



AUTOMOBILE NEWS



WHIPPET PRICES CUT THIS WEEK

Reductions on Models, Effective Now, Range from \$15 to \$50

The price reduction on Whippet cars announced this week by Willys-Overland places the company and its dealers in the most strategic position it has ever occupied in this classification, according to officials of the company. The new price cut which ranges from \$15 to \$50 is now in effect.

SHOW GREAT SIX SEDAN

Luxury is the keynote of the 1927 Willys-Knight great six sedan shown for the first time at the New York automobile show. The body is mounted on the great six chassis engineered to provide a riding smoothness and to eliminate vibration at any driving range.

The body lines are graceful with arched curves carrying out the general smart effect. The color combination is lacquered tyndol blue below a straw colored belt and thunder grey above. The sun

visor, is a continuation of the curved roof. The windshield is one piece with narrow steel corner pillars giving a clear vision ahead. The luxury tone also is carried out in the appointments.

W. A. Wheeler New Company President

DETROIT, Mich., Jan. 15.—W. A. Wheeler has been advanced to the presidency of the Paige-Detroit Motor Car company by the directors, succeeding H. M. Jewett, named to the newly-created position of chairman of the board. Two other veteran members of the Paige organization also have been advanced to larger responsibilities. Henry Krohn, head of the sales division and Thomas Bradley, head of the purchasing division, being named as general vice-presidents of the company and also elected to the board of directors.

"These promotions are made for the purpose of broadening and strengthening the organization," said H. M. Jewett in announcing the changes.

Perchance from Michigan, where 25 of every 100 automobiles are made, won against all comers in national and international livestock events last year.

Nash Motors In 1926 Had Biggest Year in History

Nineteen hundred twenty-six was the biggest year in the history of The Nash Motor Company.

The Nash advanced six, special six, and light six series, equipped with 7-bearing crankshaft motors and endowed with a wealth of features and appointments, literally took the automobile buying public by storm, during the year just closed, and except sales 41 per cent ahead of sales for the previous year 1925, it is said. In this connection, it is pointed out, another record was established from Sept. 1 to Dec. 31, last, when Nash sales exceeded by 13.8 per cent sales for the same period last year.

Officials of the Nash Motor company are of the opinion that still another sales record will be established by Nash in 1927. New models, just introduced by the company and shown for the first time at the New York automobile show, they believe, will result in decided sales impetus and that the popularity of the Nash line this year will reach greater heights than ever before.

Says British Are Leading the Way

"Now that the use of the truck in commercial transportation is spreading out like a fan, developments of great importance and interest to every business man come frequently," said W. O'Neill, president of the General Tire & Rubber company, in a recent interview. "American truck men, tire men and all business men who receive or ship goods should not overlook a slow step now being taken in England that will finally put a new face on terminal transportation and greatly increase the use of trucks and truck tires. The step is in the direction of the general adoption of store-door delivery as part of the business of transportation."

"When this is thoroughly developed—a railway carrier for instance—will pick up goods at the manufacturer or seller's door, and deliver the shipment directly to the customer—all as a part of the business of transportation."

"Advocates of this new and more complete and efficient system are not lacking in the United States. But our attention is called to the fact that in Great Britain the transportation agencies are ahead of us in this, at least."

GARAGE GOSSIP

Here From Imbler—

Mrs. E. C. Gettings was here from Imbler on business yesterday. Mrs. Gettings is a part of the firm of Gettings and Hanks, Overland and Willys-Knight dealers.

Salesman Ill—

O. D. Scott, Buick salesman, has been ill at home part of this week.

Car Birthday Gift—

U. B. Platt bought an Overland six coupe this week from Gettings and Hanks, local dealers, which he gave to his wife as a birthday gift.

Here Yesterday—

E. C. Rummell, knight man for the Overland-Willys-Knight company, from Boise, Ida., was in La Grande yesterday. He was accompanied by H. D. Weenink, of Butte, Mont., who is looking for a location. Weenink went on to Pendleton last night and Rummell returned to Boise. Weenink plans to visit Western Oregon and California before returning home.

Received Whippets—

A carload of Whippet cars was received this week by Gettings and Hanks, local dealers. The car consisted of three coupes and one coupe.

Home From Portland—

W. C. Perkins returned yesterday from Portland, where he attended a meeting of Oregon dealers.

Away on Business—

L. W. Weeks, Chrysler dealer here, is in Portland on business. He expects to return home tomorrow.

Has Willys Knight—

George Lyman is the owner of a new Willys Knight 70 sedan, which he purchased this week from W. D. Hanks, local Willys-Knight and Overland dealer.

Here From Pendleton—

W. W. Granston, Chevrolet representative who makes his headquarters at Pendleton, was here this week. He called on Avery Harrison, local Chevrolet dealer.

Here This Week—

William Ruchart, of Walla Walla, Wash., automobile accessory salesman was in La Grande this week on business.

Headquarters Here—

R. E. Scribner, who travels for Chancellor and Lyon, auto equipment and accessories, is in La Grande calling on local dealers and visiting his mother. Scribner makes his headquarters here. He will go from here to Pendleton Sunday or Monday.

Here This Week—

Carl C. Evans, Cadillac territory man from Portland, and Mrs. Evans were in La Grande this week, calling on the local representative.

To Sell Ethol Gas—

A new visible gasoline pump has been installed at the Blue Mountain garage here, where Ethol gasoline, handled through the Union Oil company, will be sold. Plans are to have the new pump in operation this afternoon.

Back to Work—

Frank Platt, head mechanic at the Blue Mountain garage, has returned to his work. He has been visiting his parents at Spencer, Ida.

Standard Found For Anti-Knocks

NEW YORK, Jan. 15.—A standard by which the anti-knock value of fuels may be ascertained has been discovered by Dr. Graham Edgar, research chemist of Yonkers, N. Y.

It's a new octane, a chemical compound of the hydrocarbon series, the use of which is to fuels as the use of a yardstick is to clothes.

It measures the ability of an anti-knock compound to keep an engine from knocking, when mixed with ordinary fuels.

The octane itself is an ideal anti-knock compound, but its cost prevents its use in large quantities.

By mixing the octane, which will not knock, with normal heptane, another compound in ordinary gasoline which knocks violently, Dr. Edgar produces mixtures which can duplicate the knocking characteristics of any motor fuel.

Thus it is possible to state the anti-knock quality of any fuel in terms of the proportion of these two constituents in an equivalent mixture.

DOWN TO SHINGLE AGAIN

LONDON (AP).—Princess Arthur of Connaught has had her hair shingled again, after allowing it to grow several months. With the exception of Lady Carisbrooke, sister-in-law of the Queen of Spain, she is the only member of the royal family who had recently given the shingle royal favor. Her husband, Prince Arthur, is said to approve of it, although the King and Queen are known to look with disfavor on modern "crops."

COMPARISON MADE IN USE OF BUSES

Europe has 30,000 motor buses in operation in comparison with 30,000 in the United States. In the United Kingdom the number of buses is estimated at 18,000 of which 8,000 are in London.

and a host of Improvements

Beautiful CHEVROLET

in Chevrolet History

- A C Air Cleaner
- A C Oil Filter
- New Coincidental Lock
- Combination Ignition and Steering Lock
- New Duo Colors
- New Gasoline Gauge
- New Radiator
- New Bodies by Fisher
- New Remote Control Door Handles
- New Tire Carrier
- New Bullet-Type Head Lamps
- New Windshield on Open Models
- New Large 17-Inch Steering Wheel
- New Heavy One-Piece Full-Crown Fenders
- New Windshield Pillars
- Narrower to provide perfect clear vision
- New and Improved Transmission
- New Brake and Clutch Pedal Closure
- Preventing excessive draft on floor of car
- New Universal Joint Seal
- New Hardware
- New Running Boards

Marvelous beauty, luxury and style! A host of improvements that raise to an even higher level the Chevrolet standard of quality! And, in addition, amazingly reduced prices! That's why the Most Beautiful Chevrolet is everywhere regarded as the greatest sensation in America's greatest industry!

Study the list at the left. It's improvements and features like these which are found on the very best of high priced quality built cars! It's improvements and features like these that make the Most Beautiful Chevrolet mechanically finer, more satisfying in performance, and the value the equal of which has never before been offered by any maker of quality automobiles! Come in! Special showing all this week.

—with These Amazing Price Reductions!

The COACH	\$595	The COUPE	\$625	The SEDAN	\$695	The LANDAU	\$745
Former Price \$645		Former Price \$645		Former Price \$735		Former Price \$785	
		The SPORT CABRIOLET	\$715	Touring Car or Roadster	\$525	1-Ton Truck (Chassis Only)	\$495
		Entirely New Model with Rumble Seat		Price includes halogen tires and steel disc wheels. Former price \$525 with halogen tires only.		1 1/2-Ton Truck (Chassis Only)	\$395

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

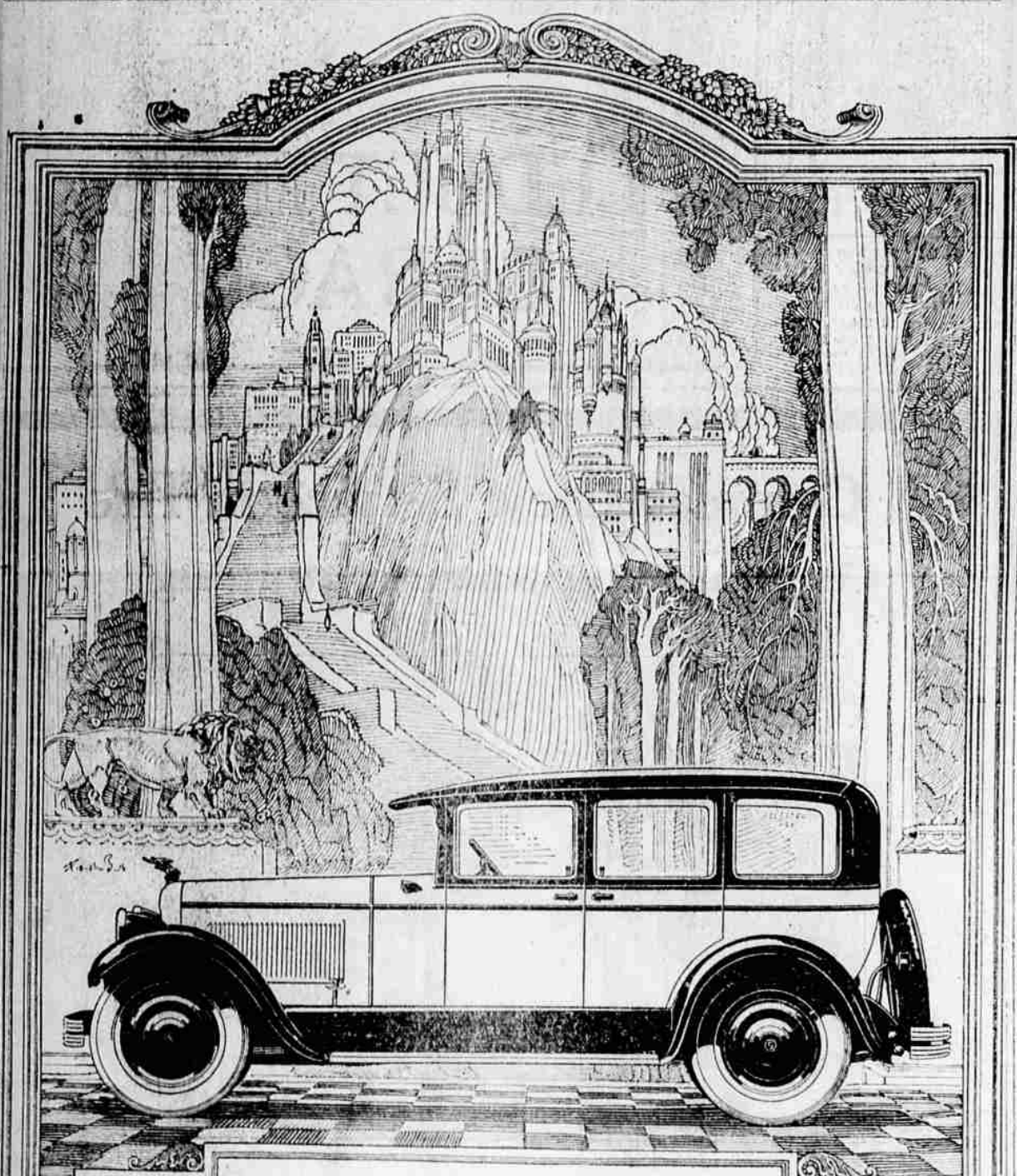
QUALITY AT LOW COST

Reserve Power

"Caterpillar" Tractors assure the owner that worlds of power are in reserve for the emergencies—"Power and Plenty."

BUNTING TRACTOR COMPANY

Dealer
"Caterpillar" Tractors
"Holt" Combined Harvesters
Jefferson and Elm Streets



A Custom Car in All Respects But Price

SUCH custom beauty that you'll hardly believe your eyes! Such sound economy that you'll hardly believe your ears! Such is the Studebaker Custom Sedan. Swung low in the body—close-hauled in the coachwork—fleet and flowing in its lines—resplendent with the lacquered loveliness of a duotone color scheme—and replete with every detail of correct custom equipment. Truly, a custom car in all respects save what you pay for it—thanks to Studebaker's One-Price facilities. See it in our showroom.

STUDEBAKER
STANDARD SIX
CUSTOM SEDAN
\$1385

M. J. GOSS

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