance in low monthly instalments.

- ### Get the Benefit of Great Engineering
1. Greater Size—114-inch Wheelbase.
 2. Thrilling High-Torque Engine Performance with New Economy.
 3. New Coil Springs of special Amola Steel.
 4. Perfected Remote Control Gear Shifting.
 5. New All-Silent Auto-Mesh Transmission.
 6. New Streamlined Safety Headlamps.
 7. Ingenious new "Safety Signal" Speedometer.
 8. Time-Proven, Double-Action Hydraulic Brakes.



NEW 1939 PLYMOUTH "ROADKING" 2-Door Touring Sedan with completely rust-proofed Safety-Steel body.

EASY TO BUY

"Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.6 cubic feet). Plymouth "Roadking" models start at \$645. "De Luxe" models are slightly higher. Prices include all federal taxes, transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich. TUNE IN MAJOR BOWS' AMATEUR HOUR, C. B. S. NETWORK, THURS., 9 TO 10 P. M., E. S. T.

Exercise your hindsight now!

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- * DYNAFASH VALVE-IN-HEAD STRAIGHT-8 ENGINE + BUICK TORQUE-FREE SPRINGING + GREATER VISIBILITY + HANDSHIFT TRANSMISSION + ROOMIER UNISTEEL BODY BY FISHER + TORQUE-TUBE DRIVE + TIPTOE HYDRAULIC BRAKES + CROWN SPRING CLUTCH + "CATWALK-COOLING" + OPTIONAL REAR AXLE GEAR RATIOS + FLASH-WAY DIRECTION SIGNAL + SELF-BANKING KNEE-ACTION FRONT SPRINGING

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

ONE of these days you're going to get tired of watching these agile Buicks flash past you!

One of these days you're going to get fed up on hearing friends rave about Buick comfort, and Buick smoothness, and the glorious view through Buick's bigger and broader windshield and windows.

One of these days you're going to wish you too had a car styled like a bit of tomorrow here today.

And one day you'll ask yourself why you didn't see what a buy Buick is at its new, deep-cut, 1939 prices.

Sure as shootin' all that's going to happen—unless you do certain things now.

First—come try out the brilliant surging power of this Buick's Dynafash great eight engine. Next—find a rough stretch—and discover for yourself how steady this smooth traveler is in its going, how directable in its easy handling.

Finally—take paper and pencil, and when noting Buick's surprising low delivered price, note also the extras it includes, the big reductions over last year, and the actual savings you can make by putting your dollars in Buick!

For the value's up mightily as you can see. And yet this great straight-eight actually costs less than last year—less than you'd expect—less even than some sixes.

How much less? We're waiting to watch your eyes pop when we tell you!

"Buick's the Beauty!"

EXEMPLAR OF GENERAL MOTORS VALUE

SKINNER'S GARAGE

ON DISPLAY AT THE AUTOMOBILE SHOW AND AT ALL BUICK DEALERS

143 South Riverside Phone 102

PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING" NEW "DELUXE"

THIS YEAR PLYMOUTH'S THE CAR