

VIKING MODEL DISPLAYED BY LOCAL DEALER

New Oldsmobile Strikes New Note in Automotive Industry

The Viking's new name and a new car with distinctively new features is now on initial showing here today. It represents three years of development by the vast engineering resources of Oldsmobile and General Motors and presents for the first time, at a medium price, design fundamentals which heretofore have been associated with high priced cars. The new Viking is now being displayed by Oldsmobile-Viking dealers in this vicinity.

The most significant factor surrounding the announcement of the new Viking is that it brings for the first time to the medium price field the compact, sturdy 90-degree, V-type eight cylinder engine for it is with this type engine the Viking is powered. While the fundamental principles of the 90-degree, V-type eight are employed, the Viking embodies new and advanced engineering principles never before incorporated in automotive design.

In styling, the new Viking also presents itself as a leader. Handsome, roomy bodies have been designed by Fisher for the 125-inch wheelbase chassis. The appearance of the bodies is distinctive without being radical and achieves beauty and elegance through the use of simple lines. The interiors and appointments are luxurious. From bumper to bumper the new Viking is an aristocrat.

With these characteristics of expensive automobiles, the price of the new Viking is as sensational as are its advanced engineering design and its distinctive appearance. The price will be \$1,595 f. o. b. Lansing, Michigan, for the three standard body types. These are the five-passenger four-door sedan, a close-coupled five-passenger sedan and a convertible coupe for four.

Even more than the ordinary interest attached to a new car is centered in the Viking due to its being the latest member of the General Motors family. It is the first new automobile introduced by General Motors in more than two and one-half years. The last newcomer previous to the Viking was the LaSalle, which also is powered by a 90-degree, V-type eight cylinder motor.

Three years ago Oldsmobile and General Motors sensed a coming demand for a medium priced eight-cylinder automobile of General Motors quality. The engineering, research and testing facilities of General Motors and Oldsmobile were devoted to the development and design of an automobile which would fill this requirement and come up to exacting standards set for General Motors products.

Pledged to the engineering staff of the Oldsmobile organization devoted their knowledge and facilities to determine what was best in engineering practice in eight-cylinder automobiles. Literally starting from scratch, these engineers studied the relative merits of all types of eight-cylinder car design. What had gone in the past and what existed today in the eight-cylinder field were checked and re-checked to prove what was most capable. New designs and the latest findings of engineering science were developed and put into competition against the field.

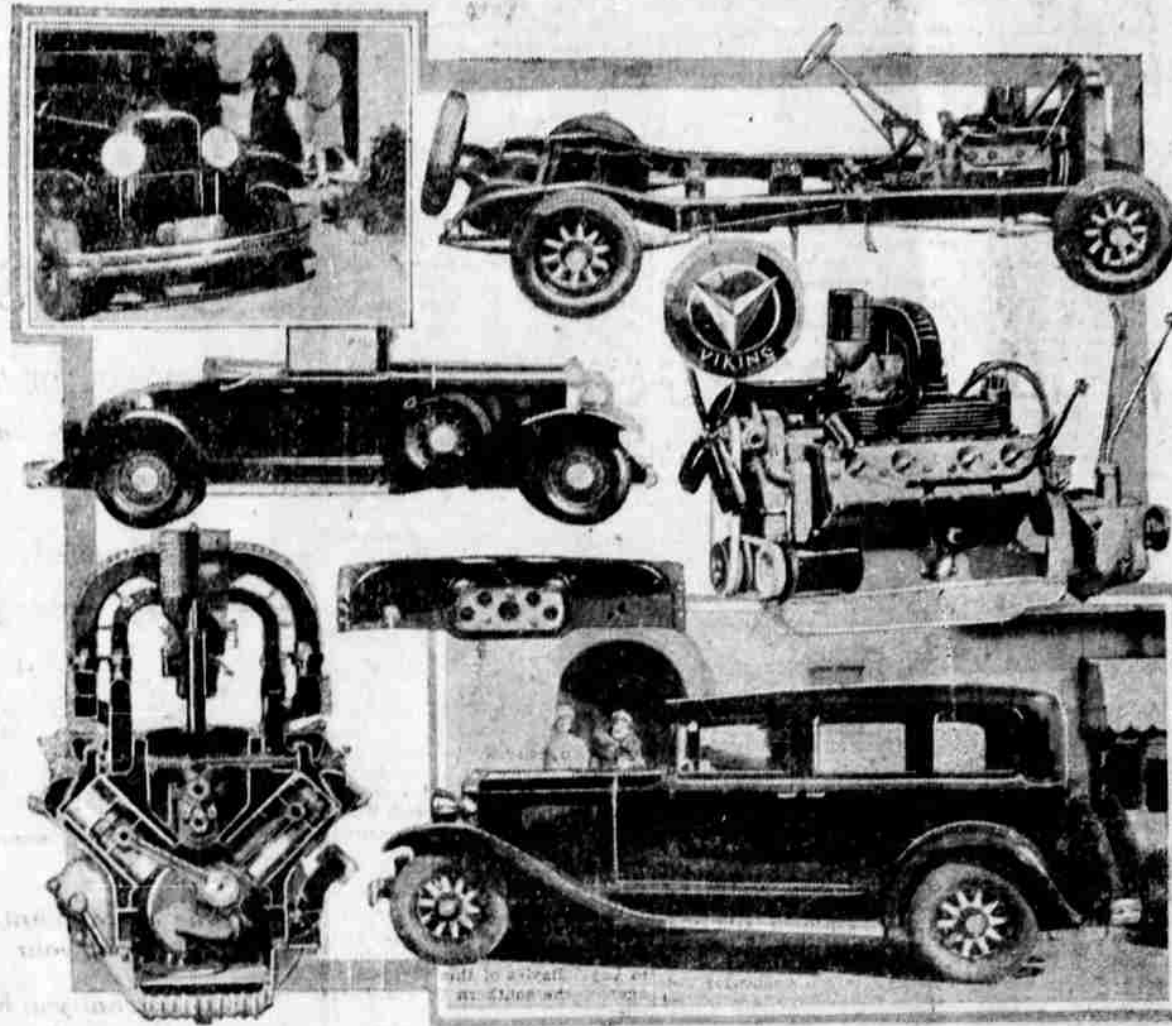
Fleets of all of these types of eight-cylinder automobiles—each one fundamentally different than the others—were built and put to work in the General Motors proving ground to show their capabilities. All of these fleets were operated under the same identical conditions and the results were tabulated, one against the other.

For months all of these cars were subjected to racking strains and prolonged road work at the proving ground and in the testing laboratories. The most severe car requirements were exaggerated beyond previous conception. Summer and winter these fleets of cars were driven at all speed ranges over every type of road, up and down grades, and daily records of their performance and stamina were tabulated.

One by one different types were eliminated. Finally the prolonged and grueling tests conclusively proved one of these fleets of cars to be superior to all others. But even then the engineers were not content, they desired conclusive proof that this automobile was the best kind of its kind that is possible to build today.

Ben Nevis is the highest mountain in the entire British Isles. It is 4,406 feet high and is located in Scotland.

The New Viking, 90 Degree, V-Eight Introduces Distinctive Features



Upper left—Front view of the new Viking, a V-eight just introduced as a companion car to the Oldsmobile Six. Upper right—The Viking chassis. Center left—Viking convertible coupe. Center right—Viking nameplate and side view of engine. Lower left—Sectional view of the Viking engine. Lower right—Instrument panel and Viking standard four-door sedan.

NEWS IN BRIEF

At Salvation Army

There will be a special speaker at the Salvation Army hall Saturday evening, April 13th, at this meeting there will be good singing and a service of praise and song and testimony. Miss Helen Wiley will read from God's Word and bring the message of the evening. Miss Wiley has spoken before the Salvation Army hall and always draws an interested congregation.

The Saturday night services of the Salvation Army have thus far been the best attended of the week with the exception of the Sunday school and Bible class service which takes place Sunday afternoon at 2:30 p. m.

Ensign and Mrs. Ford, officers in charge will assist in the evening service. Everyone is invited.

Portland Visitors—Included among the Portland visitors in the city on Friday were, W. E. Halford, Bruce Baskinski, Howard Weaver, G. Davidson, C. P. Andrews, H. E. Harris, S. A. Malhorn, R. E. Manning, A. B. Chace, Ed Adams, C. Lair, George Melony, M. C. Vaulzan and C. L. Swain. These visitors were guests at the Hotel Willard.

Mrs. Hannon Left—Mrs. P. E. Hannon has left for San Francisco and other bay points where she will visit for some time with relatives and friends. In San Francisco, Mrs. Hannon will be with her sister Mrs. E. J. Murray of Marshfield who is spending some time in the southern city.

Rev. and Mrs. Wemett Home—Rev. and Mrs. Frank L. Wemett are home following a two week's absence spent in the northern part of the state. Rev. Wemett will occupy the pulpit at the First Methodist church tomorrow.

Mr. and Mrs. Peyton Returning—Mr. and Mrs. Oscar Peyton are expected home tomorrow from La Grande where Mr. Peyton recently attended a meeting of the Grand Commandery of Knight Templars in that city. They made the trip by motor.

Home From Bend—Mr. and Mrs. F. R. Prince of Bend are guests in the city today visiting. Mr. and Mrs. Prince are stopping at the Hotel Willard.

Visiting From Washington—Mr. and Mrs. Paul A. Davis of Elma, Washington are guests in the city. They are at the Hotel Willard while here.

Visiting In Portland—Mr. and Mrs. W. J. Steinmetz are enjoying a visit in Portland. They expect to return home this week end.

Motor To Chiloquin—Ted Snyder and Miss Vernona McCauley motored to Chiloquin this morning.

Mr. and Mrs. Magee Home

Following a ten day's visit in Portland and La Grande, Mr. and Mrs. E. E. Magee have returned home. While north Mr. Magee attended the state conference of the Grand Commandery of Knight Templars held in La Grande. Mr. Magee is past grand commander of the state order—George Innis of Ashland was elected Grand Commander for the ensuing year. Corvallis was selected as the meeting place next April. Mr. Magee, manager of Underwood's Pharmacy resumed his business duties this morning.

Stinsons From South

Mr. and Mrs. R. E. Stinson are spending several days in Klamath Falls visiting with friends. They are guests at the Hall Hotel while in the city. Mr. Stinson is former owner of the Artcraft Studio here, which he sold to Mr. A. Zamsky some time ago. He is now located in Red Bluff, where he has a studio. He plans to visit for some time with his family in Los Angeles next week.

Bridge At Parish Hour

Seven tables of bridge were enjoyed on Friday evening at the Parish House when St. Paul's Episcopal Guild entertained. Miss Helen Glover held high score for the ladies. Mr. Vanderpool received high score for the gentlemen. Mrs. D. V. Kuykendall received the consolation. It is hoped these delightful parties can be arranged for once each month.

Returned From Bend

Wilson S. Wiley, district attorney, Harry S. Botvin, deputy district attorney and Wilson Wiley, Jr., returned this morning from Bend where they motored Friday afternoon to attend the oratorical contest last night. Mr. Wiley presided as one of the judges.

Rev. Cole To Attend

Rev. Nelson F. Cole, pastor of the Congregational church plans to attend the state assembly to be held in Forest Grove on May 7, 8 and 9. At this meeting W. W. Sweet, ex-governor of Colorado will give an address.

Home From Portland

Mr. and Mrs. H. B. Cartledge have returned from a business trip to Portland. Mr. Cartledge is connected with the W. O. Smith Printing company of this city.

From Medford

J. L. Heathcote of Medford transacted business in the city on Friday. While here Mr. Heathcote was a guest at the Hotel Willard.

Returned To San Francisco

Mr. and Mrs. H. S. Rogers left this morning for Sacramento to after having visited here for several days.

Visiting Parents—Miss Winifred May, daughter is spending the week end here with Mr. and Mrs. Albert E. May attending Southern Oregon Normal.

Mrs. Tilton Honored

The Ladies Auxiliary of Canton Number Seven honored Mrs. A. D. Tilton of Pollock City with a miscellaneous shower at her home on Friday evening. Those in attendance were: Mrs. Curtis Smith, Mrs. W. E. Beck, Mrs. B. Greene, Mrs. Carl Sandell, Mrs. Jennie Harn, Mrs. F. H. Redkey, Mrs. L. J. Bean, Mrs. B. Wolander, Mrs. F. A. Bliss, Mrs. W. J. Heller, Mrs. Fred Myer, Mrs. Earl Tilton, Mrs. Al Coak, Mrs. Charles Bent in House, Sr., and Mrs. George Uhrine.

Miss Darby Returning

Miss Lillian Darby, director of music in the city schools is expected to return home this evening from a two week's trip north to Seattle, Cheney, Spokane and Portland. At Cheney, Miss Darby visited with a sister teaching at the Normal school. In Spokane she attended the Northwestern Music Conference in session April 10, 11 and 12. At this same time the Inland Empire association met in Spokane.

At The Mason Home

Mr. and Mrs. Alexander Martin and Mrs. G. Heikenter, former residents of Klamath Falls were recent visitors in the city enroute home to Portland from Los Angeles where they enjoyed the past two months. Mr. Martin was formerly cashier of The First National Bank of this city. The visitors were the house guests of Mr. and Mrs. Burge Mas'n while in the city.

Leaving Tomorrow

Amena Elliott Webster, fashion adviser from Marshall Field and Company, Chicago will leave Sunday for Medford. She will accompany Albert E. May and his daughter, Miss Winifred May to the valley. Miss May is returning to normal at Ashland tomorrow.

Mrs. Stoddard In City

Mrs. N. Y. Stoddard of Modoc Point was in the city today, called here by the passing of Mary Josephine Walsh, teacher at Ewauna camp.

Riley From Long Beach

C. E. Riley, prominent resident of this city has secured a non-resident license for his car while here from Long Beach, California. Mr. Riley owns considerable property in Klamath Falls. He recently returned from the south.

Altamont P. T. A.

All members of the Altamont P. T. A. are asked to be at the school promptly at three o'clock on Tuesday afternoon. A short program will be given. The regular business meeting will be held.

Leaving For California

Mr. and Mrs. Orlando Easterly plan to leave this week end for San Francisco and other California cities where they will enjoy a vacation of a fortnight or longer.

Slater From Sacramento

Fred W. Slater, traffic supervisor of The Southern Pacific with headquarters in Sacramento transacted business here yesterday.

Here From Oakland

A. Lee of Oakland, California is stopping at the Hotel Bisbee while in the city for several weeks.

Mr. and Mrs. Willis Here

Mr. and Mrs. Leland Willis and daughter, Sharon Lee of Lakeview arrived here late this afternoon to spend the week and with relatives and friends. Mr. Willis is here for the Masonic banquet tonight.

Arthur Geary Here

Arthur Geary, prominent attorney of Portland arrived in the city this morning to attend the final rites of the late Frank Hanna McCormack laid to rest this afternoon. Mr. Geary is a nephew of the deceased.

Lutheran Guild To Meet

The American Ladies Lutheran Guild will meet on Thursday afternoon with Mrs. R. J. Orres. The meeting is called for two o'clock. All members are asked to be present.

Fitzgerald Returned

J. W. Fitzgerald, superintendent of The Shasta Division of The Southern Pacific returned home to Dunsmuir yesterday after having spent several days here on business.

Riverside P. T. A.

The regular meeting of Riverside Parent Teachers association is to be held Tuesday afternoon, April 16.

NO AUTOMOBILE IS FREE FROM NEED OF REPAIR— Your car is no exception—it will need motor or brake adjustments from time to time. The life of your car depends upon the care with which this repair work is done. Let experts handle the job. We specialize in repair work and are Raybestos brake representatives here. Chets Motor and Brake Shop in connection Arcade Garage 11th and Walnut Phone 890

General Motors Introduces the VIKING COMPANION CAR TO OLDSMOBILE A New Medium Priced Car with Ninety Degree V-type Eight Cylinder Engine SEE IT AT OUR OLDSMOBILE SHOWROOM THE WEEK OF APRIL 14TH. Henry Grimes Motor Co. 8th and KLAMATH AVE. PHONE 1733