

FLETCHER OIL CO. GROWING RAPIDLY

Business Increase Noted
—More Attention to Be
Given to Tractors

One of the outstanding features of the Fletcher Oil company's program here this year will be its farm tractor service. T. R. Maxwell, manager for the company here, announces. Tractors for farm use in the Grande Ronde valley have been largely increased over last year, and it will be the effort of the oil company to keep these tractors—or a large number of them—served as far as gasoline and oil is concerned, at all times.

When the company is given the care of the tractor it will see to it that the tractor has gasoline and oil for running all of the time, so that the farmer does not lose any time, except the few minutes required for putting in oil and gas, according to Mr. Maxwell. The company keeps careful account of all of the tractors it is servicing and knows when gasoline and oil is needed and will have it on hand. "The idea is not to make a man wait," he says. "We have a truck on hand at all times and deliver the products to the farmer's field." Mr. Maxwell states. The company now has two trucks working and will add a third sometime the last of this month.

Business Increase

So far this year the business of the oil company has increased about 25 per cent over last year, according to Mr. Maxwell. He believes that the increase is largely due to the increased number of tractors in the valley, the average tractor meaning the expenditure of

a considerable sum of money during the season's run for gasoline and oil, he says.

More tractors are going into the valley every day, which will mean more business for the oil companies. Mr. Maxwell is very optimistic over this year's business, and is looking forward to the best year in the history of the Fletcher Oil company since it was established here seven years ago.

In addition to the increased tractor business three or four new dealers off Veltex gas and oils have been added to the list recently. Last weekend the "Valley Service Station" was opened on the Island City highway, just across from the Mt. Emily Lumber company's mill, by Willis Wright, and here the Veltex brand will be handled exclusively. On the opening day—last Saturday—cans of Veltex oil was given away to every customer purchasing five gallons of gasoline, and a very good business was reported.

Following in the footsteps of

most of the other oil companies the Fletcher company has adopted a color—a bright yellow—and its trucks, signs, and stations where the Fletcher Oil products are sold are painted this color.

The Fletcher Oil company's wholesale business at Pendleton which up until this month was also under the management of Mr. Maxwell, has been leased to Harris and Shale, who have gone to Pendleton from Boise, Ida., to make their homes. They took possession of the place the first of this month and they plan to carry out the same farm tractor program in Umatilla county as Mr. Maxwell will here.

The leasing of the Pendleton business will give Mr. Maxwell more time to devote to La Grande and Union county, and will make it possible to give better service here.

The Huff Service and Repair shop is another La Grande station which handles Veltex products. O. M. Huff has been in business here on Jefferson avenue for more than a year and in addition to his service station where Veltex gas and oil are sold, he maintains an auto repair shop.

Complete Line

Lubrication for all types of machinery is sold by the Fletcher company, including oils for the most delicate mechanisms to the largest locomotives. For several years only the eastern oils were carried by the company, and about two years ago western oil was added to the line.

The Fletcher Oil company is said to be the only independent oil company in the state that ships eastern oil through from refineries to its own warehouses in tank cars, which eliminates the expense of barrels and re-shipping from outside points. The home office of the company is in La Grande.

SUGAR SHUNNERS ERIL CUBAN GROWERS SAY

HAVANA (AP)—Cuban sugar cane growers have set out to prove to women of the United States that sugar is not a fat producer.

Much of the depression in the Cuban sugar industry and much of the decrease in demand is blamed upon American women, who in their efforts to remain or become thin have abstained from the crystals of the cane.

Efforts will be made to prove that the theory that sugar causes fat is erroneous, and to induce American women to resume its use in beverages, candy and food.

TIPS ARE SOLE WAGES OF MANY FRENCH WAITERS

PARIS (AP)—Waiters in many of the large cafes of France pay for the privilege of working, instead of being paid by the proprietors of the houses which supposedly employ them.

Their earnings come from tips. Americans are supposed to be generous tippers, and posts in cafes patronized by Americans are sought by the waiters.

Oregon has more improved highways per car and per capita than has any other state in the Union.

STAR-DURANT CAR POPULAR MODEL

New Models Are Received
by A. M. Service, La
Grande-Baker Dealer

The 1928 Durant motor cars are just now being received for the first time by the Service Motor company here, local dealers, and are creating considerable attention among local automobile enthusiasts. The Star car comes with the name Star-Durant or simply Durant, and in this new 1928 model the best features of the former car have been retained, many of them with refinements, and new qualities have been added.

This car, which is the lowest in price manufactured by the Durant company comes in four body types, each having a standard design and a special design. They are the coupe, two-door sedan, four-door sedan and sport roadster. Every one comes equipped with Massey patented rubber motor-mounting, Bendix four-wheel brakes, Bohna-lite piston, Morse silent timing chain drive and Spicer universal joints, which are a few of the features similar to those found on many of the highest priced cars. These cars have long semi-elliptic springs, framed for varying weights, which make the use of shock absorbers unnecessary. Flak balloon tires are standard equipment on every car.

Perfect Comfort

The car has a 107-inch wheelbase and rides with perfect comfort. The longer wheelbase also adds inches to the roominess of the interior of the car. As for the outside appearance of the car, sweeping full-crown fenders emphasize the streamline effect demanded by the modern motorist, and all details go to make for beauty, convenience and comfort.

In addition to this car the Durant company produces the Durant "65" and "75," all six-cylinder cars. Dealers and factory employees are enthusiastic about the appearance and performance of the new Durant sixes. George H. Morris, sales manager of the Durant Motors in the west, says "The Durant '75' is just right in size, in control, and the four-speed transmission, with the three and sixteenth to one high gear ratio makes it one of the best cars for long trips we have ever seen."

Continental Motors

All of the Durant sixes are powered with Red Seal Continental motors having special high turbulence cylinders, heads which increase engine power without causing knock. The motor of the Durant "75" has seven bearings and a Lancaster type friction damper on the front of the crankshaft eliminates vibrational torsion. The motor develops 70 brake horsepower at 3000 revolutions per minute and has an exceptionally fast pickup.

The motors of the Durant sixes and the Durant-Star are rubber mounted, completely suspended in rubber. This feature insulates the motor from the body and reduces vibration, thus increasing driving comfort and adding to the life of the engine and body.

Lubrication on all Durant models is full force feed with oil strainers in the base and filler tube. The sixes are all equipped with filterators, which the Durant engineers believe to be the most efficient oil purifier used on automobiles today. The "65" and "75" have air cleaners.

Beautiful Bodies

The cars throughout the Durant line are thermostatically heat controlled to maintain proper operating temperature for a maximum motor efficiency. The radiators are high and narrow with great cooling capacity. All these radiators are cross-hatched and heavily chromium plated, thus adding much to the beauty of the bodies.

The Durant "75" is equipped with a twin high transmission. Both third and fourth speeds run as quietly as the conventional direct drive. The shift from third to fourth or from fourth to third can be made by the inexperienced operator with perfect ease and without clashing sounds at 60 miles an hour or, in fact any speed at which the car can be driven. Choice of four forward speeds permits the use of a rear axle ratio that reduces top engine speeds more than 35 per cent, thus greatly increasing engine life and resulting in a smoothness of operation at high car speeds which engineers say can only be compared to coasting. The gasoline mileage is greatly increased because of the low direct drive ratio possible with four forward speeds.

The bodies of the Durants are of composite construction—hard maple frame, steel braced and overlaid with a covering of welded steel plates. The front corner posts allow clear vision, giving greatly increased view of the road at all angles and materially adding to the safety of operation. The simplicity of the line of the car suggests fleetness, and the original color combinations add to its beauty.

Here About a Year

A. M. Service, agent for these automobiles in La Grande and proprietor of the Service Motor company, has been in business here for about a year. In addition to the garage here he also operates a garage at Baker, where he also has the agency for Durant cars. He has been in the automobile business for about 15 years, operating at Baker alone until a year ago when he came to La Grande.

He plans to have one of the various types of cars in stock at all times, and is able to give to the public any type of car from the lower priced automobile, to the larger and more expensive. He is also agent for the Locomobile for those who desire automobiles larger than the Durant "75."

MISSOURI DEDICATES
SPAN TO CHAMP CLARK
LOUISIANA, Mo. (AP)—Across the Mississippi river near here, Missouri has erected a new span of steel dedicated to Champ Clark. It probably will be thrown open to traffic this summer.

On the Missouri approach to the bridge a statue of the former

speaker of the house will be reared. Clark's home was at Bowling Green, close by.

HONOLULU SEES CIRCUS
HONOLULU (AP)—Although Hawaii has been American territory for nearly 20 years, Honolulu has just seen its first real circus. No dry horses were available to

pull the heavy circus wagons, so tractors were used, but otherwise it was a genuine Yankee occasion, with lions, tigers, trapeze performers, sidehows and the big top, all brought from the mainland.

A Chicago mailer was shot by dry raiders. Oh well, he won't be bombed, anyway.



Who Pays the Bill FOR YOUR WRECK?

Maybe your car comes out of the shop as good as ever after the wreck—but who pays the bill? Isn't it bad enough being smashed up without having to pay a big repair bill?

Maybe you hit another car—who pays for having it fixed up? Can you afford the chance that you'll have to dig up for all the damage you might do as a car driver?

It's lots safer and lots cheaper to let a good insurance company stand the risk. Let us write your policy today.

Union Mortgage & Investment Co.

Jack B. Ferris, Insurance Dept.

New Foley Bldg.

CHRYSLER

Leads in 1927

In the sale of all automobiles regardless of price, except two light four cylinder makes, in Umatilla, Union and Baker Counties.

Registration figures (Oregon Motor Register) for the year 1927 show Chrysler far in the lead of all other motor cars with the exception of Ford and Chevrolet in these counties.

Baker County		Umatilla County		Union County	
1st—Chevrolet	139	1st—Chevrolet	212	1st—Chevrolet	97
2nd—Ford	71	2nd—Ford	148	2nd—Ford	62
3rd—CHRYSLER	58	3rd—CHRYSLER	121	3rd—CHRYSLER	56
4th—1 and 6 Cylinder	49	4th—6 Cylinder Line	85	4th—1 and 6 Cylinder	41
		5th—1 and 6 Cylinder	84		
		6th—6 Cylinder	44		
		7th—Light Six	41		
		8th—Light Six	32		

What greater proof could there be of CHRYSLER Value?

CHRYSLER has not only retained but has INCREASED its leadership in sales during 1927. This has been possible purely because CHRYSLER owners are SATISFIED and have not hesitated to recommend CHRYSLER to their friends.

CHRYSLER owners are SATISFIED because no other car has ever been able to duplicate CHRYSLER PERFORMANCE, DURABILITY, ECONOMY, ROADABILITY, BEAUTY and COMFORT and because every CHRYSLER car is backed by a fair Service Policy—thoroughly efficient service men and the finest of serving equipment.

Weeks & Buchanan

More Tire Mileage at Less Cost

We offer you Miller and Racine Tires on their own road records, not on theory. That's why we say "more tire mileage at less cost." Results are what count. Compare our tire prices, and our known mileage records.

Veltex Gas and Oil Guaranteed!

Fill up with Veltex the next time you are by—Veltex is our guaranteed gas and oil—dependable—clean. Your money back if you aren't satisfied.

Air and Water Service Free Drive Up

LA GRANDE FILLING CO.

Hemlock and Jefferson Ave.