

APPOINT LOCAL PONTIAC DEALER

Jennings & Shumate to Distribute Two Popular Cars in District

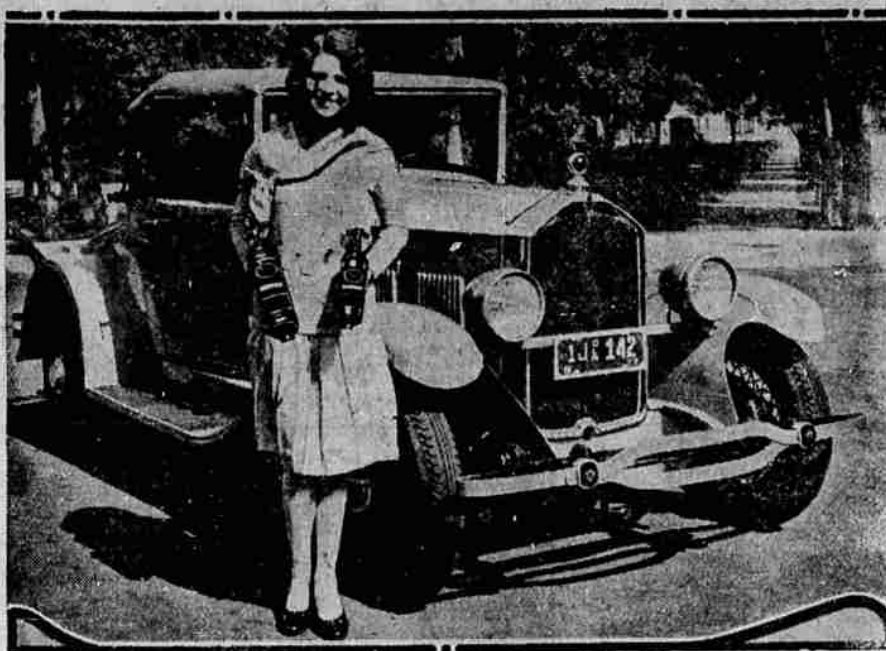
Appointment of Jennings & Shumate as Oakland-Pontiac dealers in La Grande and the adjoining territory, has just been announced here by W. M. Warren, district manager of the Oakland Motor Car company.

Since its recent introduction, the Oakland All American Six has proven to be one of the hits of the 1927 season. With longer wheelbase, new body lines, new motor and many interesting mechanical improvements throughout the chassis, the All American Six today is enjoying a nation wide popularity that is taxing the utmost efforts of the Oakland factory to meet the demand.

"We are especially anxious to make the acquaintance of all Oakland and Pontiac owners in our territory," said Mr. Jennings yesterday. "We have made great efforts to prepare our service department to efficiently handle Oakland and Pontiac service work."

"As members of the General Motors family, both Oakland and Pontiac new models are tested on the great General Motors proving ground in a manner so thorough that no room for question regarding any feature of their performance or reliability exists. The manufacturing methods used in the huge new Pontiac factory and the Oakland factory are the most modern and accurate known to the industry. The fact that the Oakland Motor Car company's resources are backed by those of the immense General Motors organization has resulted in both Oakland and Pontiac representing very unusual values in the motor car market, as the response in sales has shown. We are very glad to represent Oakland and Pontiac here and are confident of excellent business on both lines."

KEEPING PACE WITH STYLE TREND



Keeping pace with the style trend in motor cars has kept accessory manufacturers busy during the past year. The fair motorist above is shown comparing the regular type fire extinguisher with the new, small size, particularly adapted for the European type car. Fire extinguishers for automobiles will be featured by the Western Auto Supply company during national fire prevention week, Oct. 9 to 13.

Goodyear Firm Manufacturing Low Price Tire

In response to a demand for a low price tire for the models of small cars which are still being used in great numbers the Goodyear Tire and Rubber Co. has just announced a new 30x3 1/2 cord casing called the Speedway tire.

According to W. H. Bohlenkamp Co. the local Goodyear distributor, this tire is a strongly built, good looking cord casing and will retail at a remarkably low price. It is three years now since any new cars have come out with this size tire as original equipment but there are still millions of Ford, Chevrolet, Overland, etc., running that are using this size, many of which are five or six years old. In purchasing tires for these old models the owners are usually looking for a fairly good tire at a low price and this new tire is produced to take care of this demand.

Tells Why a Barrel of Trouble Often Hides in a Quart of Oil

Too often car-owners are careless about the important matter of buying oil, car experts say. The average motorist who buys oil sits in his car and idly watches a bright stream of motor-oil being poured into his crankcase. Most of the time he doesn't ask for any special brand of oil—doesn't care much what he gets.

At that same minute, perhaps, some other careless motorist climbs out of his car, grabs the hood of his motor, and finds a big repair-bill staring him in the face. He too, on another day, had probably idly watched a bright stream of motor-oil being poured into his crankcase. He hadn't asked for any special brand of oil—hadn't cared much what he got.

That, according to automobile experts, is an only too common picture of the average motorist.

Busy Repair Shop. Not just a few, but 75 per cent of all motor repairs are caused by the failure of some oil. That's

why it pays to watch your lubrication, they say. These men claim that a motor oil does work by forming a thin film between all the whirling, flying motor parts. As long as the film remains unbroken, the vital parts of a motor are protected. But the oil film itself is subjected to terrific punishment. It must withstand the lash of scorching, screeching heat, the threat of tearing, grinding friction. Under that two-fold punishment the film of ordinary oil breaks and burns. Through the broken shattered film vital motor-parts are exposed to the fierce attacks of heat. And invidious friction begins its work of destruction. That means excessive wear—ultimately, big repair bills.

Heat-tested "Film". Because the whole problem of correct lubrication lies in a film of oil, scientists have spent years in studying not oils alone, but oil-films, to achieve heat and friction fighting qualities. Finally the technicians of a great oil company perfected an oil called Veedol—an oil that gives a "film of protection" which masters deadly heat and friction. To maintain the fighting quality of that "film of protection" every drop of Veedol is subjected to the severest tests before leaving the Veedol Water Oil Company's refinery at Bayonne, N. Y. And every drop of this modern scientific oil must show its fitness to withstand heat 100 degrees hotter than the hottest friction spot in any motor. It is claimed that it is remarkable super-heat resistance of Veedol that makes it one of the safest lubricants for all motors, particularly for the modern high-speed high-torque type.

Willys-Overland Company to Make Own Auto Bodies

At the conclusion of the meeting of the Willys-Overland distributors and branch managers from all parts of the United States held at Toledo, President John N. Willys announced that the company has completed plans to take over in its own plants the building of all bodies for cars manufactured by Willys-Overland Company. This program is already partly in operation and will be 100 per cent in operation by Dec. 1.

For some time Willys-Overland has built part of the bodies for its line of cars, and this step forward means a still more rigid inspection of quality and closer control of economies. It eliminates the passing out of profits to body makers, and also eliminates large transportation costs.

It is estimated by Mr. Willys that the savings will amount to profits will amount to several million dollars per year. "At least \$5,000,000 would have been saved to Willys-Overland profits if this process had been in operation since the first of the year," said Mr. Willys. "In addition to the advantage of establishing still more rigid supervision and still higher standards of quality."

All But 2 States Now Have Gas Tax

The Oregon State Motor association points out that although Oregon was the first state in the Union to use the gas tax as a means of collecting revenue for highway construction, every state in the Union, except New York and Massachusetts, now has adopted it as an equitable method of meeting the use of the road.

There are 110,000 cars that now collect a larger gas tax than does Oregon and the average of all states is slightly greater than the three cents which Oregon collects.

Ouch! Officers: You were speeding. I've got to pinch you. Fisk motorist: Oh please! If you must, do it where it won't show.—Hardy, 1927.

DRIVERS URGED TO GO SLOWER

Pass Schools with Caution Is Plea—Watchfulness Required

WASHINGTON, D. C., Oct. 8.—Reopening of public, private and parochial schools in all parts of the country has served to create definite traffic hazards in every municipality and rural district, and it distinctly is up to every motorist so to drive as to overcome the hazards thus reestablished.

This is the keynote of a warning issued today by national headquarters of the American Automobile association, in which it is pointed out that the prevention of accidents involving school children is within the province of the individual motorist.

"School days are here again," says the statement, "bringing millions of children upon the streets and highways. Among these millions are little ones of four, five and six years of age who for the first time are leaving the protection and safety of their homes to venture forth into an entirely new world. This world will have terrors enough for these children without fear of the recklessly driven automobile."

Every motor car driver could know and always remember the enormous difference his care and consideration would mean in keeping these children safe from physical harm as well as from a fear that may mar the rest of their lives. There is no question but that a lively stride would have been taken toward street and highway safety as it refers to the younger pedestrians.

No consideration of business or pleasure is sufficiently important that it should be allowed to endanger the life of a child, the national agency officials point out, but, they declare, there is the temptation to overlook this fact which the car owner ever should be on the alert to avoid. While those children who have had one or several years in school have been taught the rudiments of safety they cannot be expected always to exercise the utmost care, says the statement, and after playing during the summer on safe playgrounds, there is always a tendency toward a let-down in their safety sense when they first return to the streets.

"This trust is one to which no motorist ever intentionally would be traitorous," the statement declares.

Discussing the school-boy patrols which have been organized by A. A. clubs in cooperation with school authorities in scores of cities, the statement says:

Boy Patrols Tried. "The reduction of accidents that is traceable to the establishment of these patrols in hundreds of schools throughout the country is evidence that the courteous helpfulness of motor car drivers has been extended to these youngsters whose white belts and arm bands identify them as safety crusaders. There is every reason to believe that still greater cooperation will be given during the current school year. The purpose and the results of the work done by these patrols by now are known to and have impressed, motorists."

"The motor car operator has learned that when the boy patrolman holds up his hand or sets the word sign against him that it is not an order but a plea for assistance. Who could resist such a plea when behind it is the calm, confident trust of a child?"

Many more schools will have patrols this year, the A. A. A. leaders declare. There is no question but that they will result in the saving of many lives because the patrolman is respected not only by the motorist but by the children whom he is trying to aid. "Vacation is over. Millions of children are going back to school. Let each motorist consider his individual responsibility for their safety and there will be infinitely fewer tragic accidents involving the school child," the statement concludes.

More For Your Money when you buy a CHRYSLER

4 Chassis—\$725 to \$3595

Advertisement for Chrysler cars showing models 52, 62, 72, and 80 with prices and descriptions.

WEEKS & BUCHANAN Jefferson Ave. Telephone 180-J

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR LOOK OVER OUR WANT ADS FOR BARGAINS

Advertisement for Fisk tires featuring the character 'Fisk' and the slogan 'Protected for one year'.

BUY A FISK The Fisk line is one of the largest and oldest in the tire industry.

Advertisement for Playle Oil Co. featuring the slogan 'Vulcanizing that stays Put'.

Advertisement for Playle Oil Co. with contact information for Fisk Tires and Clay's Place.

Large advertisement for Oldsmobile Six car, highlighting 'A SMART CAR MADE SMARTER' and 'A LOW PRICE MADE LOWER \$875'.