

**EDITOR PRAISES
WALLOWA RESORT**

**Wonderland Visited by
Portland Auto News
Writer This Spring**

The Wallowa lake country is enclosed to Oregon and northwestern motorists by The Oregonian last Sunday, in its automobile section the newspaper printed the following story, written by Arthur D. Sullivan, automobile editor:

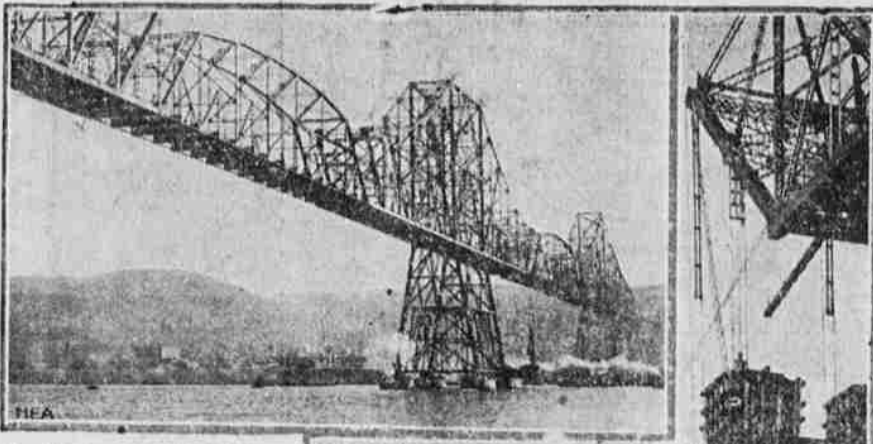
Be prepared for surprises when you visit the Wallowa country for the first time. You roll along over the floor of a valley as level

as a billiard table; a beautiful, prosperous valley dotted here and there with thriving farm communities.

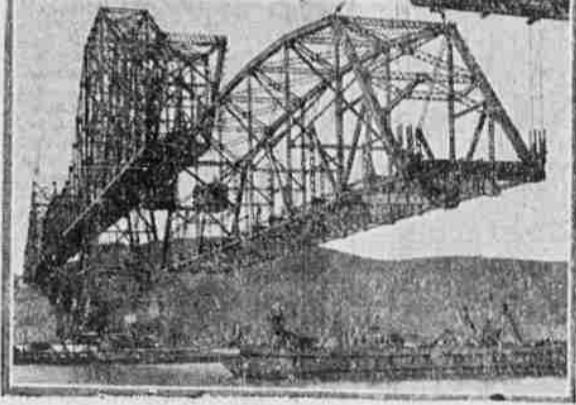
You top a slight ridge just beyond Joseph and there spread before you is one of the most entrancing views in America. A lake, several miles in length, almost a mile in width, lies at your feet. Behind it rise precipitous peaks. Green forests of pine cover the lower slopes of the mountains, and snow drifts fill the crevasses and canyons of their higher reaches. Mirrored in the placid surface of the lake is a reflection of the entire scene, a reflection so perfect that it is difficult to tell in a photograph which is the real and which the reflection.

Oregon, unfortunately, pays too little attention to this Wallowa mountains and beautiful Wallowa

THE NEW CARQUINEZ BRIDGE



Recalling construction of the Carquinez bridge, these pictures show one of the spans being lifted into place by counterweights, and the completed bridge which was opened to traffic last Saturday. For more than a century San Francisco has been locked from most intimate contact with the rest of the world by its bay barriers and this bridge opens the way for direct transportation communication.



lake. Poor roads of the past perhaps can be given an excuse, but that excuse exists no longer, as a perfect highway leads from Portland to the Wallowa country. Wallowa lake is but a day distant from Portland, and no Oregonian can thoroughly appreciate his or her state until he has viewed this "Switzerland of the West."

Lincoln Laughs at Miles

To make the trip to Wallowa more enjoyable was the type of transportation which I employed. A Lincoln custom built sedan had been placed at my disposal by the local branch of the Ford Motor company. Early in the morning we started. W. C. Russell, who represents the Ford company, the writer and Little Tom. In my ignorance of Lincoln cars, I had figured that the 400-mile trip would consume an entire day. I confess now that the Lincoln car fooled me. A 400-mile trip means little to a Lincoln.

There was little traffic on the Columbia highway as the big machine rolled eastward. But there is one fault that the Lincoln possesses—especially for drivers who have been used to other and smaller cars. The Lincoln rolls along at 50 or 60 miles an hour as easily and as noiselessly as the aver-

age machine does at 30 or 35, and on some of the sharp curves on the Columbia River highway—curves which no car can take at more than 20 miles an hour—the new driver must watch the speedometer and not depend on ordinary judgment of speed. For the ordinary driver, a Lincoln is a deceptive car—take your eye off the speedometer for a few minutes, glance back at the dial again and the "miles per hour" reading will surprise you.

We reached The Dalles in an astonishingly short space of time. At Collio we stopped for a few minutes to watch the boiling rapids and the horde of Indians who were fishing with primitive equipment, from the rocks below.

We continued on our way and the long straightways made an appeal that the powerful car could not resist. The mile posts flowed past, the mountains disappeared, then came the desert, and finally the irrigated lands of the Umatilla project.

Eastern Oregon is green at this time of year; even the desert has assumed a verdant hue. The Umatilla river below the dam—usually nothing but a dry water course—is a river again, with the waste water from the irrigation lakes flowing over the top of the dams.

We reached Pendleton, climbed the Immigrant hill grade of the Blue mountains with no effort whatever, roiled down the course of the Grande Ronde river and entered La Grande. Here the Lincoln turned at right angles, struck off in a northeasterly direction along the Wallowa highway. We crossed the last spur of the Blue mountains, dropped down into Minam canyon and reached the lower Wallowa river.

For miles the highway follows the course of this beautiful stream. We passed through Wallowa, Lostine and Enterprise, prosperous and thriving communities, continued on the excellent road to Joseph and then, over a good country road, drove to the top of the ancient glacial moraine which created Wallowa lake.

It was on the top of this moraine, a mile and a half above the level of the valley, that we obtained our first view of beautiful Wallowa lake. A drive of several miles brought us to the upper end of the lake and the excellent number resort that has been created there.

The Wallowa hotel, center of the resort at the lake, had not yet been opened, though at this writing it is open—but the proprietor, Mr. John MacPherson, had made arrangements for us. Good meals and a comfortable bed ended a perfect day.

The sun does not rise early—at least its rays do not reach down into the deep canyons at the head of the lake—until a somewhat late hour. So, while waiting for midday to adjust himself for proper photographic exposure, we were dazed about the hills and the lake-side and listened to the stories of the "back country" and the mountains behind the lake.

Wallowa Shows Wonderland
The Wallowa mountains are an independent chain of peaks, a geological fact that was showed up into the air in the film prehistoric ages. The highest peaks range at about a 15,000-foot elevation. In those mountain fastnesses are scores of small lakes, all stocked with trout. Several being glaciers still exist in the region. The "back country" is still blanketed with a heavy fall of snow, but during summer is accessible by pack train from the lakeside. The Wallowa country is fast becoming a mecca for the anglers and hunters of Oregon.

**FORD TO PRODUCE
NEW LIGHT AUTO**

Manufacturer Gives Reasons for Change—Production to Start Soon

DETROIT, Mich., May 28. (Special)—Early production of a new Ford automobile in the low-priced light car field, was announced Thursday by the Ford Motor company. Henry Ford, designer of the car, and Edsel Ford, president of the company, both stated that within the next few weeks they will give a complete description of the new model.

The famous model T Ford which still holds the automobile industry after 20 years of manufacture, will continue to be a substantial factor in Ford production, in view of the fact that about 10,000,000 cars of this model are still in use and will require replacement parts and service.

"The model T Ford car was a pioneer," said Henry Ford. "There was no complete public need of motor cars when we first made it. There were few good roads. This car blazed the way for the motor industry and started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor car construction is now desirable and our new model is a recognition of this."

Service to be Continued
Besides the model T itself, another revolutionary element which the Ford Motor company introduced 20 years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy, they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars he should keep it running for him as long as we could and at the lowest price possible. That was the origin of Ford service.

"The model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The world-wide influence of the Ford car in the building of good roads and in teaching the people the use and value of mechanical power is conceded. Nowadays everybody runs some kind of motor power, but 20 years ago only the adventurous few could be forced to try an automobile. It had a harder time winning public confidence than the airplane has now. The model T was a great educator in this respect. It had standing and power. It was the car that ran before there were good roads to run on.

The trip back was without incident, a surprisingly short and comfortable trip. Miss Leah little when riding in a Lincoln car.

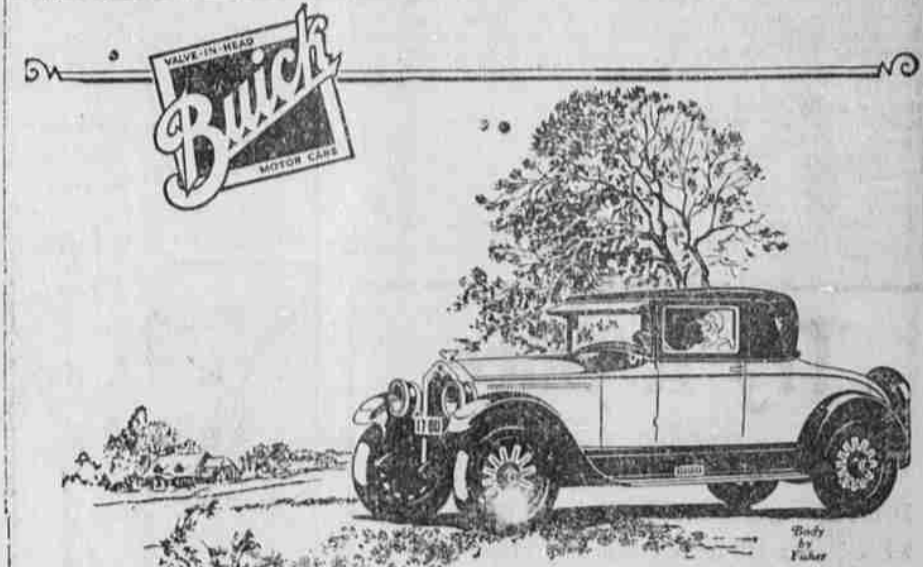
For the benefit of those Oregonians who think that they know their state, but who have not visited the Wallowa country, this bit of advice is given: Do not omit the trip to Wallowa from the summer itinerary. The roads are excellent, accommodations are good and a wealth of natural beauty awaits all who visit the section.

It broke down the barriers of distance in rural sections, brought people of these sections closer together and placed education within the reach of everyone. We are still proud of the model T Ford car. If we were not we could not have continued to manufacture it so long.

"With the new Ford we propose to continue in the light car field which we created on the same basis of quantity production we have always worked, giving high quality, low price and constant service. We began work on this new model several years ago. In fact, the idea of a new car had been in my mind much longer than that. But the sale of the model T

continued at such a pace that there never seemed to be an opportunity to get the new car started. Even now the business is so brisk that we are up against the proposition of keeping the factory going on one model while we tool up for another.

(Continued on Page 5.)



May is the time to buy a Buick

May is the month to buy your Buick. . . . The rich harmonies of Coronation Colors in Duco, the graceful lines and splendid beauty of Fisher coachcraft symbolize the very spirit of spring. And Buick's remarkable performance will thrill you. Speed along with the rush of the wind; rise like a floating cloud over the crest of the hill—Buick's six-cylinder Valve-in-Head engine is vibrationless beyond belief. The pleasantest part of the year's driving is ahead of you. Buy your Buick now!

JENNINGS & SHUMATE
Adams Avenue
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

This Livelier Six At a Lower Price
—with 4-wheel brakes

The most active six in its price class—nimble in traffic—powerful on steep grades. Accelerates 10% to 2% faster from 5 to 25 miles per hour than its nearest competitors.

Lowest priced Six with 4-wheel brakes.

Smooth, flexible power—exceptional in proportion to weight, makes the Whippet Six a joy to drive—all day and every day.

Easy handling—steers with less effort because of roller pivot bearings.

Plus these features: Balloon Tires; Snubbers; Low gravity center; easy steering; Full-pressure lubrication; Narrow body posts; Adjustable steering wheel.

Superior Quality New Low Prices
Coach \$795
Touring 765
Roadster 825
Coupe 795
Sedan 875
Landau 925

Prices and specifications subject to change without notice. Prices F. O. B. factory. Willys-Overland, Inc., Toledo, Ohio.

Whippet Six
GETTINGS & HANKS
Cor. Fir and Jefferson

GRAHAM BROTHERS TRUCKS

\$670	\$1245
¾-Ton Chassis F. O. B. Detroit	1½-Ton Chassis F. O. B. Detroit
\$885	\$1445
1-Ton Chassis F. O. B. Detroit	2-Ton Chassis F. O. B. Detroit

Dual Rear Wheels Optional at Same Price

Quality—Volume Low Price

They Are Good 67,293 Were Sold Last Year

L. C. SMITH
5th and Depot Phone 175-J

FEDERAL Tires

Extra Value at No Extra Cost
You will find extra value in every one of the three style treads offered in our large fresh stock of Federal Tires. These tires are made by one of the oldest and largest makers in the country. We have every size and every type.

We Make Our Own Adjustments
No delay here about making good on guarantees. Adjustments are made by us on the spot. Another good reason why you should buy tires where you get extra service at no extra cost.

Jack Allen Supply Co.
La Grande Branch
1423 Adams
Authorized Distributors for
Timken Roller Bearings
New Departure Ball Bearings
Thompson Silchrome and Alloy Valves
McQuay Norris Motor Bearings
Stewart-Warner Products

30x5.77	\$19.25
33x6.00	\$20.40
32x6.20	\$30.60
33x6.75	\$39.65
34x7.30	\$44.35
Tubes	
30x3	\$1.40
30x3½	\$1.70
29x4.40	\$2.10
30x5.25	\$3.00