

NEW BUICK HAS MANY FEATURES

Outlook Here Is Promising: Comfort, Beauty, Power Combined

Year after year the Buick cars have been among the leaders in the automotive world, because of their performance and beauty. This year is no exception and the new Buicks are designed more than ever to stand out and, in spite of very increasing competition, are exceeding in doing so.

The Buick garage here has had an active year and is anticipating big sales in the months to come, mostly because of the many improvements in the car which is featured, according to M. J. Goss, general dealer, who has been in the automobile business here for many years.

A description of the new Buick usually leads off with the following remarks: Because every detail of appearance, comfort, convenience and operation in the 1928 Buick assures up to a new high standard, there is no one outstanding feature on which attention should center. Rather, the car buyer must consider the 1928 Buick as a unit—a new standard of comparison. According to the company officials, the new Buick beauty does not arise entirely from the new paint shades of enduring charm of the new body and roof lines. Crown fenders, new distinctive headlamps and new design of the radiator, and even such details as the improved radiator emblem and the new hub caps all contribute to the composite effect of charm, it is said.

The comfort of the Buick is made up also of many factors, hydraulic shock absorbers, front and rear, proper spring suspension, long wheelbase, arm rests for rear seats in closed models, foot rests where needed—all help to make the ride in the new Buick a pleasure.

New conveniences are provided in a score of features—maximum, clear vision made possible by narrow windshield posts and narrow front door posts, centralized chassis lubrication, standard gear shift, adjustable steering wheel, gasoline gauge and water temperature gauge grouped with other instruments on the dash so that the whole story of the car's operation can be seen at a glance, new locks and new door handles.

Improved Engine

35-horsepower of the famous Buick valve-in-head engine is carried still further in the 1928 Buick. There is a new camshaft, new valve mechanism, new cylinder head design, simplified spark timing, improved thermostat for the cooling system, and other features that go to bring about more power, more speed, greater quietness

and quicker get-away.

The new frame is of the double-deep type, making the car from two to three inches lower without sacrificing either head room or road clearance. The wheels, with their low pressure tires, also remain the same, generous size as formerly. The frame sections are stronger and deeper and the cross members are stronger, yet the 1928 Buick has less unsprung weight than any car in its field, its manufacturers claim.

The long wheelbase is of basic importance, it is said. Not only does it make possible generous seating and leg room but it also contributes to easy riding.

Along with this advantage are the other fundamental features of design and construction. The engine is triple sealed by an air cleaner, oil filter and gasoline strainer. And the torsional balancer and balanced crankshaft help make performance as vibrationless as possible.

As in past years, the chassis is sealed against dust and dirt, and embodies the time tried multiple disc clutch, four-wheel brakes, torque tube drive, floating type rear axle and all the other features that make Buick perform-

DODGE BROTHERS SENIOR SIX



NEWBERG 12
PORTLAND 36
M. MINNIVILLE 2

MILE POSTS INDICATE DISTANCE FROM PORTLAND

3
6

DODGE BROTHERS SENIOR SIX CABRIOLET

Here is the Dodge Brothers Senior Six cabriolet, one of the new models that are proving so popular over the nation. L. C. Smith, pioneer auto dealer, handles this line in the La Grande territory.

Local Western Auto Store Leads Seattle Area in Sales Increase

The Western Auto Supply company here experienced an unusually good business during the past year, according to C. H. Kendall, manager of the company. The local store was first in sales increase for the entire Seattle district for the month of February, and also has a high rating for the month of February, and also has a high rating for the month of March, although the final report for last month has not yet been received.

The Seattle district includes the states of Oregon, Washington, Montana and Idaho, in which about 45 Western Auto Supply stores are located.

The La Grande store is nearly two years old. It was opened here in July 1926 in the latter building at 1411 1/2 Adams avenue, its present location. Mr. Kendall is also among the best.

The models include the two-door five-passenger sedan, the four-passenger, de luxe sport roadster, five-passenger de luxe sport touring, two-passenger coupe, four-passenger country club coupe, four-door, five-passenger sedan, five-passenger town brougham, five-passenger sedan, five-passenger town brougham, four-passenger coupe, seven-passenger sedan, five-passenger brougham, four-passenger, deluxe sport roadster, four-passenger country club coupe, five-passenger, de luxe sport touring and five passenger coupe.

Standard equipment is furnished with each model, although this does not include spare tire, side tire carrier, extension trunk rack or bumpers.

the manager of the store, coming here only a short time ago to take the place of E. B. Wilcox, and P. L. Ser is assistant manager.

The company sells a general line of accessories for automobiles, tires, tubes, radios and radio equipment and other supplies. This spring a golf line was added to the other supplies, which so far has proved to be very popular. The new line is very complete and includes McGregor golf clubs and golf balls.

The new puncture sealing Polson tubes, which has been on the market only a short time and are comparatively new in this part of the country, have also been added to the line of supplies carried by the local store. During the past twelve months there has been about a 200 per cent increase on that item alone, the manager of the company states.

Many of the larger commercial hauling companies of La Grande and Union county have installed these tubes in heavy duty tires for hauling purposes and have found them to be quite satisfactory.

Another new line which the company has added during the past year is Zapon brush-on lacquers for automobiles and also for household use. This line also has proved a good seller and is popular among Western Auto Supply customers.

The company stocks all kinds of supplies including a complete line of Ford parts. The Western Auto Supply company is nearly 19 years old. At present here are about 170 stores in the Western states, the La Grande store being one of that number.

Nothing else on earth ever ran so far so fast

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\$1495

Job factory

M. J. GOSS
Adams & Fir

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5 PASSENGER COACH

\$695

7 BEARING CRANKSHAFT

Full Force-feed Lubrication
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—and other Quality features

NEW WORLD'S RECORD!

Setting a new world's speed and endurance record for cars under \$1000, the new Whippet Six in a continuous 24-hour run at the Indianapolis Speedway, under observation of the Hoosier Motor Club, averaged 56.52 miles per hour for the entire 24 hours—

Brought to a dead stop from a speed of 35 miles per hour in 49 feet 7 1/2 inches—Accelerated from 5 to 25 miles an hour in 7.2 seconds—Records made possible by the most advanced engineering of any light Six in America!

The new Whippet Six is now on display. See it. Drive it. You will find it a revelation in value!

THE new Whippet Six

Touring - - - \$615
Roadster - - - 685
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Sedan - - - 745

Prices f. o. b. factory and specifications subject to change without notice. Whippet Overland, Inc., Toledo, Ohio

GETTINGS & HANKS
Corner Fir and Jefferson

\$3 CAR LICENSE BILL IS MENACE TO ROAD SYSTEM

(Continued from Page 2)

tens of millions to restore. Last year, under the \$3 license bill rates, there would have been available only \$1,320,000 for maintenance instead of \$3,100,000, a reduction of 57 per cent.

Who Would Pay?

In summing the situation up, the Oregon Voter says: "The only sufferers from reduction of highway income would be the counties, who would lose an amount equal to \$1,108,500 of their \$1,545,000 income during 1927 from this source—and the taxpayers of the state, who would have to pay an additional 3-mill tax on their property."

The Associated Press leased wire report to The Observer on April 6 states, in a story from Salem, that "motor buses are exempt from any license fee whatever under an initiative bill filed here yesterday by H. H. Stallard, of Portland, who attempts to correct defects discovered in his bill previously filed, designed to reduce automobile license fees to a flat \$3."

The story also stated that this defect also occurred in the first Stallard bill as well as in the Bylander bill. "Should the Stallard bill (for \$3 automobile license fees) pass the only fee left, for buses to pay, would be the three-fourths mill per passenger mile tax levied by house bill 413 of the 1925 legislative session. . . . Since the measure provides for the repeal of all parts of acts conflicting with it there is some opinion here that it may repeal portions of house bill 413, particularly with reference to certain refunds allowed trucks," the story concluded.

Many Object

Throughout the state a "howl" of protest has arisen in reference to the \$3 license plan and in Union county, particularly, there has been much discussion. The granges of the county and the labor unions of the county, consisting of the property-owning farmers and the workmen in the cities and towns, have gone on record as being solidly against the \$3 plan. State highway officials have already taken steps to hold up a large part of its road-building program until after a vote is taken on the \$3 bill. County officials throughout the state are visioning the tax and road problem that would result if the \$3 plan becomes a law with deep concern. Actually, it is said, the passing of the \$3 automobile license bill would prevent practically all new state highway projects, a large part of county road projects, and would cut the maintenance to such a point that the present highways would deteriorate in a number of years to a par with dirt roads unless the property owners of the state dug deeper into their pockets for the millions of dollars that would be needed to protect the tens of millions that have already been put into the state and county road systems.

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is only as good as its parts

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"two years ahead"

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