

SAYS WOMEN ARE MOTORWISE NOW

Chrysler Official Traces Much of Sales Increase to New Knowledge

"Reports from dealers have been indicating for some time that a noticeably large proportion of all new Chrysler cars are going to feminine drivers," said J. W. Prater, Chrysler sales manager, in a recent statement, a copy of which has been received by Weeks and Buchanan, local Chrysler dealers.

"They are bought either directly by women for their own use or as presents from male members of the family, in line with the grow-

ing custom of having a second car in the garage for the women folk. This second car habit, I believe, accounts to a very large extent for the popularity of our '27 and '28 models among the motorists, couples and couples in these models being especially popular with women drivers.

"Automobile dealers used to say that women were moved by style in their preference for cars. This is still true. The bright colors of this year's Chrysler have undoubtedly played a large part in feminine selection, as have also their fastidious high grade upholstery and attractive interior fittings.

"But it is becoming more and more evident that women are swayed nowadays by the same influences that decide men's choice of cars. They are getting to be more motorwise all the time. They still want snap and style, probably just as much as ever before, but they are more apt to fit the hood-

now before they buy—and they quite frequently know just what they want to find under it, too. They are as well posted as many men on mechanical details, we find. They insist on power, speed and handling ease as motor car requirements.

"Most women used to hesitate before braving the risks of driving in congested streets but they are finding that the infrequent necessity for shifting gears and the speedy pick-up available in Chrysler cars remove much of the danger of traffic driving.

"Ease of parking also enables them to drive right down town on shopping tours, while comfortably posted seating arrangements in the '27 and '28 cars make these models ideal for longer trips by eliminating the fatigue formerly resulting from prolonged drives.

"The combination of power, speed and handling ease with style and luxury of appointments offered in Chrysler cars is unquestionably a leading factor in the increased feminine demand evident in our heavy sales reports this season."

Willys-Knight Six Is Cut To New Low Price

TOLEDO, O., Apr. 7.—Simultaneously with the announcement that Willys-Overland's business during the first quarter of 1928 was the greatest three months in the company's history, John N. Willys, president, has announced a drastic reduction in the prices of the Willys-Knight Standard Six models. The new prices bring these cars \$150 lower than any previous Willys-Knight Six.

At the new low prices the 5-passenger coach will sell at \$1995, a reduction of \$150; the 5-passenger sedan, reduced \$150 now selling at \$1995; the coupe, formerly \$1,645. The touring and roadster models have been reduced to \$1995. All these new prices are effective immediately, Mr. Willys said. According to Mr. Willys these

RUBBER EXPORT ORDER EXPLAINED

Restrictions Have Recently Met with Producers' Disfavor

LONDON, Apr. 7 (AP).—Premier Baldwin announced in the house of commons Wednesday that all restrictions on the export of rubber from British Malaya and Ceylon would be removed November 1, 1928.

The existing restriction scheme, known as the Stevenson plan under which the proportion of rubber permitted to be exported at a minimum rate of duty varied with the price of crude rubber, will be continued unaltered in the meantime.

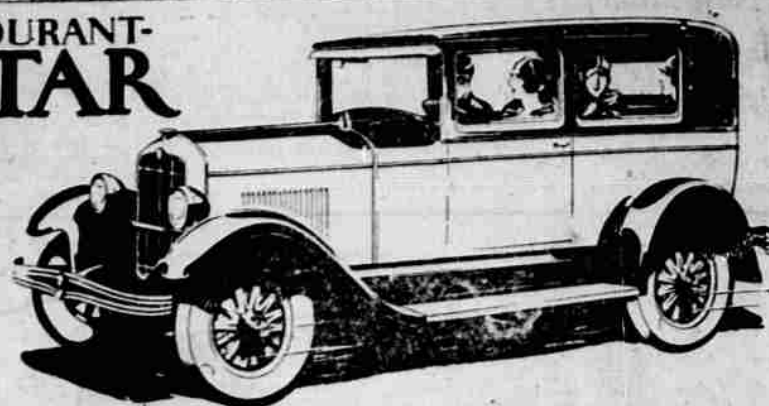
The restrictions imposed on the export of rubber of Malaya and Ceylon for the past few years, have recently been meeting with increasing disfavor among rubber producers themselves because of the steady decline in the price of the crude product. For some time the proportion of rubber permitted export at a minimum rate of duty has been dropping at intervals of three months.

Under the Stevenson plan if the average price of rubber in London was 31, but not under 15 pence a pound during any quarter, the exportable percentage of standing production for the ensuing quarter at the minimum rate of duty was to be reduced by 10. If the average price of any quarter was not under 20 but was less than 24 pence, there was to be no change in the ensuing quarter.

If the average price for any quarter was 24 or more pence, the percentage was to be increased by 10 for the ensuing quarter. In no case was the percentage to be increased above 100 or decreased below 50.

Despite these restrictions, the price of rubber has kept steadily falling and the percentage permitted export at a minimum rate of duty has been down to the minimum 50 for some months. Even with a 60 per cent output the price has been fluctuating around 12 and 13 pence.

DURANT-STAR



— largest closed car for the world's lowest price is here

HUNDREDS of thousands of visitors to the great Auto Shows of 1928 acclaimed the new DURANT-STAR the greatest triumph of America's greatest industry—the greatest value ever offered by any motor car manufacturer. This automobile masterpiece that has astounded the world is now being displayed by your DURANT-STAR dealer. We invite you to drive this car and be convinced of its mechanical perfection.

Never before has such quality been built into a motor car selling at such a sensational low price. New high compression Red Seal Continental Motor, Masury patented rubber motor mounting, wide Bendix 4-wheel brakes, Bohnalite pistons, Morse silent timing chain drive, 107-inch wheel base, beautiful new Hayes-Hunt body—these are but a few of the quality features that assure unmatched performance of the new STAR.

The new DURANT-STAR stands unequalled for performance, quality and style among all low-priced automobiles—the greatest value ever offered—the largest closed car for the world's lowest price.

\$495

F. O. B. LANSING, MICH.
Bumpers on all models at slight extra cost

DURANT-STAR	
Two-Door Sedan (Illustrated)	\$495
Roadster	\$495
Coupe	\$495
Four-Door Sedan	\$570

Durant Silver Anniversary Sixes also on Display
SERVICE MOTOR COMPANY

DELIVERIES BEING MADE NOW

LOOK OVER OUR WANT ADS FOR BARGAINS

A Change of Weather Calls For A CHANGE OF OIL

Veltex

LA GRANDE FILLING STATION
KUHNS & ZWEIFEL
Corner Jefferson and Hemlock
on Wallowa Highway

No car ever ran 25,000 miles in less than 23,000 minutes except the

STUDEBAKER COMMANDER

\$1495
Job factory

M. J. GOSS
Adams & Fir

for Economical Transportation

CHEVROLET

Effortless Driving

Smoothness • Power and Ease of Control that make every mile a pleasure

The COACH

\$585

The Touring \$495
The Roadster \$595
The Coupe \$675
The 4-Door Sedan \$665
The Sport Cabriolet \$715
The Imperial Sedan \$495
Light Delivery \$375 (Chassis Only)
All prices F. O. B. Flint, Michigan
Check Chevrolet Dealer's Price
This includes the tax and handling charges available.

Day after day, the nation-wide demand for the Bigger and Better Chevrolet reaches more impressive proportions—and day after day it becomes increasingly more apparent that this unrivaled popularity is due to Chevrolet's basic elements of superiority.

And the greatest factor of all in the car's sensational popularity is the effortless driving it provides. It steers with the weight of the hand—for the worm and gear steering mechanism is fitted with ball bearings throughout... even at the front axle knuckles. The clutch is velvety smooth in action and the gear-shift lever responds to slightest touch. Acceleration is swift and certain, while big non-locking four-wheel brakes assure perfect control under every condition of highway and traffic.

You'll never know what a great car it is until you sit at the wheel and drive! So come in today for a demonstration!

Bigger and Better

Blue Mountain Garage
M. A. HARRISON, Mgr.
Opposite Postoffice

Olds Borrowed Idea For Engine From Skyscraper

LANSING, Mar. 24.—Oldsmobile engineers borrowed an idea from skyscraper designers when they developed the engine for the new Oldsmobile. It gave a strength and rigidity to the crankcase never before attained, and eliminated a possible vibration area.

The innovation consists of a double ribbing extending the length of the engine on both sides. This is in addition to the ribbing used on all bearing support webs and on the front and rear walls of the crankcase. This latter practice has been used heretofore, but the addition of side ribbing is an innovation introduced by Oldsmobile.

The use of I and T beams of steel in construction work have made possible the gigantic structures which have created a new and typically American form of architecture. These type beams give the greatest strength with the least weight.

The secret of the great strength of these beams is that they resist stresses from all sides, following the well known principle that it is practically impossible to bend a flat piece of metal by pressing against the edges instead of against the broad side.

These two heavy ribs cast into each side of the Oldsmobile crankcase perform the same function as does the right-angled flanges of the I or T beam. When stresses caused by road shocks or vibratory points strain at the side walls of the crankcase these are successfully resisted by the added strength given by the flanges or ribs.

The slightest weaving of the crankcase structure, due to shocks encountered in rough or fast driving, exert a harmful influence on various vital parts of the engine. This new type of crankcase construction results in added quietness by eliminating vibration and gives additional wear and life to the entire engine assembly.

Jemima, at the zoo, saw a zebra for the first time. "Hastus," she said, "what kind of a animal am I?"

Hastus also gazed in much perplexity and awe. He had never seen one before, either. "Why, Jem, that one is a sport model jackass!"—Watchman-Examiner.

Daughter: Mother, do you want me to put the parrot on the back porch?
Mother: Positively not! Your father is repairing the car in the back yard.

new low prices are made possible through various manufacturing economies that have been effected and through the record breaking business done by the company in all its models during the first three months of this year.

He said that the reduction follows the policy of the company to give maximum values to purchasers in every price range.

Willys-Overland's business for the first three months shows an increase of 42 per cent over last year, while March, which is the greatest single month's business in the history of the organization shows a 25 per cent gain over the previous month.

NEW CREATIONS by ARTIST-ENGINEERS

This new Oldsmobile is motordom's good news for 1928. It reveals new and sophisticated elements of style. It embodies new engineering features. It typifies the whole new spirit of the times—because it reflects the master touch of artist-engineers.

Though you may have formed the highest opinion of its beauty... and its performance—we urge you to come in for a personal inspection.

We want you to experience the silent, smooth performance of the new 35 h. p. high compression engine—to revel in the comfort of spacious new Fisher bodies. And thus learn why thousands of car buyers are turning to Oldsmobile.

Two-Door Sedan \$925
Extra Tax Extra

OLDSMOBILE
PRODUCT OF GENERAL MOTORS

OLDSMOBILE SALES CO.
1428 Adams Ave.

THE FINE CAR OF LOW PRICE

QUALITY AT LOW COST