

**OLDS IS PIONEER
IN ADVANCEMENT**

**New Models Feature
Many Developments—
Outlook Here Bright**

In reviewing past history the Oldsmobile Sales company of La Grande may lay claim to a very successful although brief previous record. In looking to the future the company may say with assurance that its business prospects are exceptionally bright. This company states sincerely and for a definite, concrete reason: the Oldsmobile is a very fine automobile.

Always a leader in the automobile industry, in which it is today the pioneer of all cars, in addition to being General Motors' oldest car. Each year has marked improvements, new additions that have kept the automobile on a par with modern progress. A review of motor cars made by the company since 1898 reveals two definite facts: one, that the car has each year made noteworthy forward steps, and two, that the car has always been a good car, and that it has remarkable endurance qualities.

Novel Parade
This was demonstrated to La Grande folk a few months ago when the local company conducted a novel parade in which an 1898 Oldsmobile proudly chugged down the main street of La Grande at the amazing speed of 10 miles an hour and led a procession of the beautiful new 1928 models.

This year presents the innovation of radical changes to the Oldsmobile car that make it a far superior machine to the previous models.

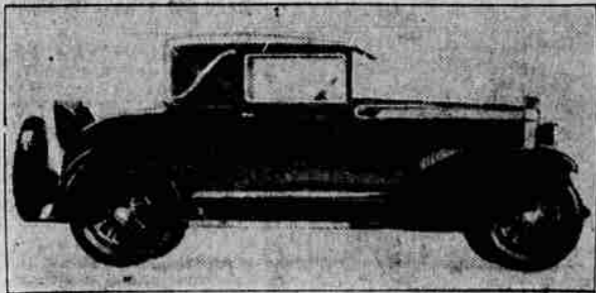
Larger and Faster
The new car is longer, larger and heavier and has more speed and power than any previous model, says Frank Appling, who with Charles McCrary looks after the sales end of the company. Mr. Appling thus summarized the many improvements in the car. He was willing to go into much more explicit detailed description of the Oldsmobile for as he says, "I'm so enthused about the Oldsmobile that I like to discuss it."

Mr. Appling points out that the new Oldsmobile is geared to 75 miles per hour, if necessary. But the important thing about the "speed" end of the Oldsmobile is that it can travel four after hour at 50 without discomfiting the driver or injury to the motor.

The car is built lower than ever this year and there is less likelihood of turning over. The frame is a double front one with five cross members which give it a lower center of gravity and bring it lower to the road without injuring the road clearance.

Three Leading Features
Four-wheel brakes, hydraulic shock absorbers, long springs (they are 32 per cent of the wheel base) which gives the ease and comfort for which the Oldsmobile is noted)

NEW SERIES PONTIAC SIX



Here is the new series Pontiac six sport cabriolet, a popular model in the 1928 line. Jennings & Shumate are local dealers.

are three features which Mr. Appling enumerated generally.

"What of the motor?" Mr. Appling was asked. "A four-bearing crank shaft is a feature," he responded. Then, one of the innovations to this year's models is the gasoline pump instead of the old vacuum tank. Delco-Remy starter and generator is still another feature. The motor is supported at four points and insulated with rubber to prevent rattles and road shock reaching the driver.

Outstanding among many fine features of the Oldsmobile is its cooling system. A plate on the side of the motor which carries the water from the front to the rear passing all cylinders serves the purpose of keeping the cylinders at even temperature. Then, too, it does a double service by becoming an added protection against freezing in frigid weather.

The radiator shutter is a modern one. "The Oldsmobile comes from the factory fully equipped with the exception of the spare tire which is included in the price quoted," states Mr. Appling in citing interesting facts about the machine.

The pinion and shaft is one-piece and is supported by two bearings, which, it is claimed eliminates any chance of the pinion becoming loose.

The car is equipped with oil filter, crank case ventilation, and air cleaner on the carburetor. The carburetor itself is a fine one being of Shilber design.

Then, after a detailed discussion with Mr. Appling concerning the merits of the motor and chassis—the features of the body were brought up, and here again Mr. Appling found many points deserving commendation.

"The instrument board has the gasoline gauge, the heat indicator, the ammeter and oil gauge and speedometer and has the indirect lighting system that does away with glare to the driver," he said, omitting of Davenport.

The interior of the Oldsmobile cars is finished in fine mohair and the seats are deep and comfortable, with the ease of a davenport. "You don't sit on them you sit in them," Mr. McCrary explained.

The new Oldsmobile are done in duco finish and have wide doors,

**PLAYLE OIL CO.
AMONG THE BEST**

**Well Equipped to Render
Every Service the Passing
Motorist Desires**

Gradually but constantly improving its facilities since its opening here a few years ago, the Playle Oil company now ranks as the best of its kind in Oregon this side of Portland. Located at the corner of Greenwood and Adams, in a commanding location, it is well equipped to render the passing motorist any service he desires.

The filling station and headquarters are located at the intersection, where Texaco gasoline and motor oils are featured. "We find this brand of gasoline and motor oils superior to other products and, with the feeling that we are offering the best, specialize in Texaco," the proprietors, Charles Playle and his son, Audmer Playle, declare.

Fisk tires, one of the most complete stocks in Eastern Oregon are another major line that the company offers. In addition to this the company maintains a vulcanizing room, a modern, efficient washing department, and a grease and oil changing rack.

New Gear Flusher
One of the newest additions to the company's facilities is a new gear flusher, a motor-driven spray which is used to clean out transmissions and differentials.

The vulcanizing department is in the rear of the station and modern electric molds taking everything in tires from a three and a half-inch pressure to a seven-inch high pressure and from a 4.40 balloon to a 7.50 balloon. The vulcanizing equipment is described as one of the best obtainable.

Another Feature
The grease and oil changing rack is another leading feature. The work is all done under air pressure and all kinds of grease service are performed. The wash rack is located in another department, fully equipped with both hot and cold water. Vapor-proof lights are used, thus eliminating any chance of accidents. All vapor that would otherwise accumulate in the room is quickly removed by the use of special fans.

The washing machine is an E. B. Lacey, one of the best, and which invariably performs satisfactory work. Vacuums are available for use on the inside of the automobile.

The Playle Oil company has a force of efficient workmen, skilled in their particular endeavor, and each with the highest of ideals in reference to quick and efficient service to the public.

**TWINS LEAST FREQUENT
AMONG YOUNG MOTHERS**

ALBANY, N. Y. (AP)—Mothers in their late thirties are most likely to have twins, reports the divisions of vital statistics of the New York state health department.

A five year study has shown that in the group of mothers under 20 years of age plural births are of very low frequency—only 11.7 per 1,000 living births. The frequency increases steadily with the age of the mother, reaching a maximum of 25.8 in the age group 35-39. The minimum, 9.2, was recorded among mothers of 45 years and over, but the number of births in this group is small.

for Economical Transportation

CHEVROLET

USED CARS

"with an OK that counts"



Because we are delivering more new Chevrolets than at any other time in our history, we are offering a number of exceptional values in recon-ditioned used cars.

Our used cars carry an official O. K. tag which is reproduced on this page. Attached to a used car by a Chevrolet dealer it signifies that every vital part of the car has been inspected, properly recon-ditioned and where worn, replaced by a new part. The outstanding feature of this plan lies in the fact that it enables anyone to select a used car with absolute confidence as to its satisfactory operation, and the price is absolutely fair and right.

Reasons why you should buy your used car from a Chevrolet dealer

- 1 — Chevrolet dealers have been selected by the Chevrolet Motor Company on the basis of their financial responsibility and dependability.
- 2 — Chevrolet dealers offer used cars on a plan originated and endorsed by the Chevrolet Motor Company.
- 3 — Chevrolet dealers have the necessary modern tools and equipment to properly recon-dition used cars.
- 4 — Chevrolet dealers desire the goodwill of used car buyers the same as they enjoy from new car buyers.

A few of our exceptional Used Car Values "with an OK that counts"

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| 1925 OVERLAND SEDAN
Bumper, spotlight, motor, A bargain to the party wanting a closed car. Let us demonstrate this car to you. | CHEVROLET CABRIOLET, 1927
The biggest bargain in our used car stock. Run only 7,000 miles, fully equipped, looks like new. We will guarantee this car. | CHEVROLET SPORT TOURING, 1924
Reconditioned in our shop. Lots of extras, many miles of transportation left in this car. We invite your inspection. | FORD TUDOR, 1922
Equipped with shock absorbers and mirror, good mechanical condition. Priced low enough to suit any purse. |
| CHEVROLET LANDAU SEDAN, 1926
Good mechanical condition, good tires, extras, looks and runs like new. An unusual bargain. | CHEVROLET TOURING, 1923
Balloon tires, front bumper. This car is in good condition. Must be seen to be appreciated. | FORD ROADSTER, 1925
Motometer and cap, spare tire, automatic swipe, rear vision mirror. You will appreciate just such a car as this. | CHEVROLET 1 TON TRUCK, 1927 model
rubber, finish and mechanical condition like new. Used very little. Equipped with enclosed cab and stake body. |

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

Dependability, Satisfaction and Honest Value

Money On Fire



Just imagine all the things that could happen to your car—your money! An accident on the road—a garage fire at home or on a trip—your investment in a car is always in danger.

If you had five hundred or a thousand dollars in cash, would you leave it as unprotected as you do your car?

We'd like to talk to you about automobile insurance, about the service we can render if you have trouble, about rates—how you can get the most protection for the least premium. Come in or phone us to call.

Good Insurance Is Always a Profitable Investment

Carr-Copsey Co.

All Kinds of Insurance La Grande National Bank Bldg.

**Now! All Together---
Every Auto Need**

"RED" WILLIAMS AND FRED YOUNG COMBINE

Service Station
As heretofore, the new service station erected last fall will continue to be operated by Fred Young. An additional new building has just been built where wash racks and greasing pits will soon be in operation. General gasoline and Parabase motor oil in the different grades will be available to the large number of motorists who have learned of their superior qualities.

Used Cars and Parts
Used cars will be bought for cash. If their condition justifies it, repairs and replacements will be made and these cars will be resold to the public but only after they have been put back in good running condition. Others beyond use and repair will be wrecked and the good parts offered to the public at a big saving.

Wrecker Service
"Red's" famous red wrecker will always be on the job. If you are in the ditch or if you have to be towed in get in touch with "Red." His wrecker has the power to get you out.

Night 485-R Phone Day 335-J

Young Service Station

AND
Red's and Fred's Wrecking House

CORNER MONROE And S At FIR