

## 1928 CHEVROLETS BIGGER, BETTER

Blue Mountain Garage  
Expects Big Years—All  
Models Carried Here

Avery Harrison, proprietor of the Blue Mountain garage here, and agent for Chevrolet cars, is looking forward to good business during 1928. This spring's business was greater than last spring, according to Mr. Harrison, although car sales during the month of April this year do not come up to the record made during the same period last year.

A complete line of the various types of Chevrolet automobiles, including the commercial types, are kept in stock by Mr. Harrison at all times, so that any model desired can be shown. Seven passenger cars, including five closed and two open types, comprise the line. Every driving requirement is cared for in the make up and appointments of the various body types. Every detail has been proved true in exhaustive tests and as a result, the 1928 line of cars, advanced standards of smartness, advanced performance, striking color, combinations, completeness of equipment and minute attention to style, comfort and luxury.

**Big Car Appearance.**—The new car has a distinctive big car appearance which is achieved by adding four inches to the wheelbase, bringing the present total to 107 inches. The frame also has been deepened and strengthened to make a smoother riding, sturdier and better balanced car. The four inches which have been added to the frame materially increase the beauty, and the effect of bigness to the finished product. Strengthening the body of line are new honeycomb Harrison radiators of deep, slender graceful design. Their added depth has so raised the front of the car that from the wheel to the base of the radiator cap the line is unbroken and nearly level. Radiator shells are of non-rusting airplane metal, and thermostat control of the cooling system is an additional feature.

**Larger Tires.**—All passenger models have larger 15 by 4.50 balloon tires and steel disc wheels as standard equipment. Other standard equipment includes spotlight, rear vision mirror, gasoline gauge, complete tool set, and theft proof steering and ignition lock. Additional equipment is

standard with individual models. All closed bodies are by Fisher, styled and designed with the smartness and beauty for which that name is famous. All are of composite steel and hardwood construction of the type found on the highest priced cars. All are finished in genuine Duco colors—five combinations on the seven models. The Imperial lander is finished in Cossack brown with Mountain blue body heading and gold striping; the coupe and sedan in Faunce green with black body heading and striping in golden yellow; the sport cabriolet in Dundee grey with Brocade green heading and gold striping; the coach in Avenue green, Tartan tan wheels, black heading and striping in gold; and the open touring and roadster in Falmouth gray with body heading in black and striping in French gray.

Mechanically the car has been improved to parallel in performance, speed and roadability its new beauty and advanced body design. It is powered by an improved valve-in-head engine that in road tests developed 34.8 per cent more power and approximately five more miles per hour than the previous Chevrolet engine.

New features developed in the engine include a new motor enclosure which completely covers the valve lifts and makes for a quieter and cleaner engine. New crankcase breathing system which eliminates the leakage of engine fumes through the body of the car; new two-port exhaust, new alloy constant clearance "invar strut" pistons, new hydro-laminated camshaft gears, improved mushroom valve tappets and larger camshaft. An oil pump provides efficient lubrication to all bearing surfaces; while an AC oil filter and an AC air cleaner protect all moving parts of the engine from dirt and other foreign matter, thus adding materially to the life of the motor.

The new four-wheel brakes represent an outstanding achievement of General Motors and Chevrolet engineers. They are the non-locking type, with positive break linkage. Front brakes are internal expanding and rear brakes are external contracting. Front and rear brakes have been proportioned to prevent brake drag or pull. Their total brake service amounts to 153 square inches. In addition to the four-wheel brakes the new cars have an emergency brake with an additional braking surface of 70 square inches. It operates entirely independent of the four-wheel service brakes, thus assuring adequate braking facilities at all times.

Another important achievement in the 1928 line is the new shock absorber and elliptic springs which run parallel to the frame and equal 84 per cent of the increase wheelbase of the car. They provide 50 per cent better riding qualities than the old type of spring, according to observers. The new models have a slender 17-inch walnut finished steering wheel, while increased steering ease has been attained by the inclusion of several new features. Transmission, universal joint and rear axle are of the dependable

## Filling Company Makes Additions To Its Equipment

The La Grande Filling company, which is owned by H. E. Kuhn and John Zweifel and is located at the corner of Jefferson avenue and Hemlock street, is La Grande's oldest service station. Although many changes have been made since the station was opened several years ago and it has changed hands several times, residents of La Grande who have made their homes here for a period of years remember the station as one of the first.

Mr. Kuhn and Mr. Zweifel have owned the station for a little more than two years and during that time have had a very good business. The capacity of the place has been increased considerably since they purchased it from J. F. Heady two years ago last September, and now they are making plans to increase the capacity again to include a grease rack and other features which are found at the modern service station.

The present building, which houses the station, an attractive structure of Spanish design, was constructed a year ago last August, when it was no longer possible to handle the increased business with the old station. At that time all new and modern equipment was installed and today the shop is said to be one of the best in the city.

The station is equipped with two gasoline pumps, and Veltex gasoline is sold. Veltex oils and other brands of oils are also carried by the company, making it possible to the motoring public to obtain any type of oil desired. A complete line of automobile accessories is carried by the company, also a side line of cigars, cigarettes and tobacco and candies.

Machine tires are sold by the company, and in addition to the service station a tire repair shop is maintained, which is completely equipped to handle tire repair work.

Mr. Kuhn and Mr. Zweifel handle all of the work at the station and it is their aim to give the best of service at all times, they announce.

Construction that gave satisfactory service in last year's Chevrolets. The chassis in addition to its four-inch increase in length, has a new extra strong front axle. The lubrication of the chassis is by the Alemite pressure gun system.

The new cars are displayed under the title of "Bigger and Better" Chevrolets. Chevrolet cars have been on the market for 13 years and for the past eight years Mr. Harrison has had this make of automobile. Last year was the best in the history of the car and the outlook is for even a better year during 1928.

The Blue Mountain garage here is now equipped to do any type of automobile repair work, and additional tools are being added to the shop constantly.

## CHRYSLER CARS IN THIRD PLACE

Sales Mount During Last  
Few Years—Local Dealers  
Are Optimistic

L. W. Weeks and W. E. Buchanan, who in 1923 are beginning their third year together as Chrysler dealers here, with every prospect of a duplication of their splendid business, are proud to represent the business which Walter P. Chrysler heads they declare. For that business has had a success that even in this day of huge business undertakings, is outstanding. Here are a few of the accomplishments of the Chrysler Motor company since its beginning in 1923, as told by the local dealers. It is now the second largest independent motor car industry in the world. It has climbed, since its beginning from 27th to 3rd place in the sales of automobiles. It has an annual production of more than 200,000 motor cars and will do a business in 1928 of \$25,000,000.

Walter P. Chrysler advances four elements toward success. They are, ability, capacity, energy and opportunity.

A biography of his life reveals that he has made the most of all these. He started business as an errand boy, and had his first experience with transportation running a two-wheel pushcart. At 17 he began as a machinist for the Union Pacific and spent nine years gaining mechanical ability via the "school of experience." When the automobile became an established thing, he determined to enter that field. He has been with the Buick, the Willys-Overland and the Maxwell and Chalmers people from which grew the present Chrysler company.

**Why It Succeeds.**

"And what has Mr. Chrysler put into his car that has made it so successful," is the natural query. Mr. Weeks and Mr. Buchanan have answers for this in plenty. Chief among these is the fact that Chrysler's cars include what is claimed to be the widest range of products from which to choose offered by any individual motor car manufacturer. "A type and price to fit every motoring need." There are 40 body types, including 15 custom-built creations for its "12" and the 112 horsepower Imperial "40" are offered on four different chassis—covering a great motor car market. This is regarded by Mr. Weeks and Mr. Buchanan as a major reason for the car's success. The speed and "nimbleness" of

the Chrysler has been a big selling feature.

In 1928 the "Red Head" engine which is standard for a number of the body styles and available at slightly extra cost for every other car built, is a big feature.

**Many Improvements.**

Many other improvements have been made in the past year which are increasing pick-up, power, and flexibility.

Since 1927 rubber spring mountings and engine supports—first designed exclusively for the Imperial "40" have been added to the "12" and "40" and saddle spring cushions may now be found in every Chrysler. New type safety locks have been added as well as a variety of mechanical and equipment refinements which have assisted in bringing to Chrysler, since their adoption, the greatest demand for cars in the company's history.

Heading the new Chrysler announcements is the 112 horsepower Imperial "40" which is hailed by the company as "America's most powerful motor car." Improvements are found in this new model in both body and chassis. The custom-built idea is carried throughout the entire model and extends to colorings, optional equipment and appointments.

Then there is the new "12" which has a more powerful engine mounted in rubber at both front and

rear; seven-bearing crankshaft counterweighted; longer chassis, fitted with rubber spring shackles, five ring aluminum alloy pistons with invar struts, said to constitute one of the most important contributions to automobiles in recent years.

**The "42" Model.**

In order comes the new "42" which has as features the built-in crankcase ventilating system, larger and heavier transmission, aluminum alloy pistons with invar struts, rubber insulated engine supports, ball and trunnion type universal joints, and the worm and sector gear.

By using greater length the new "42" models this year have greater roominess and more ample seating capacity. The speed of 52 miles per hour, its acceleration, seating equipment and external beauty are given as outstanding features by the local dealers.

Many body types are provided in the four models.

"One of Chrysler's outstanding contributions to automobile progress during 1927 was the development of 'Tungtite' piston rings, used in sets of four, with a fifth ring for oil control, on each invar strut piston, instead of the conventional equipment of two or three compression rings. Advantages of the new combination have been

numerous," declares Mr. Weeks. "They have bettered performance and passenger enjoyment."

**Sales Increase.**

A feature of their business mentioned by Mr. Weeks and Mr. Buchanan is the fact that there has been a marked increase of Chrysler sales in 1927 in country districts in all models. This, they believe, is important because of the heavy proportion of its automobile registrations and the shrewdness and carefulness of its buyers.

Mr. Weeks has been in the Chrysler business since Feb. 1, 1923, and Mr. Buchanan since the Chrysler was introduced. He was with Harris French in the business for several years, starting in 1924, January 1. Their garage is on Jefferson avenue and has one of the city's largest display rooms.

The kind of mother who used to say her 12-year-old daughter was 6, so she could travel on half fare, now says she's 19 so she can drive the car.

Father of a Large Family: Gosh, how should I know? I never get to drive it.

When misery is at hand, there isn't much pleasure in remembering former joys.



# Absolutely Guaranteed

"Satisfaction or Your Money Back!" Is the Pledge  
of Every VELTEX Dealer

No matter where you drive throughout the La Grande territory, you'll always find a Veltex dealer ready to serve you with Veltex gas and oil—and backing his sale with an absolute guarantee of SATISFACTION OR YOUR MONEY BACK. That's our pledge and every dealers' pledge of dependability.

# VELTEX

The Veltex sign is the insignia of Oregon's First Independent—your home oil company. Veltex dealers are home men, experienced in giving better-than-ordinary service. If you aren't *always* fully satisfied with Veltex, they stand pledged to make it right. Veltex dealers, like Veltex gas and oil, are ever dependable.

# FLETCHER OIL Co.

"First Independent in the State"

"Patronize Your Home Oil Company!"

## The Wrong Thing Always Happens---

You hear it often enough—the man who smashes his car in the ditch has property damage and liability insurance but thought collision insurance unnecessary—he failed to protect his own car. And the man who hits the other fellow's car has to pay for it out of his own pocket because he thought a fire-and-theft policy was enough.

The wrong thing always happens unless you have COMPLETE COVERAGE. Then and then only, are you protected, no matter what happens. We have an unusually attractive policy we'd like to explain to you. Rates are low.

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It only takes  
one wreck.