



AUTOMOBILE NEWS

CHRYSLER IN TEST OF TIME

Proof that Chrysler cars possess exceptional durability and long life, in addition to the numerous superior features that have long been conceded them, is piling up daily, according to J. H. Fields, vice-president in charge of Chrysler sales, in a communication to L. W. Weeks, local dealer.

Mr. Fields cites numerous examples of owners who have driven their Chryslers almost ever since this new famous car has been on the market.

One example of the kind is that of George Hamilton, a sportsman and automobile race-track owner of Paterson, New Jersey. Hamilton follows game and fish from one end of the country to the other and has made five round trips between Maine and Florida, to say nothing of numerous shorter jaunts over all kinds of roads in the Chrysler "75" brougham which he bought in June, 1924.

He had 17,000 miles on this car when a Chrysler salesman approached him the other day and asked whether he wasn't about ready to trade it in on a new Chrysler.

"Sure, I'll trade," Hamilton replied, "but you've got to allow me

GARAGE GOSSIP

Report Year's Sales.—Jennings and Rhumate, local Buick dealers, report the sale of 27 Buicks during the fiscal year which ends August 1.

Studebaker Makes Record.—Homer Denny, O.W. engineer, who has just returned to La Grande after attending the Elko National convention in Chicago reports an excellent trip in his standard six Studebaker sedan. He went to South Bend, Indiana, toured through the Eastern states and

\$2,000 on my old one.—Of course he was exaggerating and he soon came to terms on a Chrysler Imperial "30" roadster.

"But the incident illustrates the attitude of many Chrysler owners," Mr. Fields declared. "Hamilton had driven his car 17,000 miles, over all kinds of roads and in all kinds of weather and, as he himself expressed it, he 'burns the road' when he travels. In spite of the hard usage and high mileage, however, repairs, replacements and adjustments had cost him only \$175.

"He loved that car like he loved his favorite rifle or fishing rod, but he'd love his new Imperial '30' equally as well."

THE GRUMBLE SEAT



Now You Can Buy Those
New Fisk Tires
at
New Low Prices

Fisk Cords and Fisk Balloons—the finest quality tire made. And the Fisk Premier, low in price, high in mileage. Both grades absolutely guaranteed. Now, as always, it pays to enjoy Playle's tire service. Drive in—or phone!

Playle Oil Co.

"Playle's Superior Service — As Near as Your Phone"
NEW LOW PRICES ON FISK TIRES!

READ THE OBSERVER CLASSIFIED ADS

FRANKLIN

The advanced engineering and outstanding body designs coupled with the unmatched performance of the New Franklin models permits you to choose a car today that you will want to keep for the next 10 years.

New low delivered prices - new standard fixed service charges make the Franklin the choice of motorists who have driven fine cars but want a still finer one.

McCLURE'S

Distributors
Yakima, Walla Walla, Pendleton, La Grande,
LOCAL SALES AND SERVICE
1111 Adams Ave.
Sales: Bird Lewis, Geo. McClure
Service: Kenneth G. Keeney, Tracy Hollister.

back to La Grande, driving 2100 miles and averaging 20 miles to the gallon of gasoline. His car used only one cup of water on the entire trip.

Transferred to Portland.—Lloyd Bailey, who has been employed with the General Gasoline company here, has been transferred to Portland. Mr. White will take his place here.

Reports Three Sales.—L. W. Weeks, of the Chrysler Motor company reports the sale of three Chrysler cars this week. Al Norregaard, of Walla Walla, bought a new "30" phaeton; L. P. Wright, of Alcock, a new "40" sedan and Mantus H. Witty, of Elgin a new "60" coach.

Hundreds View Whippet.—Hundreds of people viewed the new four cylinder European type Whippet, which was displayed for the first time by Gettings and

Hanks, local Willys Knight-Overland representatives, here last Saturday. The Whippet is a small light roomy car with all of the requirements of a larger and more expensive car. Under severe tests in demonstration the new car shows power and riding ease beyond the ideas of the manufacturers, Mr. Hanks reports.

In Walla Walla County.—William Buchanan and Ray McCarrall, of the Chrysler Motor company, spent Thursday of this week working in Walla Walla county.

To Spokane on Business.—A. H. Trachsel, of the La Grande Nash company, went to Spokane, Wash., on business the first of this week. He returned to La Grande Thursday, accompanied by Mr. and Mrs. H. H. Treckell, who visited here with Mr. and Mrs. Trachsel, until this morning when they returned to their home at Coeur d'Alene, Ida. Mr. Treckell is Mrs. Trachsel's brother.

Unloaded Chevrolet.—The Blue Mountain garage received a cartload of four Chevrolet cars yesterday. There was one landau sedan, one standard sedan and two coaches in the load.

On Way to Boise.—J. P. Cronin, of Walla Walla, Wash., district manager for the Standard Oil company, was in the city yesterday on his way to Boise, Ida.

District Engineer Here.—J. T. Barnes, district engineer for the Standard Oil company, passed through the city yesterday on his way to Walla Walla, Wash., from Boise, Ida.

Wholesale Representative Here.—N. M. Whiting, state wholesale representative for Packard and Jewett automobiles, was in the city this week. He called at the Hanks French Motor company's garage here.

Will Sell Buicks.—C. H. Pate, started work selling Buick automobiles for Jennings and Rhumate Monday. Mr. Pate was Buick salesman for seven years in Portland before coming to La Grande. He has been employed as salesman for E. L. Ledbetter of the Hudson-Knox garage for some time.

Attend Dealers Convention.—Elmer Rhumate, Verne Jennings and C. H. Pate will leave here Monday for Portland where they will attend the Buick dealers convention to be held there July 27 and 28. They will drive two or three new 1927 Buick automobiles back to La Grande.

Trachsel Now Services.—Oscar L. Ledbetter, wholesale manager of Packard Sales & Service, Inc., of Portland, who was here a week ago, appointed A. H. Trachsel, of La Grande Nash company, sales and service for the Packard. Special attention will be paid to the servicing. Mr. Trachsel announced.

To eliminate valve noise, do not set the valve clearance closer than is specified by the factory. Too close an adjustment will burn the valve seats, cause a loss of power, and create noise.

Look over the chassis now and then in search of missing nuts and cotter pins. When it is learned what important work some of the small cotter pins are required to do, it is little enough for the owner of the car to see that the ends are properly fastened on as

not to slip out.

For the Woman who "dresses well" and who enjoys smartness and style

Here is the
most advanced model
ever offered



WOMEN like the smart performance of the Overland Six—its quick response in traffic—its snappy running ability over the highway—its easy disregard for hills—they appreciate its willingness to serve them in a way that takes all driving from their hands.

They have confidence in the motor—for they know it will not fail them in any driving emergency—that modern engineering has brought it to a point of reliability and economy that exceeds anything ever before offered in its price or size class.

Rolling along with the speedometer touching forty—fifty—fifty-five and better—they feel sure of the easy steering, the quick acting brakes—the great road stability.

They like the trim lines of the body—with the style appeal of the best designers—the luxury of the deep, wide seats upholstered in the finest of materials—the width of the doors—the fitting and finish.

Every detail of this fine car is modern in conception. Trust a woman to see this distinctive feature of the Overland Six—she knows in a minute that it is not an old type chassis covered with a new type body. Eighteen of the finest European and American built cars were studied before this car was built. It includes the best and most advanced features of them all.

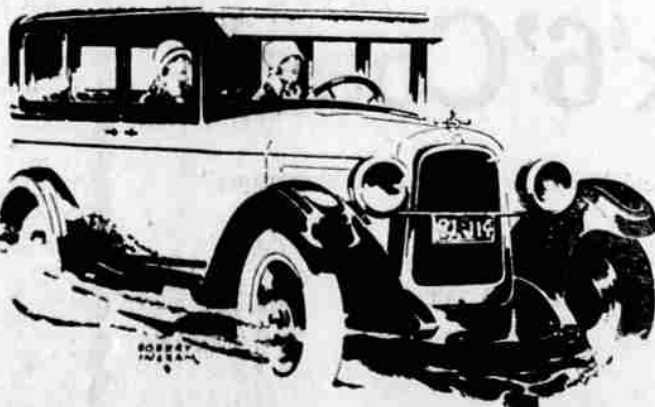
A trial will reveal new enjoyments in motoring.

\$935

Standard Sedan
Touring \$895 Coupe \$895
De Luxe Sedan \$1095
F.O.B. Factory

The New
Willys Finance
Plan

Smaller down payments and smaller monthly payments—the lowest credit cost in the industry



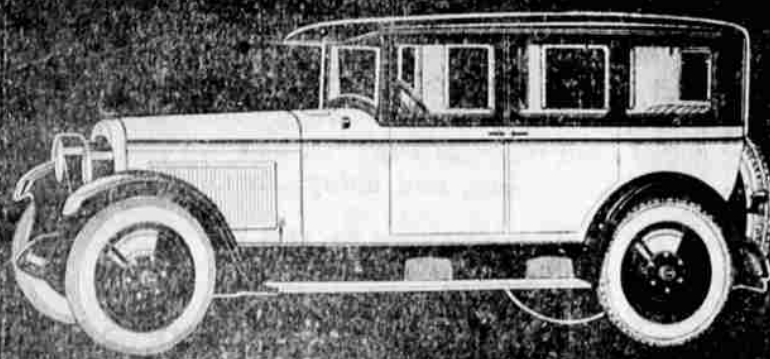
OVERLAND SIX

Gettings & Hanks

Corner Fir and Jefferson Avenue

NASH

Leads the World in Motor Car Value



THE ADVANCED SIX
4-DOOR SEDAN

\$1760
Delivered

"Enclosed Car" motor, 7-bearing crankshaft, full force-feed lubrication, air cleaner, gasoline filter, oil purifier—plus 4-wheel brakes and 5 disc wheels—included at no extra cost.

Wonderfully smooth and quiet, this Advanced Six 4-Door Sedan with its big "Enclosed Car" motor offers also 25% greater power and 23% faster pick-up. Come in and DRIVE it yourself.

La Grande Nash Co.

806 Adams Ave. A. R. TRACHSEL, Manager