

PONTIAC, OAKLAND MODELS IMPROVED

Jennings & Shumate Expect Excellent Year in Union, Wallowa Co.

With Oakland and Pontiac models reflecting leading advances in the motor industry, Jennings & Shumate are looking forward to an excellent business year in this territory. Handling this popular line of cars, they have the agency for Union and Wallowa counties, which is proving to be a very productive field.

Jennings & Shumate have been in business here for several years, formerly selling another brand of automobiles. The Oakland-Pontiac agency was taken on about six months ago and the partners have been enjoying good business in the new line.

The company is located on Adams avenue, in the Roebuck brick building, which affords a very attractive, roomy and adequate housing for their garage and sales rooms.



Intelligent Service— Mixed With Smiles!

Doing the right thing in servicing your car—and doing it with courtesy—a pleasing measure of smiles mixed in. Nothing is too much trouble for us when serving you.

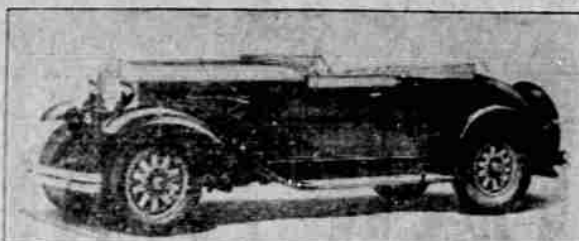
We Feature:—

Mobiloids, Red Crown Gas, Car Washing and Greasing

A. R. TRACHSEL

Adams Avenue at Third Street

NEW OLDSMOBILE SPORT ROADSTER



The popular Oldsmobile line is handled locally by Frank Apling and Charles McCarty. Above is one of the new models.

Leads Its Field

The new series Pontiac six, now on display, is said to excel in beauty, power and performance all previous offerings of the Oakland Motor Car company in the four-cylinder field.

The chassis of the new Pontiac six with four-wheel brakes, power steering, an entirely new type of radiator, which prevents exposure

tion, semi-cumulative lock, improved carburetor, crankcase ventilation, new cylinder head, higher compression, new clutch and steering gear, heavier frame and many other mechanical advances appear to justify the manufacturer's assertion that it is "new from radiator to tail-light." Briefly stated, the company is offering infinitely "more car" at the same base price. Its beauty and careful detail of appearance and appointments, its revolutionary advances in six-cylinder engineering and its split-second response to the wish of the driver all reflect the built-in quality required possible by the combination of precision methods and volume production at the new group of Pontiac six factories.

New Body Types

Although the new series has the same number of cars that comprised the previous line, two of the new models carry new body types representing the latest advances in Fisher design. The two new body types are the Sport Landau sedan and the Four-door sedan, which supersede the former Landau and DeLuxe sedans. The Two-door sedan, the Coupe, the Sport Cabriolet and the Sport Roadster are again represented among the six body choices, but all have been completely redesigned, and closed models carry the latest Fisher body creations, new Duo colors, new fenders, headlamps and many other refinements.

But the beauty of the new series Pontiac six is not "skin deep." Under that sleek new hood is an engine which develops 44 horsepower at 2,600 r. p. m., a substantial increase over the power of the previous Pontiac.

This greater power gives even better acceleration, while the new equalized and mechanically operated four-wheel brakes provide correspondingly sure and rapid deceleration. The front brakes are internal and the rear are external. If the brakes are applied while the car is making a turn, the outside front wheel automatically rolls free, a safety factor which enables the driver to retain full control under all conditions. A separate internal parking brake is provided on the rear wheels.

Radical Change

One of the outstanding pioneering features of the new car is a radically changed principle of engine cooling as embodied in its unique "cross-flow" radiator, from which it is practically impossible to lose either water or anti-freeze solution by evaporation. The water flows horizontally through the radiator cells instead of vertically as in other radiators. The water

circulation is thermostatically controlled and the flow is maintained by a new water pump of the balanced impeller type.

Among other important changes on the engine are the adoption of the G-M-H cylinder head and the replacement of the conventional vacuum tank with a gasoline pump, two late developments both of which were pioneered successfully on the Oakland All-American six.

Besides the Pontiac, the company handles the new Oakland All-American six—classified as worthy examples of the art created by automobile engineers and designers—that has linked wonderful mechanism with rare beauty of form, color and appointment.

1928 Oakland Longer

This year's Oakland is a longer, roomier car, with a wheelbase of 11 inches. The road clearance is 4 1/2 inches and the roof of the closed models is but 18 inches from the ground.

Seven models are included in the line of All-American Oakland sixes. They are the landau sedan, four-door sedan, two-door sedan, sport cabriolet, landau coupe, sport phaeton and sport roadster. All closed bodies are designed and built by Fisher craftsmen.

The standard equipment on all cars includes the eagle radiator ornament, a 17-inch walnut finished steering wheel, rubber floor covering in the driver's compartment, limousine rug in the rear compartment of closed models, rear view mirror, new type tire carrier on closed models, rim for spare tire and automatic windshield wiper.

The motor in the new Oakland is all that the motorist desires, combining dependability, smoothness, power, speed, etc., to the best of advantage.

Incidentally, a new \$2,999,000 Oakland assembly plant was opened at Pontiac, Mich., early this March to provide for increased demand.

F. T. Burgess Has Battery Agency For 2 Counties

Fred T. Burgess is now representative for U. S. L. batteries for Union and Wallowa counties. Mr. Burgess, who has operated a battery and electric service station here at 1388 Jefferson avenue for nearly three years, took over the agency for these batteries about four months ago, replacing his former line of Exide batteries.

These batteries are made by the United States Light and Heat company and are a new line, giving greater variety of sizes and prices which are necessary to service the various makes of automobiles today and to meet the present competition, according to Mr. Burgess.

Exclusive Agency

Mr. Burgess sells these batteries both wholesale and retail in the two counties, having the exclusive agency for this particular line. A large new electric sign advertising the new line of batteries was installed across the front of his shop on Jefferson avenue just last week. The sign is of a large size and has the captions "U. S. L. Battery Service."

In addition to selling and servicing U. S. L. batteries, Mr. Burgess services all other makes of batteries, having a very complete line of equipment for this particular type of work.

Mr. Burgess is also Union and Wallowa county representative for Autolight electrical appliances, Stromberg carburetors and North-east electrical appliances. The Northeast line of electrical parts is standard equipment for Dodge and Geo cars, and includes starter, generator and distributor parts. In addition to home and other electrical equipment.

A Third Wholesale

About 25 per cent of his business is on a wholesale basis and the remainder is retail. In addition to furnishing Union and Wallowa counties with U. S. L. batteries and electrical appliances Mr. Burgess also supplies some of the other smaller towns in this section, his territory extending from Pendleton to Baker.

Mr. Burgess' shop is equipped with a very complete outfit for testing lights, and adjusting them according to the standard required by law, which is another part of his work. All types of repair work in the electrical or battery line is done by him in his shop. In addition to his battery and electrical lines, he is also equipped with a large line of automobile accessories.

Texas Company Grows Rapidly In This District

Among the larger business institutions in La Grande that are made possible by the ever expanding automotive industry, is the local branch of the Texas Company, a national concern that deals not only in the United States but in nearby countries as well.

The La Grande plant, one of the most modern in the state, is located on East Adams avenue. It was constructed in 1925 and since then a very encouraging business has resulted.

The territory served by the La Grande plant, which is managed by Audmer Playle, extends from Meacham to Telocast and from Elgin to La Grande. Large, modern, specially built trucks serve this area with gasoline and oil products under the firm name of Texaco.

Serves Many Companies

The Texas company here handles all Texaco products, which are proving very popular among motorists and which are featured by several filling stations, including the Playle Oil company, the Heasty & George Filling company, Highway Service Station, Davis Super Service station, Union Five-Points Service station, Hildard, J. P. Morelock garage, Service Motor company and Berger's cash store.

FENDER SHOP TO MOVE DURING MAY

New Location Will Be at Corner of Greenwood and Jefferson

About the first of next month the La Grande Auto Fender Body shop will move into the new Morris building at the corner of Greenwood street and Jefferson avenue. The building is now nearing completion and just as soon as it is finished the fender and body repair shop, which is owned by H. and J. O. Jacobson, will be moved from its present location at 264 Fir street to rooms in the new structure.

The new shop will provide about a much space as the repair shop now occupies in the building on Fir street. The entrance will be on Greenwood street and just about half a block off of Adams avenue.

To Have Spray Room

One of the features of the new location will be a spray room which will be equipped in the most modern way possible. Here automobiles will be given a lacquer finish after the dents and bends have been pounded out.

A line of Mimax lacquer will also be stocked as a regular line as soon as the shop is established in its new location. Factory colors for various makes of automobiles are to be had in this line of lacquer, and this will be the leading line used by the repair shop in its automobile finishing work, although other kinds of lacquers will also be stocked.

In addition to the spray room the shop will be modernly equipped with other machinery and tools necessary for the work carried on in the shop which consists chiefly of repairing wrecked cars, straightening out fenders and bodies and doing some top work on the enclosed types of cars.

Only One of Its Kind

This shop is the only one of its kind in this section of the state. The Dulles and Walla Walla being the two closest cities having similar shops. La Grande's shop is only about a year old. It was opened here by H. and J. O. Jacobson, who came here from Pendleton, a year ago last month. Since the first of this year his brother, J. O. Jacobson, has been in the shop, coming here from Huntington. Many cars from Pendleton, Baker, and Wallowa county points and other places outside of La Grande are brought to the shop here for repair work. Practically all of the work is done by hand with special made steel hammers. With these the dents are pounded out of the bodies and fenders. Tons of enclosed cars are rebuilt and finished to give the appearance of a new car.

"Our year in La Grande has been a very good one," Mr. Jacobson reports. "We have no kick at all." There has been from four to six cars in the shop for repair at all times. At present there are only two cars, one from Baker which was wrecked, rolling over two or three times, and the other car formerly owned by Herman Roesch which the owners of the repair shop are repairing for themselves to be used to advertise their work.

The Texas company is one of the very few corporations in the country today that has "a complete cycle" of its own. The company has its own wells, its own refineries, its own tank cars, its own plants and makes all of its products. In other words, the Texas company is independent of any other business in the production of its special products.

Another Feature

Another feature of the Texas company is the fact that it is the only one entering this district that does a national business in gas and motor oils under the same name—Texaco.

Besides the distribution of its products to the motorists and others in the automotive industry, the Texas company also does a big international marine business—its products having proven especially adaptable to the needs of shipping.

The outlook at present, based on past business in this territory, and on indications for a continuance of

the increasing popularity of Texaco products is for a bright future, according to Mr. Playle.

It isn't difficult for a man to start out in the morning feeling like an epic poem and return at night feeling like a typographical error.

AMUSEMENT INCREASES

PARIS—Paris has 550 opera houses, music halls, circuses, theaters and movies—a gain of 100 in 20 years.

Mrs. Saver: But my husband says it's not the initial cost that counts, but the upkeep.

Auto. Salesman (desperately): But, madam, if you take this car we will put your initials on it free!

Mother: Our son seems to have a lot of trouble with his car. Father: Maybe it's the different miles he has in it every night.

Reliable Agents

for

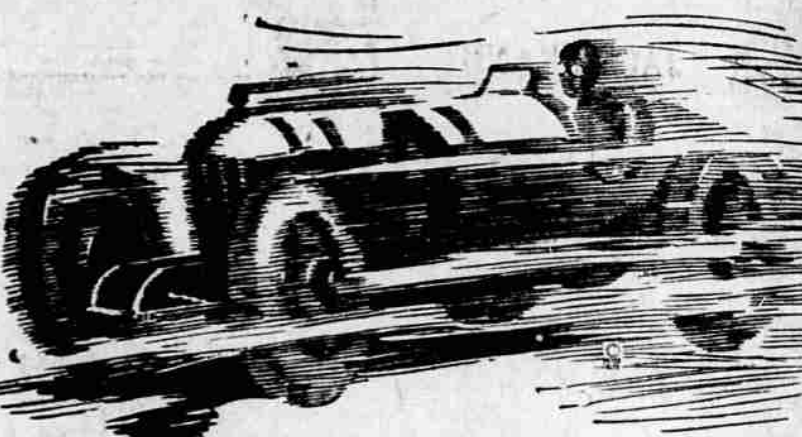
Reliable Insurance Companies

That You and Your Automobile May Have the Best Possible Protection.

One of the Oldest Insurance Agencies In Eastern Oregon Established 1899

LA GRANDE INVESTMENT CO.
La Grande, Oregon

Know Your Speed?



How Many Miles an Hour?

Authorized Speedometer Service

We have recently installed complete equipment for rendering service on speedometers. Genuine factory replacement parts for all AC speedometers carried in stock. We will also have repair parts on all other makes. Drive your car in and let us make a free inspection of your speedometer. Not only should it be working at all times but it should be working properly.

Battery Work—Magneto Work

A little attention and adjustment will save lots of annoyance and expense. Drive in at any time for a free inspection.

We specialize in rush work on magnetoes for farm and industrial units.

United Motor Service

We are authorized dealer for Delco-Remy systems, Klaxon, A. C. Spark Plugs, Oil Filters, Air Cleaners and Fuel Pumps.

Important!

Do not neglect your oil filter. We have replacement cartridges.

Dale Cox

Currey Building

Adams Avenue

Heasty & George Filling Co.

Corner Adams and Second



These Truths Must Prevail

"Stand guard at the door of your thoughts and permit nothing to enter except those things you wish to realize."

We aim to make this filling station a place where you, your wife, your boy or girl can come and go away pleased. If you want only free air and water or your windshield wiped off, you must feel welcome here.

"Always remember that there is much to be learned from every one with whom you come in contact. Contrasts are made other than from the surface."

Every customer has individual needs which we strive to fill with friendly personal service. When you need tire repairs, we are here to do it in a jiffy. Complete greasing and crankcase refilling—when we do it for you we want you to feel that nothing has been overlooked.

"Among the deepest traits of human nature is fear of the unknown. For untold generations man has feared and fled from the unfamiliar; just so, a group of highly civilized shoppers turn away from goods not made known by national advertising."

We want every one to have no fear of Texaco. This is the only gasoline and oil sold and advertised from coast to coast under one name—Texaco.