

5 OIL COMPANIES DO AN ENORMOUS BUSINESS HERE

Standard Oil of California Is Pioneer Firm in La Grande Area

FLETCHER COMPANY IS LOCAL CONCERN

General Petroleum, Union Oil and Texas Companies Find Conditions Here Ideal.

Five oil companies, representing Pacific coast, northwestern and national companies, do an enormous business in La Grande.

The Standard Oil Company of California, the pioneer company of La Grande and has been represented here since 1888 when it was known as the Pacific Oil Company. The company, now one of the leading in the United States, has been one of the pioneer big industries of the west. At even the early date, when the business was very unprofitable, the interest was substantial for in the interim. Since 1897 the Standard Oil Company of California itself has been in actual existence. It now operates in Washington, Nevada, Oregon, California, Alaska, New Mexico, and Hawaii. The head company is at San Francisco while its districts with more than 200 subdivisions are branched out from the headquarters. The personnel of employees is composed of more than 20,000, whose relationship to the managers is very close. Standard oil employees receive large pensions and receive sickness insurance too. Employees are allowed to buy company stock, holders and fifty cents for every dollar which they invest, is added by the company. The payroll goes out to a better than 50 per centum of American citizens.

Not only does the company make special efforts for the welfare of their employees but it takes a special interest in the activities of each community in which it is represented. "Our company goes ways in harmony with undertakings which are for the good of the community and tries to do its part for the community," declares G. G. Griffith, agent for the company in La Grande. Mr. Griffith has been manager here for three years. Several persons are employed in Union county under the station here while 11 trucks are in operation. Walls Walls is the district under which La Grande operates.

The Fletcher Co. The Fletcher Oil company, of

which T. R. Maxwell is part owner and active manager, is doing a steadily increasing business that began in 1920 when Mr. Maxwell, with the Fletcher brothers, at Idaho, selected La Grande as an ideal opening for such a company. In the subsequent years since organization, the Fletcher company has grown to such an extent that its annual business in Union county is now said by company authorities to lead the county.

While Mr. Maxwell maintains offices for the business in the Noah Paint shop building, on Adams avenue, the tanks with the Veltex gasoline are located at Island City. Another conclusive proof that the volume of business has greatly increased is the fact that eastern oils are now brought to La Grande in tanks of from 8,000 to 10,000 gallons. In speaking of the Veltex product, Mr. Maxwell says, "Our oils are made for hard usage and will last for longer periods of time than the average oils, with specifications kept strictly up to their high standard. We invite comparison with any oil and in any kind of motor," he continued. "We have sold over 100,000 quarts of lubricating oil so far this year and have not had one case of motor trouble traced back to our product," he declared.

"The fact that we are not producers leaves us free to buy what we want and does not force us to sell what we produce," he went on. "In this way we can keep our products at the highest standard."

Branch Plants Plants have also been added by Mr. Maxwell and the Fletcher brothers at Union and Pendleton for handling the bulk products, while plans for the future include additional expansion.

Mr. Fletcher is well prepared for his work, having been engaged in the business since 1907 when he started in the study of motor oils.

Texas Company The Texas company, which produces the Texaco motor oils, is represented in La Grande by Aldmer Playle. Mr. Playle, in two years of management since the company came to La Grande, has built up one of the busiest businesses in this section. The Texas company is one of the leading companies of its kind in the world, having its head offices at New York City. Branch offices are found at Port Arthur, Tex., Denver, Minneapolis, and Spokane. The local company receives gas by the carload from Casper, Wyo., and lubricating oil and greases in similar shipments from Port Arthur. Texaco authorities state a car may be driven from Spokane, down through Walla Walla and La Grande, completely through to New York and use nothing but Texaco products. "We have had this fact demonstrated a number of times," declared Mr. Playle. "Only last month a tourist stopped here and told us that he had used Texaco products on his entire cross-continent trip with but one exception when he purchased six gallons of gasoline from

another station because it was conveniently near and not because no Texaco station was available. We don't believe any other existing company has achieved that record," continued Mr. Playle. Offices for the company here are located at the Playle Oil company while tanks are situated on east Adams.

Union Oil A fourth oil company which is represented in La Grande is the Union Oil company, with offices and tanks located on East Adams. P. J. Latta is manager of the company here. The Union Oil company, which is a Pacific Coast organization, has been represented in La Grande since 1922. Mr. Latta has been manager for the past four years. District headquarters for La Grande are in Portland. Two large trucks are used for the distribution here. The business in La Grande is conducted on a large scale and is enjoying a constant increase.

General Petroleum The General Petroleum corporation has been represented in La Grande for several years and does a large business in La Grande and surrounding territory. Harry Owens has been manager for the past several years. Offices and tanks are located at Island City.

AMERICAN GIRL IN GERMAN OPERA

BERLIN (AP)—Eather Stoll of Beaver, Penn., has been engaged by the Prussian state opera management for two years to sing at the state opera in Cassel. She will sing German and Italian roles. Miss Stoll received her musical education from Herbert Witherspoon in New York. For the past year she has been coached by various German vocal masters.

Automobile Industry Is Due for Much Activity Over The Nation

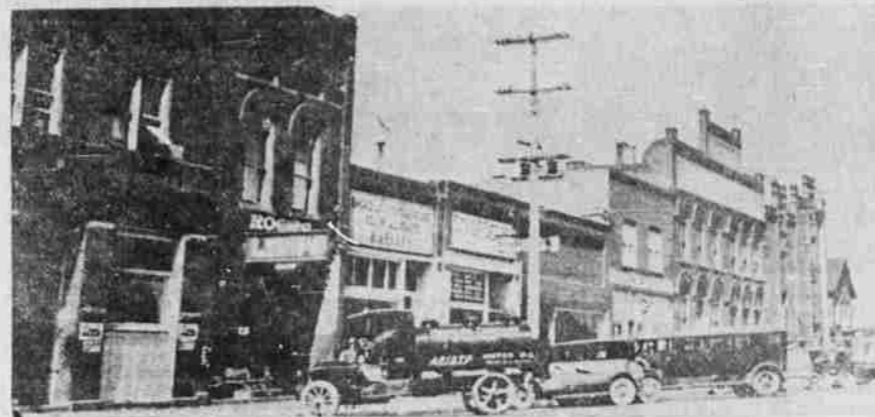
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—a sedan, cabriolet and coupe. The sedan, the only model available for immediate delivery but the roadster and coupe will soon be in the dealers' hands. As a notable addition to its recently announced line of sixes and eights, the Moon Motor Car company of St. Louis announces the five-passenger Moon "cut" custom-built four-door sedan.

New Models Coming

More new models are being announced and these announcements will continue until practically every manufacturer is heard from. They are all anxious to see their new models before the buying public at the earliest possible moment for the fall and winter demand. Because of the tremendous size of the new Pontiac six plant of the Oakland Motor Car company, the company has built and now operates an especially equipped "rubber neck" vehicle for the exclusive use of visitors. It has a

A HANDSOME BLOCK ON JEFFERSON AVE.



This block of the business buildings is on Jefferson avenue, between Chestnut and Depot streets, and includes several other structures. At the left is the side entrance to the Imperial billiard parlors and corner lunch. Next comes Clark Lott's soft drinks and luncheon establishment and the French restaurant. The stage depot, serving a number of auto stage passenger lines, occupies a large floor space in the center of the block, including the large waiting room and an inside depot. The Union Creamery company is housed in the second two-story building from the left, and the Grande Round Meat company owns and occupies the large building, formerly belonging to Julius Koesch, which is next. On the corner is the Elric rooming house. In front of the stage depot are shown two of the buses which carry passengers in this territory, one of the larger types to the right.

seating capacity of 12 persons and runs a regular schedule throughout the year.

Automobile announces a distinct body change, both exterior and interior.

The truck division of the automotive industry is booming along at a pace that bids fair to "go over the production top" to a greater extent than was anticipated during the early months of the year. New

trucks are being added by all the leading manufacturers and the demand is showing a steady increase, especially for heavy service. Trucks being received from all sections of the country are to the

Advertisement for Fred T. Burgess, featuring two cartoon characters pointing to text: 'They Cost No More! Always Insist on GENUINE Replacement Parts for North East and Aut-O-Lite Starting, Ignition and Generator Systems. Fred T. Burgess, Exide Distributor, Main 125, 1308 Jefferson.'

effect that the used car industry is improving. This condition follows in the wake of new car buying where a trade-in is involved. The call for open cars continues to decrease, while a steady increase for closed models is reported. Turnover of good used cars is rapid, and dealers are satisfied with a low margin of profit, with a result that their stock at present is satisfactorily low. They are anticipating a congestion in their used car department, however, that will start with the increased buying of the new 1928 line. Formal opening of General Motors Institute of Technology in Flint was attended by 60 GMC executives. The school is the only chartered institution of its kind in the world sponsored by an industrial corporation, in it will be trained the man who will some day be the essential of the great corporation. Students will make a theoretical and practical study of all phases of the automotive industry. Michigan has New Law Michigan has announced a drastic change in her speed laws, governing the driving of automobiles. Speed regulations for motorists on rural highways in the state are removed. The old law allowed 35 miles per hour, but the new one is at a speed at which a driver can operate his car carefully, safely and prudently. Reckless driving, however, will not be permitted. The new law can be summed up in just two words: "Drive safely."

Advertisement for Bent and Dented Fenders, featuring an image of a bent fender and text: 'Smashed Car Bodies All In a Lifetime These Days. No matter how carefully you may drive on the crowded streets and highways these days there are times when a smashed fender or caved-in body will befall the lot of any motorist. Bring Them Here. When you have the misfortune to be bumped into bring your car here before buying new fenders. We can straighten them out and they'll look like new. No matter how badly the top or body of a closed car is damaged, we can usually put it back in perfect shape and save you money. La Grande Fender & Body Works, 407 Fir Street.'

LEADING THE FIELD IN AUTOMOBILE PROGRESS!

Third in Sales in Union County for the Past Two Years -- Chrysler Is the National Sensation

NEW CHRYSLER 52-62-72

SETTING NEW STANDARDS — ESTABLISHING NEW RESULTS FOR THE INDUSTRY TO FOLLOW

The "52" The "62" The "72" 52 miles per hour—5 to 25 miles in 8 seconds. A car with full-sized bodies for adult passengers. Delightful to the eye with its grace and trimness of appearance and its luxury of appointment. It easily and smoothly out-performs any car with which you may contrast it. A car you will be proud to own. \$725 to \$875 Five body styles. 62 and more miles an hour. 6-cylinder motor with 7-bearing crankshaft. Invar-strut pistons. Oil filter and air cleaner. Ventilated crankcase. Impulse neutralizer and rubber engine mountings. 4-wheel hydraulic brakes. Snubbers, front and rear. \$1095 to \$1295 Seven body styles. 72 and more miles per hour from its 75-horsepower motor with 7-bearing counter-weighted crankshaft. Will take mountain grades at constant acceleration. Rubber shock insulators, giving riding smoothness hitherto unknown. \$1495 to \$1745 Seven body styles. ALSO THE MAGNIFICENT IMPERIAL "80" \$2495 TO \$3595 All prices f. o. b. Detroit

Advertisement for New "Red Head" engine, featuring text: 'NEW "RED HEAD" Available. For those who seek supreme performance—speed, pick-up, hill-climbing ability, going beyond even all past qualities of any car, Chrysler furnishes its new "Red Head" high compression engine. This new type head can be installed on all Chrysler models as far back as 1925.'

Weeks & Buchanan HOLMES BLDG. Jefferson Avenue Telephone 180-J LA GRANDE, ORE.