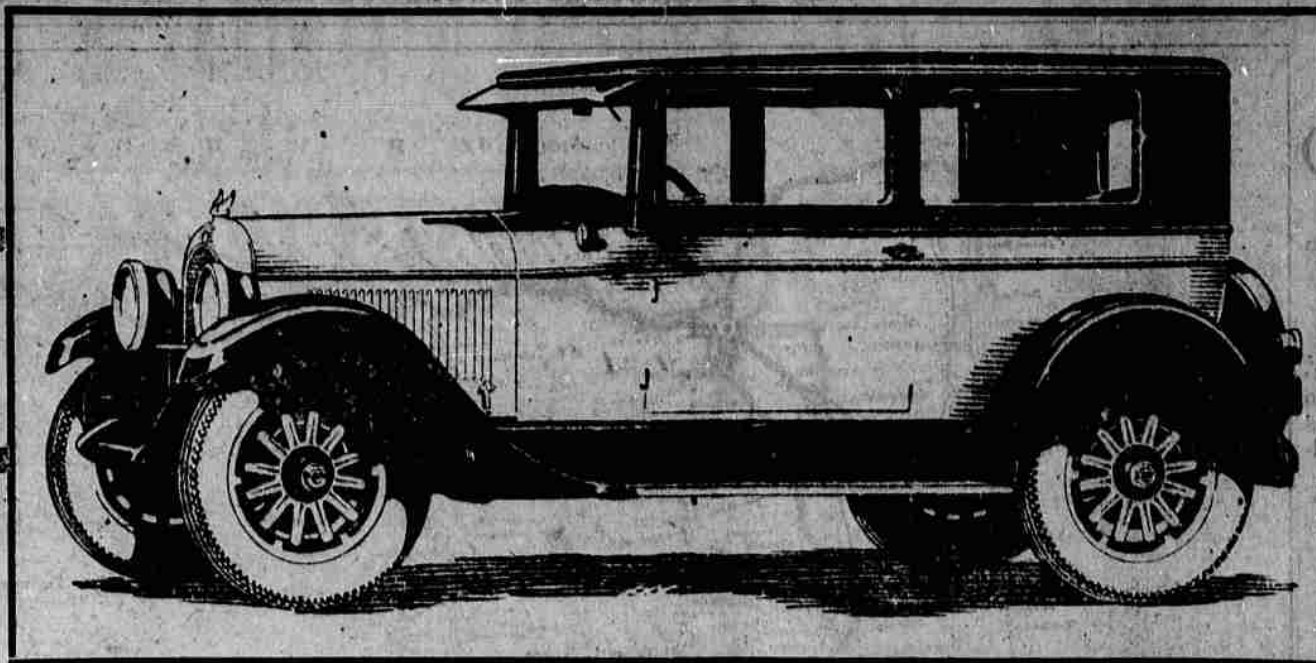




THE TEST OF CAR VALUE IS IN CAR OWNERSHIP!

No matter how much you like any car—its appearance, its riding and driving qualities—before you buy it, the real test of actual value and motoring satisfaction is in car ownership. After you have spent your money and have experienced all the conditions of ownership for one year or two years—then you are in a position to know what you got for your money and whether or not it has been a good investment.

CHRYSLER "58"

At the electrifying new low prices of the Chrysler "58" it is more than ever a waste of time to attempt to match such values as this car gives for \$845. Nowhere can you find anything to equal Chrysler "58" quality, performance and beauty at like prices.

For months past Chrysler "58" has outsold everywhere, as fast as demonstration proved its unmatched abilities of 58 miles per hour, 25 mile to the gallon of gas, and its pick-up of 5 to 25 miles in 8 seconds. Such supreme performance, joined to characteristically Chrysler comfort and beauty—with the same advanced comfort and beauty that has brought fame to the "Six"—has fixed the Chrysler "58" as the utmost value in its price class.

Chrysler performance is a matter of common knowledge. There is no car like it on the street or highway at anywhere near its price. It is in a class by itself—in smoothness, power, pick-up and speed, easy handling, day-in and day-out driving. Many engineering innovations have been instituted by Walter P. Chrysler in giving to the public this sensational line of cars. As a result, only a Chrysler can give Chrysler performance.

But the real story of the Chrysler and of the Chrysler value is best told with Chrysler ownership. It is a unique fact that Chrysler owners are the most enthusiastic of any in the automobile field. And they are enthusiastic because they have experienced Chrysler performance on the road, economy in gas and oil and tires and repairs for many months of ownership.

No one is in a better position to tell you than a Chrysler owner—and he does it by the hour if given a chance! It is that test—the test of ownership—that concerns us most and that should be of primary interest to you if you are planning on a new car. You will thrill beyond belief when you ride in and drive a Chrysler the first time—but it is a thrill that will turn to lasting, genuine satisfaction previously undreamed of when you become a Chrysler owner.

We will welcome a chance to let you drive it any day—and then we'll tell you a few Chrysler owners from whom to get proof of Chrysler value.

CHRYSLER SIX

The constantly increasing popularity of the Chrysler Six is perfectly understandable when you really know the car, what it is like and what it does. It is unlike all other cars.

With a touring car weight, ready for the road, of 2875 pounds, the Chrysler Six can be driven in comfort at 60 miles and upwards over rutted roads and cobbled streets. A new type of spring mounting with rear springs close to the hubs and parallel to the wheels, and the Chrysler Lockhead hydraulic self-equalizing four-wheel brakes are two advanced features that contribute materially to the greater satisfaction enjoyed by Chrysler owners.

Ride In It!

Drive It Yourself!

No Insistance That You Buy!

Chrysler Prices Delivered In La Grande:

Chrysler "70"

Phaeton	\$1645
Coach	1695
Roadster	1880
Sedan	1955
Royal Coupe	2060
Brougham	2135
Royal Sedan	2270
Crown Sedan	2375

Chrysler "58"

Touring	\$1105
Roadster	1150
Coupe	1155
Coach	1195
Sedan	1265

Delivered price, including Hydraulic 4-Wheel Brakes.

Also The New Chrysler Imperial -- As Fine As Money Can Build -- 92 Horsepower 80 Miles Per Hour

CHRYSLER SALES

L.W.WEEKS

LA GRANDE

CHRYSLER SERVICE