

PLAN VACATION EARLY, IS ADVICE

"Best to Check Up with
One of Auto Clubs,"
Local Man Says

Plan your motor vacation early—that, in effect is the advice given by Avery Harrison, of the local Chevrolet dealer organization, who explains that motorists preparing now for a late spring or a summer trip will have the advantage of those who wait until the last minute and then decide in a more or less haphazard manner when to take vacations and where to go.

"It is best to check up with one of the automobile clubs in the larger centers of population as to road conditions just before making the trip," says Mr. Harrison, "even if this necessitates waiting for the information desired. They are always glad to extend assistance of this kind to motorists. By this procedure one may avoid roads partly closed by bad detours or otherwise in condition taking the joy out of driving. However, there will this year be hardly an interesting point in the entire Northwest that may not be reached in comfort and in good time."

In Washington Itinerary park is open the year round by way of Longview. Summer is the best time for a trip to Spokane, Yakima and southeastern points of the state. In Oregon Itinerary park opens June and a comparatively light snowfall insures less difficulty in the last stage of travel during the early season. Wallowa Lake will open soon. Oregon beaches are accessible during the entire year. Points of interest in Idaho and Montana, also Yellowstone national park, may in all likelihood be reached earlier than usual this season by reason of a comparatively mild winter.

"The number of Chevrolets on the open road in touring season is growing rapidly because of the favor which this line is meeting from the buying public," said Mr. Harrison. "It was conclusively proved by the trip of the National Park Chevrolet last season that this car is ideal for touring purposes under every condition of road and climate. It is strong, easy-riding, fast, powerful and slow to heat even during the warmest weather in mountainous country."

HEADED HER WAY
Willard and Annie were out touring and Annie insisted that he allow her to run the car. After some persuasion he reluctantly consented, and his fears were realized. "Oh, Willard," the girl cried excitedly, "take it quick! There comes a ditch!"

It was a dark night and the motorist was lost. Presently he saw a sign on a post. With great difficulty he climbed the post, struck a match and read: "Get out!"

OUT OUR WAY

By Williams



Willys-Overland Registrations In 28 States Gain

TOLEDO, O., Mar. 24.—Outstanding gains in Willys-Knight and Whippet motor car registrations are noted in a complete report from 28 states. These compilations show that Willys-Overland is maintaining a position of sales in advance of the industry as a whole at the same time showing an increase over the business done during the same month in those various states in January, 1927.

Figures from the 28 states reporting show that Willys-Overland in January, 1928, did 6.7 percent of the entire business of the industry as compared with 4.3 percent in January of last year. The industry as a whole showed a loss of 28 percent as compared with last year.

In the Northwest Region Willys-Overland gained six per cent over the 1927 January business while

the industry was losing 16 per cent. In this region Willys-Overland received 6.1 per cent of all the business, compared with 4.9 per cent last year. The state of Iowa alone turned in a gain of 161 per cent while the industry in the state was losing 20 per cent. Willys-Overland actually registered 12.9 per cent of all business done, an increase of nine per cent over January, 1927. Montana showed a gain of 42 per cent over last year.

On the Pacific Coast Willys-Overland and the industry as a whole held even with the 1927 business. In both years Willys-Overland obtained 7.2 per cent of all the business done.

First Motorist: I had a drink of real moonshine the other day.
Second Motorist: How was it?
First Motorist: I find that I can get about the same result if I kiss a spark-plug when my motor is running.—Tappet.

Pity the poor paragon of virtue. In overtime to get jokes ready for the new Ford.—Boston Transcript.

Process Great Advance In The Making of Tires

"Service charts and other statistical records maintained since Firestone's introduction of its exclusive Gum-Dipping process, prove beyond question that this famous new tire building method adds mileage, safety and comfort to a tire under all conditions," says W. C. Perkins, Firestone service dealer here.

"We have demonstrated right here in La Grande that the greatest enemy of tire-life is not the harsh grind of city streets, or even of travel-marked highways, but that it is the internal friction and heat generated by a tire in service that weakens its whole structure causing blowouts or other failures. "A tire flexes about a million times for each thousand miles of service. So in the old-style fabric tire when the threads started to saw against each other, the casing soon broke down. This eventually led to the development of the cord tire.

Weaving Method Changed
"By changing the method of construction from a tightly to a loosely woven fabric it was found that the calendaring process, by which rubber is forced in and about the cords, could be accomplished much more easily. As a result, the cord-fabric came to be composed of heavy cords held together by fine threads.

"However, a careful examination of the ordinary calendared cord fabric showed Firestone engineers there were still places between the cords that were not insulated by rubber. Since it isn't possible to change the calendaring process in order to surround each cord with rubber, Firestone proceeded to seek a method for insulating the cords before the fabric was calendared. The result the world now knows as "Gum-Dipping," an exclusive Firestone process."

"As soon as motorists learn what the Gum-Dipping process really does to increase tire mileage they quickly change over, just as people did when they learned the advantage of cord tires over fabric tires."

Not Homeward Bound
Officer: Hey! Where d'you think you're going?
Mr. Mosker: Be easy on me, officer. This is the first time I haven't had my wife along to tell me.

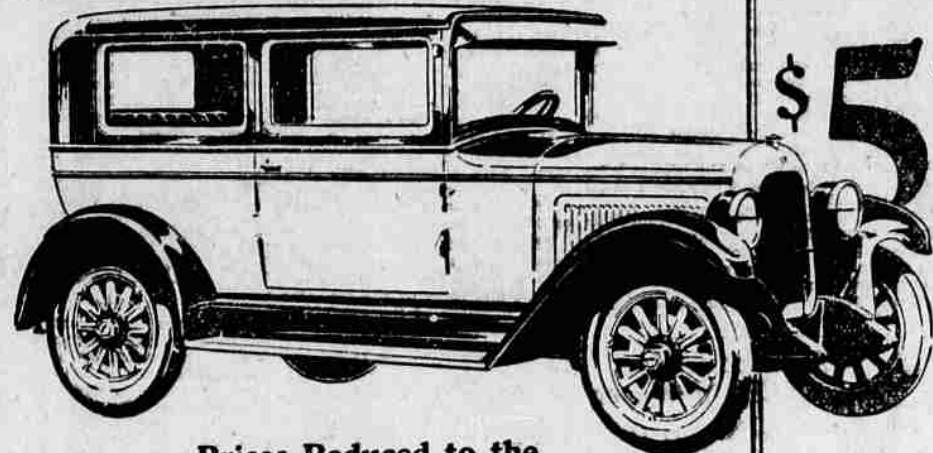


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offering all these Quality Features



Only Whippet
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Full force-feed lubrication
Silent timing chain
Light-weight, single plate clutch
Gasoline tank at rear
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Long, semi-elliptic springs
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It is important to remember in considering the sensational Whippet price reductions, that the quality of these cars is now finer than ever before.

The perfected Whippet is smarter, more colorful, with added grace of line, and new items of equipment. Full-crown fenders, cadet visor, window reveals and other refinements give it the style appeal of the most modern fine cars.

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Roadster (with rumble seat) 525 170
Coupe - - - 535 90
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Chassis - - - 355 90

All prices f.o.b. factory.
Willys-Overland, Inc., Toledo, Ohio

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Extra service at no extra cost—A tire that we are proud of—and we know you will be if you use them.

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30x3 1/2 Clincher Regular	5.75
30x3 1/2 Clincher Giant Oversize	6.15
29x4.40 SS.	7.20
29x4.75 SS.	10.45
30x5.00 SS.	11.60
31x5.25 SS.	12.00

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ATTENTION!

Automobile Owners

Present and Prospective

You are cordially invited to attend a lecture on automobile construction, service and maintenance, to be given at our Sales Room, corner Adams and Fir at 7:45 p. m., Friday, March 30, 1928. The lecture will be given by Mr. W. R. Fenton, service superintendent of the Howard Automobile company, Portland, San Francisco, Oakland and Los Angeles.

Mr. Fenton is one of the best posted mechanical men in the United States, and will use a new chassis to illustrate the points of his talk.

EVERYBODY WELCOME

M. J. GOSS