



AUTOMOBILE NEWS



DEMONSTRATION WEEK TO BEGIN

Hudson Super-Six Rides Offered to One and All by Local Garage

This is Hudson Super-Six demonstration week. If everybody and

his brother fail to get a ride, the local Hudson-Essex distributors cannot be blamed.

With the greatest Hudson in history, winning new name and fame for itself throughout the nation, E. L. Ledbetter has set aside April 24 to 26 to acquaint every person who owns a car, or has ambitions to own a car, with the acceleration and hill climbing ability of this new Super-Six.

"One to 50 miles in 18 seconds, and on up to 75 miles an hour, or more—that's unwinding the road

IT WON'T BE LONG NOW!



COURTESY OF WESTERN AUTO SUPPLY CO.

CHEVROLET WILL ISSUE NEW MODEL

Formal Announcement of New Imperial Landau to Be Made in May

In pursuance of its program of high quality at low cost the Chevrolet Motor company began production April 1 of an entirely new model, to be known as the Imperial Landau. Formal announcement of the new type of Chevrolet will not be made until early in May, when shipments will have been made to the more than 12,000 direct and associate dealers of the company now blanketing the country.

The foregoing information was provided by Avery Harrison of the Blue Mountain garage, the local dealer organization, who added that this makes the second completely new type of car added to the Chevrolet line since the beginning of the year, the first being the sport cabriolet.

Factory Plans Revealed
Factory plans relative to the Imperial Landau were revealed publicly for the first time by H. H. Grant, vice president and general sales manager of the company, during the recent tour of Chevrolet executives through the Northwest.

"The new car will be colored black and will have red wheels and red inserts," said Mr. Grant. "It will be of the sport type now so

avored by certain classes of motorists and will give Chevrolet from every viewpoint a full line. We do not expect to sell more than 5,000 of these cars monthly, but as to that I shall make no prophecy—sometimes the demand for a model is far greater than expected."

All previous monthly production records in the history of the Chevrolet factory topped in March, when the company manufactured 107,900 automobiles. This meant an average daily production of 4,316 cars. A completed car rolled off the assembly line with clock-like precision every six seconds of the working day. On March 21 a new daily record for production was also established, when 5,075 Chevrolets were turned out.

Production Heavy
Production last month exceeded that of March 1926, by 42,723 units, a gain of 55.6 per cent. This is attributed by the local dealer to a constantly increasing demand for the car, nation-wide in its incidence, since the announcement the first of the year of "the most beautiful Chevrolet in Chevrolet history."

Marmion Representative Here—
J. W. Dutton, of North Powder, Marmion representative, was in the city yesterday on business. He was driving the Little Marmion, manufactured by the company for the first time this year.

There is no such thing as spring. People keep cursing about how long winter is hanging on, and then all of a sudden it's summer.

Yes! We Fix Tires

We have been so interested in telling you about Texaco Gas and Oil that we might have forgotten to mention the fact that when in "tire" trouble, come to us. If it's time to re-tire—buy a Fisk.

New Texaco Gas
Texaco Golden Motor Oil

Heasty & George

Corner Adams and Second

READ THE OBSERVER CLASSIFIED ADS

GARAGE GOSSIP

In Wallowa County—
A. H. Trachsel drove to Wallowa county Thursday on business. He returned home last evening.

Here This Week—
E. O. Dryer, shop equipment man for the Chevrolet company, was in the city this week on business. He called at the Blue Mountain garage here.

Accepts Position—
Chester Perkins has accepted a position in the shop of the Blue Mountain garage.

Has New Chevrolet—
S. F. Rumley is driving a new Chevrolet cabriolet coupe, which he purchased from Avery Harrison, local representative.

Unloaded Cars—
The Blue Mountain garage here unloaded two carloads of Chevrolet cars yesterday, one of the new Imperial sedans, the first one shown in this section of the state being among the cars unloaded. The car is attractively finished in black and red, with a gray top and upholstery. It is built along the lines of a sport sedan. Other cars in the two carloads were enclosed also, including coaches, sedans and coupes.

Visiting Brother—
Lowell Zundel, of Medford, formerly salesman at the Blue Mountain garage here, is in the city visiting his brother.

Here From Elgin—
E. C. Gettings, of the firm of Gettings and Hanks, was here from Elgin, where he runs a garage, yesterday.

Has New Chrysler—
Lloyd Walsh is the owner of a new Chrysler 60 sedan, which he purchased this week from the Chrysler Motor company here.

Drove to Wallowa County—
Mr. and Mrs. J. W. Weeks and W. E. Buchanan, of the Chrysler Motor company here, drove to Wallowa county Thursday on business.

Here From Portland—
Robert E. Lee, parts man for the star car factory, was in the city this week on business. His headquarters are in Portland.

At Enterprise—
E. L. Ledbetter, Hudson-Essex representative here, accompanied by Frank Kelly, of the Kelly Tire shop, spent Wednesday of this week at Enterprise on business.

Purchased Car—
Edward Fields purchased a car from W. D. Hanks, of the Gettings and Hanks garage here, this week.

In Wallowa County—
J. P. Morelock, Star car representative here, spent several days of this week in Wallowa county on business.

Has New Star—
Thomas Scott, of Wallowa, is the owner of a new Star four sedan, which he purchased from the Morelock-Service Motor company here.

Will Receive Cars—
The Morelock-Service Motor company here will unload a carload of Star cars within the next few days. The carload will consist of two coupes, two coaches and a Star six truck.

Building Repainted—
The exterior of the Blue Mountain garage has been repainted and the walks on the inside re-salvaged. Woodwork and equipment are now being cleaned.

Border on the north and the Pacific on the west. So don't think just our city has been singled out for this hole broad United States is a demonstration ground for Hudsons for the next few days."

Only in cars much higher in price will you find such smartness of line, such beauty of design and such elegance of appointment as in the Most Beautiful Chevrolet!

The performance of the new Chevrolet is literally amazing. Incredible smoothness at every speed... effortless shifting of gears... finger-tip steering... flashing acceleration that is a delight.

Comparison of delivered prices reveals Chevrolet's value supremacy. Delivered prices are C. O. D. prices plus charge for handling, financing, etc. The financing charges of General Motors Acceptance Corporation are the lowest available. Handling charges are in proportion. Thus Chevrolet delivered prices are even more amazing than the C. O. D. prices.

The Coach \$595
The Touring or Roadster \$625
The Coupe \$625
The 4-Door Sedan \$695
The Sport Cabriolet \$715
The Landau \$745
The 1/2-Ton Truck \$395
The 1-Ton Truck \$495
(Chassis only)
All prices C. O. D. Plus, Michigan license, standard equipment on all models.

New Fisher Bodies; Smart new Duco colors; Full-crown, one-piece fenders; Bullet-type headlamps; Higher, more massive radiator; Duco finished instrument panel; Cowl lamps; "Fish-tail" Modeling on 2-passenger models.

Valve-in-head motor; Three-point Motor Suspension; Single-plate disc-clutch; Long, semi-elliptic springs; Stronger and sturdier frame; full size 17 inch steering wheel; Balloon tires; Deeply upholstered cushions; Semi-reversible steering gear; AC Air Cleaner; AC Oil Filter.

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

QUALITY AT LOW COST

GRAHAM BROTHERS TRUCKS

\$670

3/4-Ton Chassis F.O.B. Detroit

\$1245

1 1/2-Ton Chassis F.O.B. Detroit

\$885

1-Ton Chassis F.O.B. Detroit

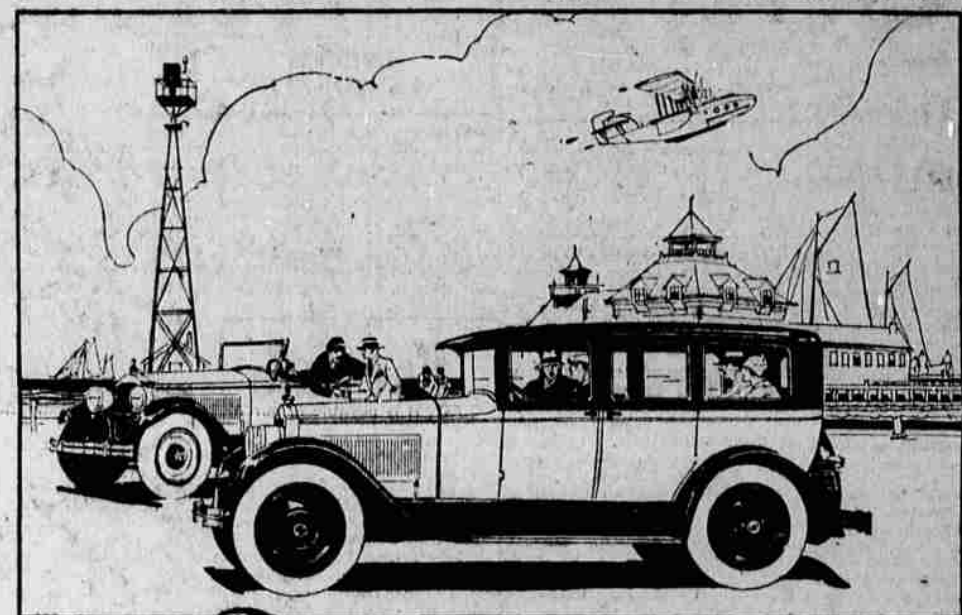
\$1445

2-Ton Chassis F.O.B. Detroit
Dual Rear Wheels Optional at Same Price

Quality—
Volume—
Low Price

L. C. SMITH
Cor. 5th and Depot

ASK THE MAN WHO OWNS ONE



The Packard Six

-a Finer car, at a Lower price

TODAY'S Packard Six is the finest car—excepting only today's Packard Eight—that the Packard Motor Car Company has ever built in all its 27-year history.

Yet the price of the most popular Packard Six model is lower by half than the introductory price of this great car seven years ago. The five-passenger Sedan now lists at \$2250 at the factory—a figure which establishes a new price class for quality cars.

Today's Packard Six, in addition to the fine engineering and precision workmanship so long associated with Packard cars offers improvements found on no other car—except the Packard Eight.

earlier models; four-wheel brakes; larger, more beautiful, more comfortable bodies; instant chassis lubrication from the dash; these and many more refinements which together contribute to vastly superior performance, greater comfort and new ease of routine care.

Motorists have been quick to appreciate the new Packard Six values offered by the recent price reduction of \$335. May we suggest prompt action to insure early delivery?

The Packard Six five-passenger Sedan, delivered at your door—freight and tax paid—now costs but \$2560. You may enjoy Packard ownership by an initial payment as low as \$900 from which is deducted the value of your used car—any surplus being applied against the small monthly payments of \$148.20.

Power, increased by 50 per cent over the



TRACHSEL & TREKELL
Corner 3rd and Adams

P A C K A R D