



AUTOMOBILE NEWS



NEW 1928 BUICK SEEN IN OREGON

Sixteen Models Introduced to Portland Recently by Sales Agency

Combining the experience of 24 years' outstanding engineering achievements with designing and engineering that bring a new beauty and luxury to motor cars, the Buick for 1928, consisting of sixteen models, was introduced to Portland recently by the Howard Automobile company.

The Buick at first glance is seen to have been lowered in line with strikingly new appearance from the new curves in the top to the blending sweep of the crowned fenders, the although lowered in body there has been no lessening of road clearance, a

BANG! SMASH!

"Broken sedan window—can't be helped. We can get it replaced in fine shape by experts at the

La Grande Construction & Supply Co. 1501 Madison

COMING BACK

We figure this way: The man who gets a better Used Car than he believed it possible to get, is coming back some day for a new Dodge Brothers Car.

L. C. SMITH 5th and Depot

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

THE SAME NAME THE COUNTRY OVER

The Texas Co. is so sure of their products that they are sold the country over under the one name—TEXACO. When you fill up your car next time, try the new gasoline and golden motor oil. Just say—

TEXACO

Heasty & George Corner Adams and Second

tribute to Buick engineering skill in designing the new double drop frame.

12 Enclosed Models That's the first impression of the outward appearance. As pleasing as it is the interior of the twelve enclosed models—sedans, broughams and coupes—really brings the big surprise for here the 1928 Buick reveals its full beauty, luxury and a big appeal to the motorist who wants the comfort of his favorite chair at home duplicated in his car.

Buick has adopted new color schemes for 1928. Contrasting colors are used, the seats taking a different shade than the side walls and head lining. All closed models are fitted with arm rests which add to the car's comfort as well as to its completeness.

Harmoniously combined three colors, emphasizing the stylish lines of the car, and contrast with heavy nickel on radiator, bumpers, lumps and trim. Greens, blues, tans, gray, brown and maroon, all used in combination with black, are set off with brightly striped moulding.

A new development adding to the beauty of the new Buicks is the handsome, washable top material, of light color, applied to several of the de-luxe models.

Wider and Roomier All Buick models for 1928 are wider and roomier, and all present new roof lines adding to their appearance. All have clear vision fronts, achieved by narrowing the windshield side pillars and the horizontal top bar. As with its other improvements, Buick has gained better vision without sacrifice of any desirable quality. The pillars are still of the famous Fisher-wood and metal.

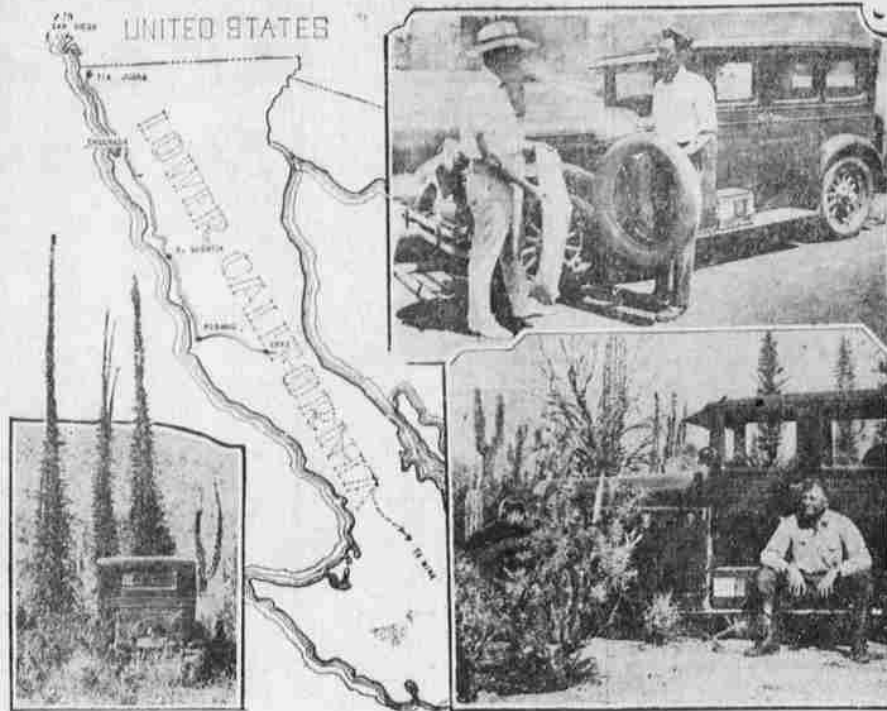
"Buick engineers have proved that there is no valid reason why a motor car interior should lack any of the comfort and luxury of a fine home," said C. A. Meeks, manager of the Howard Automobile company.

"Buick, one of the first motor cars to appeal to the woman driver's requirements, offers in Buick for 1928 a product destined to make this car a greater favorite with her than ever.

"Hydraulic shock absorbers, in conjunction with new and more flexible cantilever springs individually and scientifically designed for each of the 16 Buick, smooth the roughest roads, and unseat Buick's new high speeds without discomforting driver or passengers. Four shock absorbers are standard equipment on every Buick for 1928.

"The Buick valve-in-head motor, which is one engine that has been steadily developed along one line for 24 years, retains all the features which have made it so popular with the motorists who know the joys of driving a vibrationless engine. But there have

TIRES WITHSTAND DESERT ROADS



The desert roads pictured above is a fair sample of conditions to which the tires on the car of T. J. Rosenberg, mine owner and engineer, are subjected on each trip to his mine in Lower California. Upper right photo shows Western Auto Supply company salesman and Rosenberg comparing the Polson puncture sealing tube used on the car with a regular style tube which was patched 42 times on one trip. Rosenberg spent 45 hours in applying 156 patches on one trip before the puncture sealing tubes were installed. With Polson tubes in the casings, cactus punctures were immediately sealed.

been marked improvements which bring new qualities of performance that will make driving any of the models a real sensation. There is a new snap in the gear-way, increased power to flatten the hills and a ready response to all the demands of modern traffic. And there is no gasoline problem when driving the 1928 Buick. It will burn anything in the gasoline line.

Ford Requires Unique Kind Of Oil, Expert Says

Despite the fact that the Ford car has been on the market for some years, and despite the fact that there are more in use today than any other kind of car, some Ford owners do not know today why their cars require a different kind of oil.

One great oil company was the first to market nationally an oil made for Fords exclusively. In-terviewed recently, a lubrication expert of this company gave the following explanation of what oil must do in a Ford:

"Ask any Ford owner how his car differs in construction from any other make, and he will tell you that the Ford is not a gear shift car. A few Ford owners will tell you further that a Ford has 'planetary transmission'. But few Ford owners realize that one oil in a Ford, must do two jobs that are done in other cars by two distinctly different lubricants.

Engine Oils Not Enough "To be explicit, in a Ford the motor and transmission are encased in one housing. Therefore, the same oil must lubricate both. But the Ford planetary transmission employs inter-lined bands instead of sliding gears.

"Ordinary engine oil will not properly lubricate the fabric of these transmission bands. They must be kept soft and pliant for smooth operation. They need an adhesive oil which will cling to them. If they do not get such an oil they become glazed and hardened. Result—excessive, jerky vibration. This is usually known as Ford 'chatter'. It is a destructive nuisance and can be prevented, or cured, only by the use of the right kind of oil.

"On the other hand," the expert went on to explain, "the use of non-petrol oils is a dangerous procedure, since these oils may properly lubricate the transmission bands but will fall down on the job of protecting the Ford engine from destructive heat and friction.

One Oil Does Both Jobs "For the reasons outlined above, the experts of the Buick Water Oil company set themselves the task of discovering an oil which would not only cure Ford 'chatter', but would also properly lubricate both the Ford motor and Ford transmission.

"We worked four years on this problem—made thousands of laboratory and road tests, and finally developed Vedol Fordol, a double oil for a double job. This oil has met with nation-wide success. It has over a million users, as far as we can estimate. And its sales are continually growing. Some other oils made by other companies claim similar results. However, for reasons I cannot go into, we are better equipped to make this special oil than any other company. We were the pioneers. We believed in it when engineers of other companies said it wouldn't work. My answer to experts and Ford owners alike is—'Try any other oil recommended for Fords—then try Vedol Fordol. For four years now this oil has proved its ability to all who have tried it. To end chatter, and to give greater economy to Ford operation."

"The reason is that we have succeeded in an oil which does both the lubrication jobs required by the Ford car. And since the Ford lubrication system is exclusive with that car, we make Vedol Fordol for Fords exclusively."

Willys-Overland Sales Show Gain In This District

Sales figures today by Willys-Overland, Inc., covering the first six months of 1927, show an increase in Oregon of 19.5 per cent in the sale of Willys-Knight and Whippet motor cars over the same period of 1926 compared with the automobile industry as a whole.

Sales during June in Oregon show an increase of 8 per cent for Willys-Overland over the automobile industry as a whole. This notable increase in the sale of Willys-Knight and Whippet motor cars in Oregon has been apparent throughout the entire first half of the year and corresponds to the gains registered by the Toledo manufacturers in other sections of the country.

Total sales of Willys-Overland, including Whippet and Willys-Knight for the first half of this year are 36 per cent over the same period of last year.

Sales Increase TOLEDO, Ohio, July 15.—A total sales of Whippet and Willys-Knight models for the first half of this year, are 36 per cent over the same period of last year, according to a statement issued today by company officials. In the same period the automobile industry as a whole shows a loss of 14.3 per cent compared with the first half of 1926.

Not only does the Toledo manufacturers show a sustained sales increase over the six months period but the month of June also gives Willys-Overland a gain of 19 per cent while the industry as a whole lost 24 per cent. Outstanding gains in the sale of Willys-Knight and Whippet are noted in the New York Metropolitan area where the first six months show an increase of 40.3 per cent with industry's loss of 9.3 per cent in the same period. Sales during June in this district disclose an increase of 27.4 per cent for Willys-Overland while the industry lost 3.4 per cent.

States reporting from the Pa-

elle Coast section show an increase of 12 per cent for Willys-Overland for the first six months compared with the industry's loss of 19 per cent. June shows Willys-Overland's gain at 6 per cent while the industry as a whole lost 15 per cent.

It is estimated that we have 5,000,000 illiterates in the United States, and an even larger number of unfortunates who can't read traffic signals.

The fool and his flivver soon smash the fenders on some highly respectable automobile.

DO YOU—

want more power and mileage to the gallon of gas? There will be no question in your mind after you try Texaco.

Texaco Gas Fisk Tires Accessories

Clay's Place East Adams

STAGES LEAVE FROM LAGRANDE DEPOT

Travel in our Modern Chair-Car Stages!

Leave— La Grande for Wallowa Lake 9:00 a.m. 4:00 p.m. La Grande for Baker, Boise 12:25 p.m. La Grande for Baker only 9:25 a.m. 7:30 p.m. La Grande for Pendleton 11:00 a.m. 3:30 p.m. (Connectors at Pendleton for Walla Walla and Pasco)

Leave LaGrande For Portland at 11:00 a.m. Fare \$9.50, Round trip \$16.00



Chrysler "62" Is Popular, Manager Of Sales States

Although the "Great New Chrysler '62'" has been in production only a short time, reports to the Chrysler Sales Corporation from all sections of the country show that the new cars are meeting with an enthusiastic reception from the automobile buying public.

According to company officials, the popular response to the new offering is exceeding all expecta-

tions. The flood of orders pouring into the Detroit offices is compelling capacity production of these cars, and in spite of all efforts to keep pace with them it is understood that the plants are in an over-sold condition on the model.

"The public reaction to the great new '62' announcement is just gratifying," says J. W. Frazer, Chrysler sales manager. "We are especially pleased with the widespread character of the demand. From every section of the country, dealers are rushing in telegrams asking for increased allotments and immediate delivery of the various body types offered in the new model."

Pledges in Madrid Pawnshops Slump

MADRID, Spain (AP)—Pledges in the Madrid pawnshop, which is run as a city monopoly, showed a decrease of 54,255 items during the last fiscal year but the municipality managed to earn 112,747 pesetas on the business.

The annual public auction of unredeemed pledges brought in 1,212,217 pesetas on articles upon which only 1,298,300 pesetas had been lent. Pawnshops are municipal monopolies throughout Spain.

August Savings for Tourists

You can name your price at our store and we'll match it with a good tire—but you can't name your price when an old tire blows out hundreds of miles from home. Save money—save delays—save disappointments—by choosing your tires and other equipment here before you start—at price levels adjusted to make "home buying" attractive.

Goodrich Silvertowns

Expert Tire Repairing Vulcanizing

Bargains In Used Tires

Come in and let us give you our price on your size.

KELLY'S TIRE SHOP 1415 Adams Ave

BEST IN THE LONG RUN

NEW CHRYSLER "52"

You need only to glance at Chrysler's latest product—the new "52"—and at its astonishingly low price—to realize that again Chrysler Standardized Quality has yielded more to the buyer than money has ever been able to buy before.

Examine and note the full size and roominess of its staunch, handsome body of wood and steel. Enjoy its ample seating capacity for adult passengers. Delight your eye with its grace and trimness of appearance, its luxury of appointment.

Here are flowing lines, beautiful hardware, luxurious mohair upholstery and every refinement of detail—combined in a car you will be proud to own.

Then ride in it. See how easily and smoothly it gives you 52 unvarying miles and more per hour. Enjoy the snap of its pick-up, 5 to 25 miles per hour in 8 seconds. See how smoothly it outperforms all others with which you may contrast it.

After such a thorough test we are sure you will agree that, at such low prices, these Chrysler "52" advantages are obviously outstanding over all competition.

\$725

TO 875 FOR DETROIT.

-52 miles per hour
-5 to 25 miles in 8 seconds
-Full-sized Bodies for adult passengers

New Chrysler "Red-Head" Now Available for New "52"

The new Chrysler "Red-Head" engine, giving extra speed, pick-up and hill climbing ability, is designed to take full advantage of high-compression gas. It is now standard in the Roadsters of the new Chrysler "52" and is available for all other "52" body types at slight extra cost. Any Chrysler dealer will gladly give you full particulars and an impressive demonstration of the "Red-Head" engine advantages.

NEW CHRYSLER "52" PRICES—Coach \$725, 4-door Sedan \$735, Roadster (with rumble seat) \$745, 4-door Sedan \$795, De Luxe Sedan \$875. All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in a position to estimate the convenience of time payments. Ask about Chrysler's attractive plan.

WEEKS & BUCHANAN Jefferson Ave. Telephone 180-J