

MOTORISTS THIS IS YOUR PAGE

CADMIUM USED ON THE VIKING

Two elements, one among the hardest and the other ranking with the softest, are used in plating some of the exterior parts of the new Viking, the latest V-type, eight-cylinder automobile announced recently by manufacturers of the Oldsmobile Six. The elements are chromium and cadmium.

Cadmium is an extremely soft rust-proof element discovered by Stromeyer in 1817. Comparatively recently it was "re-discovered" by automotive engineers as an exceptionally good plating medium for those exterior parts of an automobile which came in contact with tools, such as bolts, nuts and screws.

Due to the softness of cadmium it will bend and give, rather than chip or break, when struck by a metallic substance. Therefore cadmium plating wears even on parts where screw drivers or wrenches are used. Its rust-proof qualities make it an ideal plating substance for these exterior parts on an automobile. Regardless of exposure, to all kinds of weather it retains its dull white color.

Chromium is a direct opposite to cadmium, being the third hardest element known, ranking just below pure carbon and boron. It has a brilliant blue-white color similar to a diamond. Its rust-proof and non-corrosive quality is its only point of similarity to cadmium.

Chromium is used to plate the radiator shells, head lamps and similar decorative exterior portions of the Viking. It was first introduced to the automobile industry by Oldsmobile more than two years ago.

Even on cars with four-wheel brakes, the rear wheels take the greater part of the braking load and, of course, they have to get traction to propel the car. Here are two reasons, therefore, for using the tires with the best treads at the rear.

Oil Men to Visit Here Enroute to California

William F. Humphrey, president of the Associated Oil Company, F. M. Rowles, domestic sales manager, B. L. Graves, man-



W. F. HUMPHREY

ager of the fuel oil cargo and export sales, and a party, arrived in the northwest, via Seattle on Monday. The party will make an inspection tour of the Associated



F. M. ROWLES

Oil company's holdings throughout the entire northwest.

J. A. McGowan, local manager for the Associated Oil company, stated today that W. A. Reanier, northern department sales manager of Seattle is also accompanying the party on this trip of inspection.

They are due to arrive here tomorrow for the purpose of viewing local holdings en route to San Francisco.

MILLION CARS SINCE JANUARY

DETROIT, Mich., Aug. 21.—One million six-cylinder Chevrolets have been placed on the road since the first of the year.

This sensational announcement, indicating as it does the great popular appeal of the new six-cylinder car, was made at the central offices of the company here today as assembly plants in various parts of the country were operating on the biggest summer production schedule in the history of Chevrolet.

Never in the history of the industry has any other manufacturer equaled the achievement of placing a million six cylinder cars on the road in less than eight months. In fact, according to observers, this is more than three times as many six cylinder cars as were ever produced by a manufacturer during a like period.

The record-breaking model, probably the most famous of all Chevrolet record cars, rolled off the assembly line at the huge Flint, Mich., plant on Aug. 5. It happened to be a sedan—the new Imperial sedan, introduced a few weeks ago. The glistening record-breaker was welcomed at the end of the assembly line by W. S. Knudsen, president, and other high Chevrolet officials.

Without any ceremony the car left the plant for Detroit where it will be presented as one of the interesting exhibits that are to be a part of the mammoth Chevrolet sales convention in Detroit, Aug. 14, 15 and 16. The entire Chevrolet sales supervisory force of nearly 2,000 men will be on hand for the biggest convention of its kind ever held by the company.

The rapidity with which Chevrolet marched on to the record of

a million sixes in less than eight months will be noted from the following tabulation of the dates when the various epoch marking sixes were on the road:

First six	Jan. 1.
250,000th six	March 4.
500,000th six	April 24.
750,000th six	June 12.
1,000,000th six	August 5.

Nearly every state in the union had a share in the building of the million sixes. Pennsylvania, Ohio and Michigan furnished the steel; the south and west supplied the wood; the south and the north-east provided the cotton and wool; the rubber came from Ohio, Illinois and California; the glass from Pennsylvania, Ohio and Illinois and the Duco and enamel from New Jersey and Michigan. More than 85,000 carloads of material were used to produce the million sixes.

As officials point out, the achievement is even greater than during the same period of 1927 or 1928, during which years the Chevrolet Motor company was the world's largest builder of automobiles. Furthermore, the change made by Chevrolet January 1 from four-cylinder production to six-cylinder production has upset all previous precedents in the low priced field by causing the production of six-cylinder cars to exceed the production of four-cylinder cars for the first time in automotive history.

It is also significant to note, from automobile registrations, that since January 1, 1927, the Chevrolet Motor company has built and produced to date more than any other manufacturer in the world. Also, Chevrolet sales for the first time in the history of the company were greater in July than they were in June, which still further emphasizes the constantly increasing popularity of the new six-cylinder car.

Select the speed at which you wish to drive and hold it insofar as traffic conditions will permit, is the advice of Oldsmobile engineers to automobile tourists who wish to cover the maximum of miles without danger or discomfort. Steady driving at a set speed is less tiresome and more effective, the Oldsmobile men assert.

THE DIVORCEE GAS STATION

In Reno, Nev., where divorce attorneys, divorcees and alimony are three important subjects of conversation, a very smart young man has hung a sign over his automobile service station that is literally flooding his place with business. It reads: "THE DIVORCEE, A Free and Happy Service Station."

The owner of the Divorcee says "Propinquity begets Familiarity." Being a business man and knowing the importance of appealing to the public, he wishes to serve in an original manner and in a business like fashion.

"The sign gets them to come in and because of its humor slant breaks the ice, and I keep them coming back by giving them real service and selling only quality products," states the smiling faced operator.

The Divorcee service station when opening its doors selected Violet Ray Anti-Knock gasoline and General Secony Parabass Motor oil as the product it would feature. "People will be coming to Reno for relief for a long, long time and I want every one to leave here with the feeling that the service is as good as the products, which are great," he adds.

The large, 15-plate storage battery used on the Viking is not "hung" from the frame but is supported by an L beam of steel fastened to both frame side members. This firmer method of retaining the battery tends to increase its useful life.

When your engine bucks, it may not be carburetor trouble. It may be due to improper adjustment of spark plugs or breaker-point gaps. Examine these things first. It's easier.

If night comes on before the day's driving is done, wipe off the windshield—inside and out. Dusty glass increases the glare of approaching headlights.

AN UNUSUAL OPPORTUNITY

REDUCED PRICES

.. Reductions on new NASH '400's as high as \$300

NASH, in reducing prices last week on 1929 Nash "400" models, gives you a golden opportunity to save as much as \$300 on your new car.

Only a limited number of these "400" models are available at these prices. The prices on 1930 models, when announced later this year, will be higher than the "400" prices which have prevailed prior to this price reduction.

Here is a real opportunity—now you can have one of these finer motor cars at a price you would ordinarily pay for one much less desirable.

And just compare them to any competitive car now being offered. You will find these cars still far ahead in style and engineering excellence. These are the cars with the Twin-Ignition motor, with Bijur Centralized Chassis Lubrication, with *ash-board* mounted Houdaille and Lovejoy hydraulic shock absorbers, with the World's easiest steering, and with many other equally advanced and desirable features.

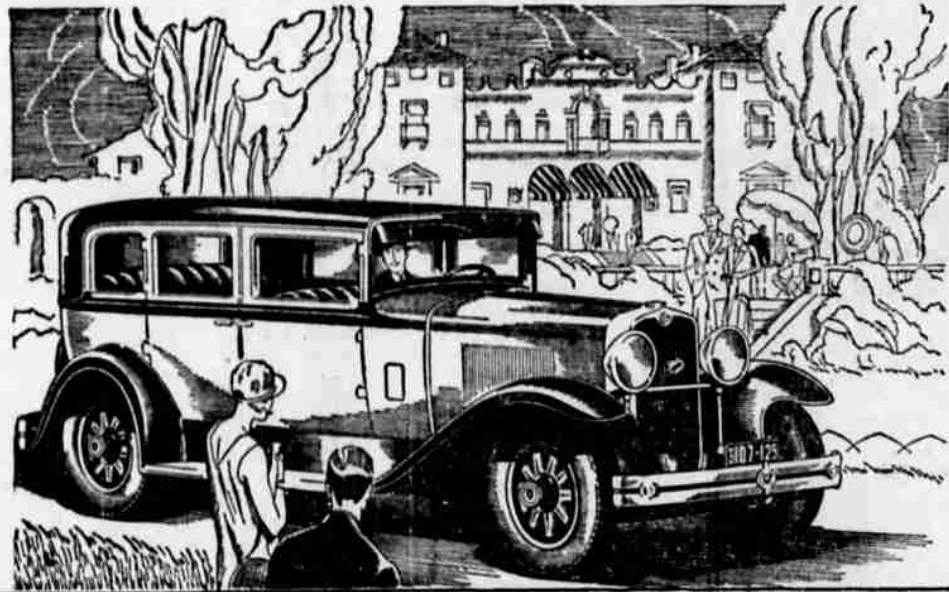
And, at the reduced prices, these Nash "400's" are fully equipped, exactly as at the former prices, with chromium nicked bumpers front and rear, spare tire lock and tire cover. *Nothing more to buy except a spare tire.*

NASH "400"

Leads the World in Motor Car Value

TEMPLAR MOTOR CO.

Eleventh and Klamath Ave. Phone 1010



CONSIDER THE DELIVERED PRICE Consider the delivered price as well as the list price when comparing automobiles. Viking delivered price includes only reasonable charges for delivery and financing.

\$1595

f. o. b. factory, Lansing, Michigan. (Spare tire and bumper extra.)

Beauty and Grace Achieved Through Tailored Lines..... in the 90° V-Eight at Medium Price

In creating the new Viking, the designers sought distinction along the most difficult path—the achievement of beauty, grace, and elegance through tailored lines.

The result more than justifies their diligence, for although the Viking was introduced only a few weeks ago, the public has already appraised it as a car of exceptional beauty.

The Viking is a low-swung, trimly-tailored car of generous size. Sweeping full-crown fenders, graceful hood, and handsome body contours all blend into a pleasing, beautifully proportioned whole—at once fleet in appearance and dignified in character. And this same rich harmony of design has been carried out to the last detail in upholstery, appointments, and all interior decorations.

Combined with this beauty and luxury are the smoothness, quietness, and perfection of performance of the ninety-degree, V-type,

eight-cylinder engine. The new Viking will deliver far greater speed than the average motorist requires—easy, effortless speed that may be sustained hour after hour. Response to the throttle is remarkable, both in getaway from a standing start and in acceleration at the higher speeds. And there is mighty power for steep hills, long grades, and hard pulling. Among the outstanding advantages of the new Viking V-type, eight-cylinder engine are its simplicity, rigidity, accessibility, and compactness. The valve mechanism is entirely new in design and is more accessible than in the conventional automobile engine. Fuel distribution is through down-draft manifolds, providing all cylinders with a uniform fuel mixture.

Come in and see the great new Viking Eight today. Examine its many new engineering features. Take it for a trial drive. Then compare the new Viking, point by point, with other cars of medium price and learn how much more it offers you in value.

OLDSMOBILE SIX

—the Fine Car of Low Price—continues to win ever greater success throughout the nation. Companion car to the new Viking Eight, and equally outstanding in engineering and value at its price, it offers a wide choice of body styles and equipment combinations, ranging from \$675 up, f. o. b. factory, Lansing, Mich.

VIKING

PRODUCT OF GENERAL MOTORS

LAKE AUTO CO.

136 MAIN ST. PHONE 108

THE New BUICK



The Greatest success in all Buick history

More people have purchased New Buicks during the past two weeks than in any similar period of any previous year

The New Buick with Body by Fisher has met with a veritable landslide of public demand. Many purchased before ever seeing the car—many thousands of others placed their orders the first few days it was on display—other thousands have been taking demonstrations and then making Buick their choice.

More Buick owners have entered orders—more men and women who owned other cars have turned to Buick—more people who formerly paid from \$1000 to \$2000 higher for their automobiles have purchased Buicks—than ever before during a similar period in Buick's twenty-six year history.

The total demand during these two weeks is from three to five times as great as that for any other automobile priced above \$1200.

Popularity so overwhelming carries an unmistakable message to every prospective motor car buyer: See the new Buick—drive it—compare it—and you'll quickly discover that it's the greatest dollar-for-dollar value in the entire quality field.

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

Canadian Factories: McLaughlin-Buick, Chassis, Ont. Builders of Buick and Marquette Motor Cars

NEW LOW PRICES

118" Wheelbase Models \$1225 to \$1295 • 124" Wheelbase Models \$1465 to \$1495

132" Wheelbase Models \$1525 to \$1995

These prices f. o. b. factory. Special equipment extra. Buick delivered prices include only reasonable charges for delivery and financing. Optional items can be ordered on the liberal GMAC Time Payment Plan. Consider the delivered price as well as the list price when comparing automobiles.

BUICK GARAGE

1330 MAIN H. E. HAUGER PHONE 42

WHEN BETTER AUTOMOBILES ARE BUILT..... BUICK WILL BUILD THEM