

CAR INFORMATION WILL BE GIVEN

Dick Fenton, of Portland, to Visit La Grande Friday Evening, Mar. 30

Automobile owners of La Grande and surrounding territory will have an exceptional opportunity on Friday evening, March 30, to learn more about their automobile and the importance which care given to maintenance bears to its life. They will learn also how automobiles are built, how the various parts function and why. They will hear of the importance of engineering research, which has brought the modern car to its present state of near perfection.

All of the interesting information will be given at the sales room of M. J. Goss by W. R. (Dick) Fenton, service superintendent of the Howland Automobile company of Portland, San Francisco and Los Angeles, who bears the reputation of being one of the best informed men along automotive lines in the United States.

The services of Mr. Fenton as a lecturer are in demand at all of the automobile shows up and down the Pacific coast each year, and it is considered fortunate by Mr. Goss that he was able to secure Mr. Fenton for an appearance in La Grande.

The lecture given by Mr. Fenton will be illustrated throughout with a Buick chassis and the function of each part explained in detail.

The lecture is of interest to the owner of an automobile, no matter what make, as the information contained in his talk is invaluable in giving cars such care that their lives will be prolonged and their performance made more satisfactory. There will be no admission charged at this lecture which will start promptly at 7:45 o'clock.

City Gets Sale Headquarters Of Two Big Firms

According to a check by the chamber of commerce secretary, Charles A. Maltbois, four changes of interest to motorists have taken place recently. Quoting Mr. Maltbois's report, the following is reprinted:

International Harvester company district sales headquarters, which have been at Pendleton, have been changed to La Grande, with Mr. Myers in charge.

Goodyear Tire and Rubber company, district sales headquarters, for this company, hitherto at Pendleton, have been transferred to La Grande with Mr. Cole in charge.

Ford Motor company. Monthly meetings of Ford Motor salesmen for Eastern Oregon and Washington, which have been held at Walla Walla, are now being held at La Grande.

General Motors corporation (Chevrolet Car). Monthly meetings of Chevrolet salesmen for Eastern Oregon and Washington, which have been held at Walla Walla are now taking place at La Grande.

Traffic Accidents Kill 4 in Oregon

SALEM, Ore., Mar. 24 (AP)—Traffic accidents in Oregon during February killed four persons and injured 355, says the monthly report of T. A. Rafferty, chief state traffic inspector.

Carelessness is given as the cause of 630 of the total of 1920 accidents and 370 by drivers failing to give right of way. Fines imposed on offenders totaled \$2,374.85 and fees were collected in the sum of \$8,094.25. Stolen cars recovered were valued at \$7,175. Cases of drivers having improper license plates numbered 231.

GENERAL MOTORS SALES RUN HIGH

Retail Sales by Dealers During February Total 132,029 Cars

DETROIT, Mar. 24—Alfred P. Sloan Jr., president of General Motors Corporation, makes the following statement:

"Retail sales by General Motors dealers to consumers in February were 132,029 cars. This compares with 102,025 for February 1927, a gain of 30,004 cars, or 29.4 per cent. Gains by practically all car divisions have contributed to this result. In February sales by General Motors divisions to General Motors dealers totaled 169,232 cars. This compares with 124,426 for the corresponding month a year ago; a gain of 44,806 units, or 36.0 per cent.

"The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers Sales to Users		1928	1927	1926
Jan.	107,278	\$1,019	52,695	
Feb.	132,029	102,025	64,971	
Mar.	146,275	106,051		
Divisions Sales to Dealers		1928	1927	1926
Jan.	125,181	99,367	76,332	
Feb.	169,232	124,426	91,315	
Mar.	161,910	113,341		

"These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors."

More Toll Bridges Motor Club Finds

CHICAGO (AP)—The toll bridge commonly regarded as a relic of earlier days, has graduated into the field of big business in these days of many automobiles.

The Chicago Motor club declares that highways are being commercialized by an ever-increasing number of privately owned toll bridges. Many of the structures, it is declared, earn their owners as much as 300 per cent a year on the original investment and earnings of 40 to 150 per cent are said to be comparatively common.

Toll bridges in operation in the country at the beginning of the year numbered 235, of which 191 were privately owned. The club's research showed 29 such structures are under construction and 103 more proposed.

State Has 1000 Miles Federal Aid Roads Now

There has been a total of 1055.2 miles of federal aid highways completed in Oregon as of June 30, 1927, of a total of 2514 miles approved to date, according to Dr. E. B. McDaniel, of the Oregon State Motor association, one of the 958 motor clubs affiliated under the emblem of the American Automobile association.

Dr. McDaniel said there was a total of 93.6 miles completed during the fiscal year ended June 30, 1927.

The federal aid highway system now includes 185,772.2 miles of roads selected by the constituted state and federal highway officials as of primary importance for the accommodation of interstate highway traffic.

Dr. McDaniel continued: "Compared with three million

PREDICTS MANY WIDER HIGHWAYS

Oregon Automobile Official Sees Street, Highway Safety Develop

Two aspects of the prophecy that 1928 will mark the greatest advance in street and highway safety that are not generally recognized in their full importance are those relating to the improvement in both automobiles and highways. In the opinion of Frank Reusswig, director of public safety of the Oregon State Motor association. The year, now new, already has seen the remarkable advance recorded in making the automobile inherently safer, and the end of the winter period marks the start of equally great progress in street and highway construction, Mr. Reusswig believes.

"There is no question that the intensive concentration of the nation's intelligent thought on the subject of safety, reflected in what will be a nation-wide, year-round campaign toward the end of reducing traffic accidents will bear desirable fruit," he says. "Bulwarking this greater interest and broader educational campaign are the changes to be wrought in the two main physical causes of accidents—the automobile and the street or highway."

"In the auto's realm, we have marked the passing of the two-wheel brake on passenger cars. Now, almost every make from the cheapest to the most expensive, has four-wheel brakes and, equally important, the best four-wheel brakes ever produced. Greater flexibility, marvelous ease of steering, generally easier operation throughout its whole range of action—these are features of the 1928 car that will contribute immeasurably to the cause of safety.

"As to the changes in street and highway construction, the current year will witness widening and straightening operations of obvious and vital consequence. It will also see improvement of secondary roads which will divert a part of the traffic burden from the main arteries of travel.

"The result of these changes inevitably will be greater safety."

Chrysler Auto Service Is Now Standardized

DETROIT—With the annual output of automobiles at the high peaks it is now reaching, the matter of service for cars in owners' hands is coming steadily to be regarded as of more and more importance by manufacturers.

Chrysler executives, who have always ranked service as a factor of first magnitude in their program, point out that since the great majority of new car sales are now made to people already owning cars, satisfied owners are today the best prospects for new business. Proper service is therefore claimed by Chrysler as a sales function and an administrative duty as well as a mechanical function.

As a result of this factory policy practically all Chrysler distributors and a large and growing percentage of the countrywide Chrysler dealer organization are operating their service departments under a plan devised by the company and known as the Chrysler Standardized Maintenance system. A natural supplement of the company's famous Standardized Quality manufacturing policy, the Standardized Maintenance system. A natural series of exhaustive studies of every repair and service operation on a Chrysler car.

Uniformity and thoroughness in satisfying service needs are inculcated throughout the organization by the teachings of a factory service school, held at Detroit and attended for prescribed periods by service heads of Chrysler distributor and dealer establishments in every part of the country.

"This new plan," explains J. W. Frazer, Chrysler sales manager, "is an improved flat rate system, enabling the car owner to have his car trouble diagnosed and know in advance exactly the nature, extent and cost of the work necessary to remedy it. It avoids the misunderstandings which sometimes arise, not because service station operators knowingly overcharge for the work but because owners may not be wholly familiar with the true condition of their cars before repairs are effected."

FEELINGS HURT
"Oscar," said Ollie, "I think one of your valves is leaking."
"Ollie," said Oscar, "It's just my old valve hissing you." — Motor Land.

miles of other highways in the United States, they are the most important of the nation's highways and their improvement as expeditiously as possible is an economic necessity of the highest importance. The A. A. A. is solidly behind the federal aid program, having sponsored it from the time it was first brought before congress, and only recently made a determined stand for the continuation of the program on an undiminished scale. "Approximately a third of the system has already been improved with federal assistance, and, with the exception of 7460 miles, the 44,287.7 miles now reported as completed have been built since 1921. To this mileage the roads at present under construction and definitely planned will add nearly 12,500 miles."

Erskine Six Given National Approval

Nation-wide approval, as registered by enthusiastic comments and record sales at every automobile show this winter, has greeted the introduction of the four-door sedan model of the new American Edition of the Erskine Six, according to M. J. Goss, local Studebaker-Erskine dealer.

"The four-door sedan," said Mr. Goss, "like other models on this

new Erskine chassis, is noteworthy for its roomy comfort, greater power, ease of riding and attractive appearance. Studebaker calls the new Erskine an 'American Edition' because those points have been particularly stressed to meet the requirements of American motorists.

"The new body lines, with wide crown fenders, a new radiator design, and the embossed steel panel sweeping back over the hood, reflect a distinction that has an immediate appeal with discriminating motorists."

Gasolinely Speaking
Tourist: How far does your land extend?
Farmer: Three filling stations north from this corner and five to the west.

EASILY SATISFIED
Disgusted motorist: Lend me a shoulder, will you?
"Gosh, y' ain't gonna try to push it clean to a garage, be ye?"
"No. If I only can get in as far as that cliff, that's all I ask."



First comes
CHRYSLER '72'
all others trail

Chrysler "72" performance makes all other performance in its field seem as out-of-date as last year's license plates. All you have to do is to ride in a "72," and drive it to appreciate the difference. Only Chrysler's great engineering staff and precision manufacturing organization could have developed 75 smooth horse power from an engine of such moderate size. You can, at will, do 72 miles an hour and more—velvety, easy miles—due

to this unique and vibrationless engine with counterweighted seven-bearing crankshaft. It takes mountain grades at constant acceleration. In traffic, the "72" flashes to the fore with characteristic Chrysler get-away. Go to any Chrysler salesroom and ask for a "72" demonstration. Drive the car where and as you will. Demonstration will prove to you just how much better the "72" performs.

Illustrative New Chrysler "72"—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f.o.b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, giving 12% greater torque with greater speed, power and hill-climbing ability standard equipment on all body models of the 112 h. p. Imperial "80," also standard on the roadsters, and available at slight extra cost for other body types, of the "62" and "72."

WEEKS & BUCHANAN

One of Two Things

To be sure you are giving your car proper lubrication, proper fuel, either you must be an oil expert and test its chemical and engineering characteristics yourself,

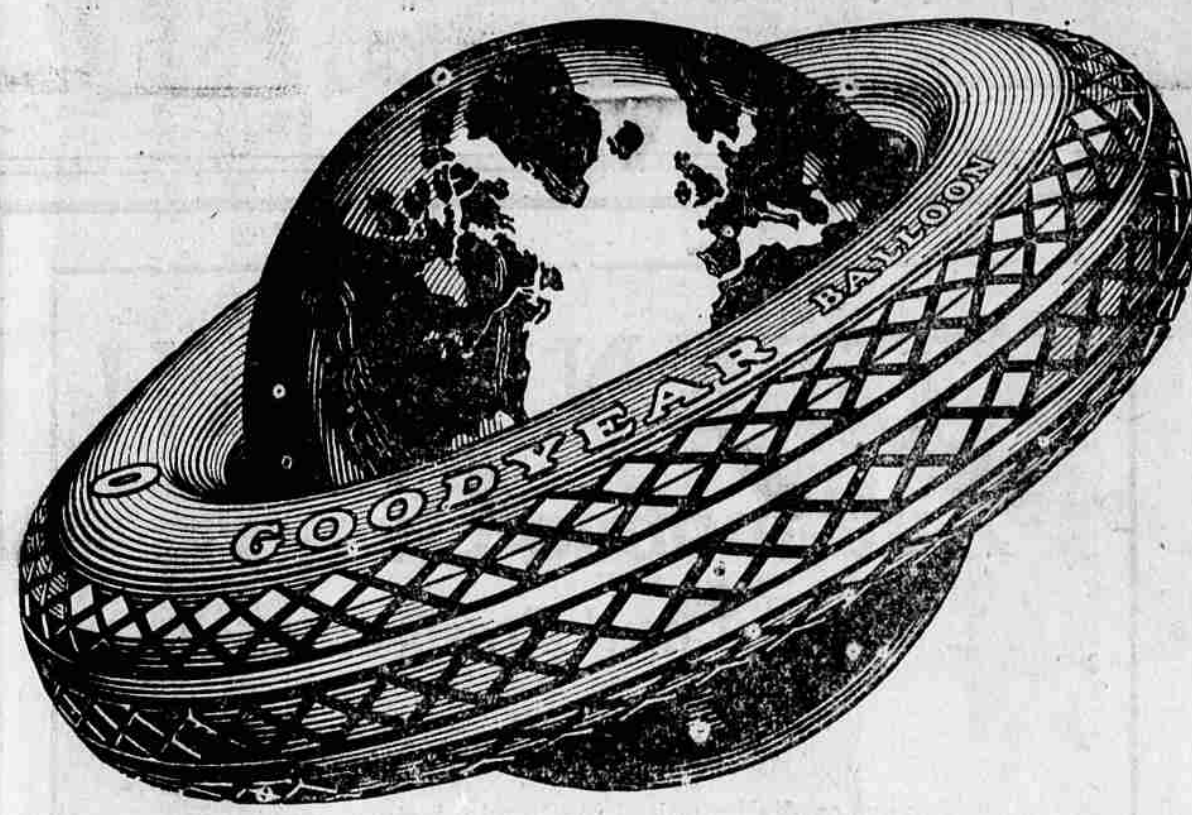
Or you must accept the decision and recommendation of a manufacturer and dealer in whom you have confidence for that particular job.

TEXACO Products are the only oil products nationally known, nationally distributed, and nationally advertised. That is possible only through the placing of well-deserved confidence.

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