

## KING VICTORIA MAKES ITS BOW

Chief of Studebaker's New Custom Types Makes Appearance

Following closely the sensational success of the new Studebaker custom sedan models comes the announcement from Dunham Auto company, local Studebaker dealer, of the addition of a new Studebaker custom victoria to the line. This model, which is built on the standard six chassis, is a gracefully designed car that seats four passengers in roomy riding comfort.

"Probably the most conspicuous feature of the custom victoria, from the standpoint of riding comfort, is its unusual roominess, yet compact construction, comments Mr. Dunham, in a description of this latest addition to the line. So cleverly have the designers planned the interior of the car that there is adequate leg room for four adult passengers.

"But despite its roominess, there is not even the slightest suggestion of bulkiness in its trim appearance. Very noticeable is the same low hung, graceful lines which have won the custom sedan's recognition as heralds of a new draughtsmanship in automobile designing with distinctive beauty.

"The seating arrangement is just as comfortable as it is compact. Two passengers are carried in the wide, deeply cushioned and firm fashioned club seat, which is set at the right and slightly to the rear of the driver's seat. The fourth passenger is carried in the auxiliary seat which affords complete comfort even on long tours. When used for three the auxiliary seat folds up under the cow.

"Unusual luggage carrying space is provided. Behind the driver's seat is a concealed compartment for small parcels, a notable shopping convenience. Under the rear deck, access to which is made easy by a waterproof and dustproof cover, is a commodious locker for baggage. Four large pieces of luggage may be carried.

"The grace and poise of the low body are accentuated by lustrous lacquer finish of Kinick green and Tuchi gray. The belt is finished in ebony with delicate apple green striping. Supplementing the smart color scheme of the exterior, the interior is finished in rich, harmonizing tones. Upholstery is in fine Chase mohair with broad lace trim. Butler finish hardware and an opal

## Chrysler Sales Startle World of Auto Buyers

"Despite the fact that at this time of the year automobile factories usually face certain seasonable decline in sales, which in turn affects production, the Chrysler corporation at the present time is producing 800 cars a day," reports Walter P. Chrysler, president Chrysler corporation. "This is partly because of the very satisfactory public acceptance of the new four-cylinder model, the Chrysler '30,' which was offered to the public for the first time last month.

"During the first eight months of 1926 the Chrysler corporation produced 100,772 cars, as compared with 89,722 during the same period last year, an increase of 12.3 per cent.

"Export business is excellent. And this despite economic difficulties which are troubling many of the countries of the old world. In 1925, during the first eight months, we exported 6,938 cars. This year, during the same period, we shipped overseas 9,000 cars.

"We look for business during the remainder of 1926 to show a marked improvement over business during the last months of 1925. We have four complete lines of cars meeting all price requirements. Dealers' stocks and cars in transit are below normal. We have reason to face the winter months and 1927 with optimistic confidence."

## Change Oil Often In New Automobile

There are two reasons why engine oil in a new car does not remain in condition as long as in a car that has been seasoned. In the first place the running-in process involves the wearing off of minute particles of metal. These all collect in the oil and act as an abrasive on the bearing surface.

Then, too, during the first few hundred miles the operation is unfamiliar with the owner of the choke in starting and warming up. The result is over-choking—with the consequent thinning out of the oil by unvaporized fuel. The low temperature which may be expected with slow driving aggravates this dilution tendency.

Iridescent hardware and an opal iridescent dome light.

"All of the features of driving convenience and refinement developed by Studebaker for the custom sedans are found in the victoria. The scientifically designed windshield—exclusively Studebaker—provides ventilation without drafts."

## CLEAN CAR AID IN ACCIDENTS

Aside from being a source of satisfaction, a clean, well-cared-for car is also an excellent argument in its owner's favor when he has been so unfortunate as to have been involved in an accident. When witnesses and the police view the wreckage of two conflicting automobiles, it is natural for them to assume that the mud-splashed, rusty, rattling one was in some way or other the cause of the trouble. The owner of the well-cared-for car always gets the benefit of the doubt.

## PONTIAC CHIEF OF ALL SIXES

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of its products after a Redman," said Anderson, in an interview yesterday.

"For instance, in Portland, when the Sells-Floto circus was there a short time ago a fleet of Pontiac six cars was furnished the Indians with the circus, and they led the parade, driving other performers among other places to the Shriners' hospital for crippled children, where a performance was given.

"Among the Redmen who performed for the children at Portland were Sitting Bull Jr. and Chief Flying Hawk. Other circus stars who became enthused about the Pontiac were 'Poodle Hanneford,' his mother, his sister Grace; Victoria Holt and Freddie Derrick—all of whom alighted from Pontiac cars.

"There is something about the Indian that interests the American public," continued Anderson. "This fact was brought out by A. R. Clancy, president of the Oakland Motor Car company, who was adopted into the Algonquin tribe of Indians as Chief Pontiac at an impressive ceremonial held in Los Angeles while he was on a visit to the Pacific coast several months ago. The aborigines declared they conferred this signal honor on Clancy to show how much they appreciated the naming of a motor car after a chief-tain of their race.

"Travelers across the continent who pass through Northwestern New Mexico, Northeastern Arizona and Southern Utah have often stopped to buy Navajo blankets and incidentally while looking around, the fact has come forcibly to their attention that a conspicuous number of motor cars owned by these Indians are Pontiacs. It is well known that aside from the Osages, the Navajos are the wealthiest tribe in

the United States. Moreover, while the great majority of Indian tribes are decreasing in numbers, the Navajos are doing just the opposite.

"People I know have commented especially on the sheep raised by the Navajos. For instance, I am told the rams often have four and six horns. In addition it is said they will breed and bear offspring when crossed with the Broad Tail or Karakul of Asia—something no other sheep in America will do. Moreover, the Navajo sheep are the only ones that can live on the desert, which comprises most of the reservation.

"While the Navajo sheep men roam the ranges with no more equipment than necessary, each one of them is the owner of a light, fast motor car, which is used in going to and from the village for provisions. And since the introduction of the Pontiac six the 'chief of the sixes' is becoming increasingly popular for such work.

"While A. R. Clancy was in San Francisco he said that members of many eastern tribes are Pontiac six owners, and their praise for the car has resulted in many other Indians of the same nations purchasing the same make of automobile. In the west the Apaches, Paganos, Pimas, as well as the Navajos and Algonquians number scores of owners who drive the 'chief of the sixes.'

"Even in Northern California we find a similar situation along the Redwood highway. For instance, at Round Valley, in Mendocino county, a great many of the Indians have abandoned the horse and wagon method of transportation and have purchased automobiles, many of which are Pontiacs.

"Further north, in the vicinity of Requa on the Klamath river, the Pontiac plays an important role. The same conditions exist with the Klamath tribe of Indians, many of whom are found in Oregon," Anderson concluded.

## Driver Training Street Is Urged

Declaring that a beginner in the art of driving an automobile is a nuisance and a menace, police in Leominster, Mass., wants the city council to set aside a street in the suburb for the use of student autoists during specified hours.

# Quality Beyond Comparison Results from CHRYSLER Standardized Quality



## CHRYSLER 60 The Finest Low Priced Six in the Industry

Compare the lighter, lower-priced six Chrysler "60" with any car near it in price.

There isn't a low-priced six on the market that will begin to give you as much for your money.

Sixty miles, and more, per hour; unprecedented get-away; 22 miles and more per gallon; striking beauty; astonishing riding ease and road-ability; Chrysler four-wheel hydraulic brakes; oil-filter and air-cleaner; seven-bearing crankshaft; impulse neutralizer; road levelizers front and rear; roomy, luxurious bodies.

See it for yourself; drive it; put it to any test. We know that you'll be satisfied with nothing else.

CHRYSLER "60"—Touring Car, \$1075; Roadster, \$1145; Club Coupe, \$1165; Coach, \$1195; Sedan, \$1295.

All prices f.o.b. Detroit, subject to current Federal excise tax.

There is scarcely a motor car of importance today that does not reflect in either design or practice the influence of Walter P. Chrysler and his engineers. This is because in the past three years the organization of which Mr. Chrysler is the head has pioneered more improvements in the automobile than had been brought forth in the preceding decade.

The result has been quality beyond comparison and now Mr. Chrysler further emphasizes this quality—makes it more than ever outstanding in all price classes—by his plan of Standardized Quality.

Mr. Chrysler is the first and only large scale manufacturer building four cars under one name and one management in one group of unified plants on a standardized quality basis. This standardization of quality is the result of an extraordinary complete coordination of engineering and manufacturing facilities and resources.

Thus every motorist is enabled to buy in any of the four general price classifications, with complete assurance of receiving all the brilliancy and dependability of service for which Chrysler has established a reputation throughout the world.

Chrysler Model Numbers Mean Miles Per Hour

## Howie Motor Co. 12th and Main Sts.

Phone 379

# Express Train Dependability

## Hupmobile Six Built to same High Standards as Costliest Cars

Hupmobile Six a Leader, Also, in Complete, Modern Equipment

What goes into a motor car is vastly more important than what goes on it. You will not buy, of course, on mere externals and non-essentials, but on proven performance, dependability, long life, and low cost of maintenance. To superiority in these fundamentals, however, the Hupmobile Six also joins the latest and most complete equipment to be found on any car in its price class.

1. Oil filter
2. Gasoline filter—low gasoline consumption
3. Thermosync heat control
4. Snubbers
5. Vision-ventilating windshield
6. Dash gasoline gauge
7. Clear vision bodies
8. Color optics—Mohair upholstery in latest mode
9. Walnut grained panels on instrument board and window ledges
10. 4-wheel brakes
11. Special vibration damper
12. Headlights with tilting beam lenses and double filament bulbs

Sedan, five-passenger, four-door, \$1385.  
Coupe, two-passenger, with rumble seat, \$1395.  
Touring, five-passenger, \$1325.  
Equipment includes 30 x 5.25 balloon tires, four-wheel brakes. All prices f.o.b. Detroit, plus revenue tax.

Certainly no car at its price—or within five hundred dollars of its price—compares with the Hupmobile Six in brilliant, delightful performance.

Its ability to perform and to out-perform, however, is not the most remarkable feature of this great car.

Underlying the public's admiration for this big, beautiful, full-size Hupmobile Six, is the deep seated respect of the average American for Hupmobile's traditional dependability.

Hupmobile pays millions of dollars more each year to make its Six one of the most dependable of all six-cylinder cars.

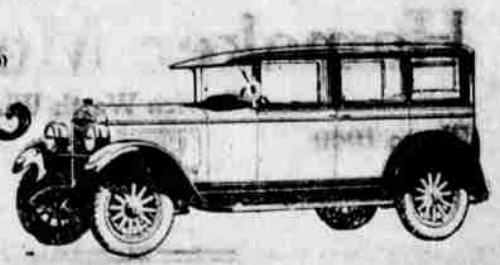
Owners, however, reap the benefit. The Hupmobile Six owner will tell you that his cost of maintenance is so low as to be almost negligible.

He will tell you that he can set out on a tour of a hundred, or a thousand or ten thousand miles, with the complete assurance that his journey will be unmarred by mechanical trouble or annoyance.

For you can drive this Hupmobile Six at express train speed, from sunrise to sunset, in the comforting knowledge that it is engineered and constructed to give such service easily, smoothly, and without straining.

## Pospisil Motor Co. 515 Klamath Ave. Phone 890

# HUPMOBILE SIX



## The time for dandy lines is past This Is Straight Stuff!



Winter will soon be here—even now these brisk Autumn days are too cold to have to get out and fool with worn-out tires.

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33x5—7 ply Seiberling Cord S. S.	57.60
32x6—10 ply Seiberling Cord	79.75
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