

Chrysler Will Build Auto To Suit Each Type

An announcement of unusual interest comes this week from the Chrysler headquarters in the form of a notice that the company is broadening its special service to meet the growing demand for cars with special equipment according to the taste of individual purchasers, says L. W. Weeks, local dealer.

The company is advising its distributors and dealers that it is now prepared to give prompt attention to orders for special color, upholstery and equipment other than standard in its four great lines of cars which cover all of the four great markets, and is in a position to deliver at slight extra cost a large variety of optional equipment and accessories for customers who desire unusual and distinctive appointments for their automobiles.

The list of equipment to be supplied through the new service includes among other numerous articles wood, disc and wire wheels, fenders with wells, tire covers and tire locks, clocks, cigar-lighters, special type bumpers, trunks, trunk cases and racks, heaters, water indicators, monograms and non-shatterable glass, in addition to providing for special upholstery and color. Some of this equipment is now standard on certain Chrysler models and by the new plan they will be available on all other cars of the company's production.

The lists prepared by the company, the announcement says, are in response to a growing demand for factory built cars in special colors, upholstery and equipment to meet the individual tastes of customers who require something different from standard production cars. The scope of articles included is so comprehensive that it will enable dealers to supply any kind of equipment desired.

The Chrysler Corporation has al-

It Never Rains...but It Pours



While the city of Poplar Bluff, Ark., was about the work of rebuilding the district wrecked by the tornado of May 9, there came a cloudburst on the same day that St. Louis was visited by a tornado. The flooded streets of Poplar Bluff and part of the wreckage caused by the May tornado are pictured above.

ready in operation a special division to assist dealers in handling orders for specially built cars and the present addition to its facilities is devised to extend this service to cover equipment and accessories for the full field of Chrysler production.

Officials of the company state that the demand for all four of their cars—which now included the New "52", the Great New "62", the Imperial "80"—has been exceedingly strong throughout the year, and they anticipate that the inauguration of the special service will increase it to even larger volume.

Because of the shortage of ready money, eggs are used as currency in Samacia, Russia, 20 fresh eggs being given for a quart of vodka, 12 for a pound of sugar, 3 for a loaf of bread, 2,000 for a suit of clothes and 500 for a pair of shoes.

Pedestrians Yelp; Mud Does 'em Dirt

BERLIN (AP)—Berlin pedestrians are tired of having their shoes, trousers or skirts bespattered by automobiles. They have appealed to the chief of police for relief.

The police is now experimenting with mudguards of a type successfully used in Japan and there made obligatory by law. These mud guards are affixed to the hubs of the wheels and engage them on their outer lower halves.

In a city like Berlin where there is much rain and where the autos are allowed to drive by a stopping street car or omnibus, the nuisance of mud splattering is a trying one. If the chief of police finds the Japanese mud guards serviceable, he can prescribe them for Berlin automobilists by a simple ordinance.

GARAGE GOSSIP

Buys Oldsmobile—Artie Klimer, of Baker, has purchased an Oldsmobile sedan from the Oldsmobile Sales company here. Delivery was made this week.

Representative Here—J. R. Bernard, coast representative of the Motor publication, was a visitor in this city this week, calling upon garages of the city. Mr. Bernard's field includes western states from Vancouver, B. C., to Dallas, Tex.

Buys Oldsmobile—Atoliph Walker, of this city, is the owner of an Oldsmobile coach which was sold to him by the Oldsmobile Sales company.

Called at Garage—C. B. Ballou, of the Ballou-Wright accessory company of Portland, called at the Blue Mountain garage yesterday. Mr. Ballou was with the Good Will party from the Portland Chamber of Commerce.

Back From Idaho—M. A. Harrison, of the Blue Mountain garage, returned the middle of the week from a week's trip to Idaho where he looked after business in several cities of that state.

Here on Business—Frank Giermany, Chevrolet dealer of Walla Walla, was a business visitor at the Blue Mountain garage one day this week.

Buys Whippet—Mr. McInnis, of Elgin, is the owner of a Whippet coupe purchased this week. The deal was made through E. C. Gettings and W. D. Hanks, La Grande dealers.

Goes to Portland—Harry Wagoner, Packard dealer, drove to Portland yesterday on a week end business trip.

New Floor Man—Orvall Adey recently accepted a position with Jennings & Shumate, Oakland-Pontiac dealers, as floor man.

In Enterprise—E. E. Wilcock, manager of the Western Auto Supply company here, spent yesterday in Enterprise on business.

Buys Whippet—Silas Roger, of Imbler, is the owner of a Whippet coach which he purchased this week from Gettings & Hanks, local dealers.

Goes to Pendleton—Kenneth Keeney drove to Pendleton yesterday for the W. S. C. U. of O. freshman game.

Goes to Pendleton—Mrs. Harry Wagoner drove to Pendleton Friday in the interests of the Packard company here. Mrs. Wagoner's husband is the local dealer.

Visited Brother—Mr. and Mrs. J. F. Heasty and Mrs. Carl Lynch were visitors over last Sunday with Mr. Heasty's brother, R. K. Heasty at Wallowa. Mr. Heasty is connected with the telephone company at Wallowa. J. F. Heasty is associate owner of the Heasty & George service station.

Territory Man Here—P. O'Connell, Oakland-Pontiac territory man, arrived here this morning and will spend the following week in this city with Jennings & Shumate, local dealers, in the interests of business. Mr. O'Connell makes his headquarters in Pendleton.

Up Branchline—E. L. Ledbetter, local Nash dealer, drove to Enterprise Wednesday on a business trip.

In Baker—Pearl Howell, salesman for the Morelock-Service Motor company, drove to Baker Friday on a business trip. Mr. Howell drove a new car back from the Service garage at Baker for delivery here.

On Business Here—Mr. Bliss, of the Spokane Acetylene company, was a business caller at the Leighton Welding and Machine shop this week.

Oldsmobile Man Here—Pat Dunn, territory man of the

Rules Auto Can Break Dry Law



Federal Judge J. W. Woodruff of Omaha, Neb., recently handed down the decision that a person renting a car and found to have liquor in his possession can be fined and the car can be confiscated, the owner having no recourse in the courts.

Oldsmobile company of Oregon, was a business visitor at the local Oldsmobile Sales company this week.

Home From Hunting Trip—J. P. Morelock of the Morelock-Service Motor company has returned from a several day's hunting trip in the Wallowa country on the Imnaha. Hunting was good. Mr. Morelock reports, and ideal weather and beauty of scenery added to the enjoyment of the trip. From one viewpoint fertile valleys of three states could be seen. Carl Helm, district attorney, and Roy and Mart Shaeffer, and Mr. Young of Wallowa, completed the party.

Report Sale—The Oldsmobile Sales company reports the sale of an Oldsmobile sedan recently to Leo Reynolds, of Island City.

CHRYSLER

gives you



"52" Five Body Styles \$725 to \$875



"62" Seven Body Styles \$1095 to \$1295



"72" Seven Body Styles \$1495 to \$1745



"80" Eleven Body Styles \$2495 to \$3595

more for your money in the four great price classes

IT IS easy to understand the widespread public acceptance of Chrysler in the four great price divisions from \$725 to \$3595.

Chrysler engineering, which never rests its efforts, has maintained its product as fresh and as new as it was in its very outset four years ago.

This spirit of progressiveness has been responsible for the pioneering and development of every significant improvement in motor cars since the first Chrysler. And through the Chrysler plan of Standardized Quality these refinements have been made available to all Chryslers.

Thus Chrysler has set up entirely new standards of motor car value and has given new meaning to "price" and "price classes" in the industry.

Chrysler cars can be compared only with others far above them in price in every field. For they represent not only far more than money could buy in the past, but more than the same money will buy elsewhere today.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, is standard equipment on the roadsters of the "52", "62", "72" and sport roadster of the Imperial "80". It is also available, at slight extra cost, for all other body types. For a reasonable charge it can be applied to earlier Chrysler cars now in use.

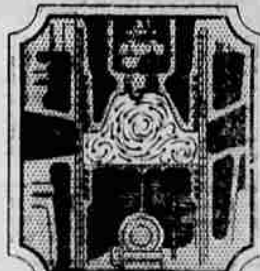
All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. Ask about Chrysler's attractive plan. All Chrysler cars have the additional protection against theft of the Federal System of numbering.

WEEKS & BUCHANAN
Jefferson Ave. Telephone 180-J

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

The Added Power of Higher Compression Plus Willys-Knight exclusive velvety smoothness

possible only with the Knight patented sleeve-valve engine, which gives sustained brilliant performance with any gas



Spherical cylinder head and sliding sleeves of patented Knight engine have always provided the most efficient compression chamber.

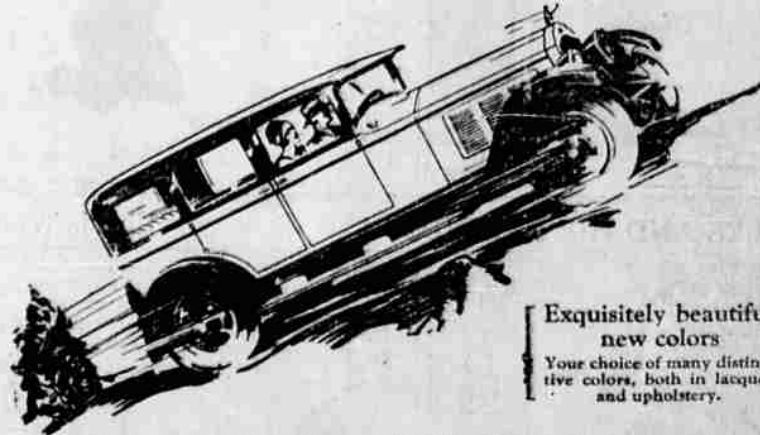
The trend today is toward high compression. Willys-Knight offers you the advantages of high compression—greater speed, flashier activity—with none of its disadvantages—the need for special gas, undue wear and tear on the motor, engine knocking even after inconsiderable mileage.

Only the patented Knight sleeve-valve engine, because of the fundamental principle of its design, gives highest uniform compression at all times, at all speeds.

Drive a Willys-Knight, and your enthusiasm will be added to that of its present 300,000 owners.

\$1295
E.O.B. Factory

is all you pay for a 5-passenger, 6-cylinder Willys-Knight closed car. "50" Six, \$1,295 to \$1,495. Great Six, \$1,850 to \$2,695. Prices f. o. b. factory and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.



Exquisitely beautiful new colors
Your choice of many distinctive colors, both in lacquer and upholstery.

NO VALVES TO GRIND — GROWS SMOOTHER WITH USE

WILLYS-KNIGHT

GETTINGS & HANKS
Corner Fir and Jefferson

When You Pass the 500-mile Mark Turn Back

Your oil needs changing before you drive into trouble. Avoid trouble of expensive repairs by driving up to this station where you can get a crankcase refilling with

Veltex

Watch your oil — cooler weather means more choking and more dilution.

LA GRANDE FILLING STATION

KUHN & ZWEIFEL
Corner Jefferson and Hemlock on Wallowa Highway



Why Chevrolet Performance is Thrilling Millions!

Never before was a low-priced car so delightful to drive as today's Chevrolet!

Fast get-away... easy, smooth operation... high speed roadability... unflinching power... and flashy acceleration—

—exactly the type of performance that everyone wants in an automobile today!

And the source of this matchless performance is the Chevrolet valve-in-head motor, a motor that has established a world-wide reputation for its remarkable power, dependability and economy.

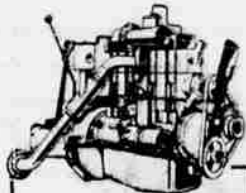
In addition, there is all the finger-tip steering, all the positive braking and

effortless gear shifting that have made Chevrolet so decidedly popular for congested traffic.

And never before was a low-priced car so comfortable—for Chevrolet springs are 88% as long as the wheel base... and built of chrome vanadium steel!

Come in! Learn what a feeling of confidence it gives you to drive a car that is powered for every need... that is smooth and quiet at every speed... that responds to the slightest pressure on the steering wheel.

Then you'll know why millions have acclaimed today's Chevrolet as the finest performer in the low-price field!



The Chevrolet valve-in-head motor now possesses such modern improvements as AC air cleaner, AC oil filter, improved oil pump, chrome plated piston pins and Delco-Remy starting, lighting and ignition—features that make this remarkable power plant even more efficient than ever before.

The COACH

\$595

The Touring or Roadster... \$525

The Coupe... \$625

The 4-Door Sedan... \$695

The Sport Cabriolet... \$715

The Imperial Landau... \$745

1 1/2-Ton Truck (Chassis Only)... \$395

1-Ton Truck (Chassis Only)... \$495

All prices f. o. b. Flint, Mich.

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