

It's Open Season For the Inventor Of Motor Ideas

Spring days that inspire spring poets also mark the open season for the itinerant automobile inventor. They are arriving in fleets with acceleration of thought that causes traffic jams in the offices of motor car engineers.

Engineers also find they are flooded with mail containing some rather startling ideas such as:

How about rubber fenders when bouncing through traffic?

Possibly a permanent wave for upholstery might interest you?

Ever hear of a wheel where the thought point originates at the hub?

Are you interested in a celluloid surface for a car finish with several layers so it could be peeled annually for a fresh appearance?

Maybe you'd be interested in a 1925 model of perpetual motion?

Can you afford to run down a carburetor that plays with gasoline all day, keeps the engine humming and returns the gas to the tank every evening?

How about a radio ignition system with call letter for each cylinder?

Could you use a red light on the dash board that becomes illuminated when you exceed the speed limit?

Wheels that whirl faster, springs that spring eternal, valves that hadn't ought, bolts that won't, seats that shouldn't, belts that can't, pistons that never will, bearings that hardly ever and ignitions that seldom dare are standard equipment offered all f.o.b. the inventor.

Inventors volunteer to correct anything that isn't perfect in the automotive field. Custom built inventions are their specialties. Often inventor's models fall apart before they are submitted, and if some one could invent a way to correct this, more value would result to all concerned.

Every suggestion by personal call or letter is carefully considered," said A. H. Knight, consulting engineer of Dodge Brothers, Inc. "Many of the inventions have already been tried and failed, but sometimes there may be one of merit."

"Pardon me a moment while I see this man with a substitute for headlights."

PARIS—A tax has been put on balconies in Paris.

Sharmista's Hubby



This is Sir Tukol Rao Holkar, the former Maharajah of Indore, in the role of bridegroom. He married Nancy Miller of Seattle, Wash., who went to Gangapur, India, for the ceremony. She took the name of Devi Sharmista and adapted the Hindu religion.

All Roads Look Alike To Model Of Studebaker

All roads look alike to the Studebaker Commander, world's champion car which holds all the highest endurance and speed records for fully equipped cars, regardless of power or price, according to mechanical adjustments were made. M. J. Goss, local dealer. In fact,

New \$3,000,000 Oakland Plant Now Operating

PONTIAC, Mich., Apr. 25.—The new \$3,000,000 car assembly plant for the Oakland All-American Six started production on April 2. It is announced by A. H. Glancy, president and general manager of the Oakland Motor Car company.

The old assembly building was closed on March 24 to permit the transfer of a portion of the machinery to the new structure. A large proportion of the new plant equipment, however, is entirely new. Electrically-driven machine units with individual control are used throughout. The old building will be used for material storage.

With the completion of the new assembly building for the Oakland All-American Six, the company now has one of the most modern automobile factories in the world. Two model assembly plants, one devoted exclusively to Oakland Six production and the other to Pontiac Six production, now lie parallel to each other. They are served by an "indoor railroad yard," nine of the ten tracks being under roof. Construction throughout both plants is of brick, steel and concrete and the monitor type roofs admit a maximum of daylight. A huge addition to the Oakland-Pontiac shipping building was erected at the same time the new assembly plant was being constructed.

PARIS—Ten poor but eminent men in art and science have been granted pensions of \$400 a year by the city of Paris.

It is difficult to discover a type of road that has not been traveled by The Commander in winning its various records.

Perhaps the most unusual road bed ever used by The Commander was that of the dried-up Lake Perkoill, located near the gold mining town of Kalgoorlie, Australia. Word has just been received from the Studebaker factories in South Bend that a strictly stock Commander Sport Roadster recently shattered all Australia 24-hour speed and endurance records by averaging 76.5 miles per hour for a day and a night run over the dried-up lake bed. The last 50 miles of the long grind were covered at an average speed of 75 miles an hour.

The bed of Lake Perkoill is a mixture of sand and gravel. Its uneven surface gave The Commander no difficulty whatever. No mechanical adjustments were made during the entire run.

GARAGE GOSSIP

Goes to Baker—
Miss Ruth Harrison, daughter of M. A. Harrison, of the Blue Mountain garage was among the members of the Rainbow assembly who went to Baker for a meeting last night.

New Mechanic Secured—
Vern Jennings and Elmer Shumate this week expressed their pride in the work of their new mechanic, Wallace Maxwell, who recently accepted a position with them. Mr. Maxwell is a veteran in the business and "knows" his automobiles. He has been engaged in the work for 15 years. He was formerly with Southard & Shinn, of Baker, and is said to be an expert in all makes of cars.

Buy Chevrolet—
Albert Busch of La Grande is driving a new Imperial landau Chevrolet. The deal was made by M. A. Harrison, La Grande dealer.

Went to North Powder—
E. L. Ledbetter made a business trip to North Powder on Tuesday. Mr. Ledbetter is Hudson-Essex dealer here.

Field Supt. Here—
George Eller, field superintendent for the Western Auto supply company, whose home is in Portland, spent a few days in La Grande this week with the local manager, C. L. Kendall. "Business conditions look very good to me," said Mr. Eller. He left on train No. 24 Thursday.

Here From Portland—
Mr. Fiddell, representative for the G. M. C. trucks, was here from Portland during the past week, calling during his stay at the Jennings & Shumate garage. Mr. Fiddell represents the Westworth & Irwin company from Portland.

In Portland—
Fred Burgess, owner of the Burgess Battery & Electric station, left Friday for Portland on a business trip.

Has New Position—
George Nebeck has accepted a position as floor man at the Blue Mountain Chevrolet garage.

Visited at Garage—
Mr. and Mrs. R. L. Thrasher, of Baker, were visitors at the Blue Mountain garage yesterday from Baker.

Buy Chrysler—
Miss Pauline Becker, of Elgin, is driving a new Chevrolet 52 coach which she purchased during the past week from Weeks & Buchanan.

Buy Chevrolet—
Mr. and Mrs. H. H. Weatherpoon, of Elgin, are driving a Chevrolet Imperial landau which they purchased a few days ago from M. A. Harrison, owner of the Blue Mountain garage.

Receives Cars—
Two new coaches and two new sedans were included in a carload of Oldsmobiles which were unloaded during the past week at the Oldsmobile garage.

Goes to Wallawa—
Roe Buchanan, salesman at the Studebaker garage, is transacting business at Wallawa during this week.

Mr. Foster Here—
A. R. Foster, of the Foster-Hickey company of Pendleton, was in La Grande doing business with M. J. Goss, local distributor, during the past week. Mr. Foster and Mr. Hickey are distributors for this territory.

Went to Enterprise—
P. A. Appling, of the Oldsmobile Sales company, made a business trip to Enterprise on Wednesday.

Distributor Here—
"We expect Oakland - Pontiac sales to register in third place in sales in Oregon for the month of April," declared R. G. Peterson, who has been in La Grande most of the past week. Mr. Peterson is territory representative, with Pendleton his headquarters. "So far this month we hold third place, according to official state records, and we hope to maintain it, with a final sales spurt, for the remaining few days," the distributor continued. Each month, the sales rating in the state is announced officially. Mr. Peterson explained, declaring that the Oakland-Pontiac gain was indicative of the growth of popularity of the cars. He is enthusiastic over the prospect of the Oakland-Pontiac automobiles and declares that "I really believe our business prospects are excellent." Mr. Peterson made side trips to Elgin and Baker during his visit, returning to Pendleton Friday afternoon. He expects to make a trip to the Seattle-Oakland-Pontiac offices during the coming week.

RATS ALARM EUROPE

PARIS—Europe is going to hold a conference here in May to plan war on rats. Paris alone, it is estimated, has 5,000,000.

"All" Flies 100 Miles

GRACE HARBOR, N. S.—Un-announced non-stop flight. A toy balloon sent up to advertise a Boston movie landed here, 400 miles away.

MARATHON SLOGANEER

BOISE, Idaho — Lawrence O. Nicholas, printer, submitted 1,400 slogans in a contest. One won a \$500 prize.

\$875

COUPE F.O.B. DETROIT

for DODGE BROTHERS NEW STANDARD SIX

4-Door Sedan
\$895
Cabriolet
\$945
De Luxe Sedan
\$970
f. o. b. Detroit

Tune in for Dodge Brothers Radio Program every Thursday night, 9 to 9:30 (Pacific Time)—NBC Pacific Coast Network.

Here is the fastest car under a thousand dollars! • With the fastest acceleration of any car under a thousand dollars! • And the greatest flexibility! And the greatest motor! And the finest four-wheel brakes! • Built to supply tremendous power *safely and dependably.*

I. C. SMITH
5th and Depot

ALSO THE VICTORY SIX \$1045 TO \$1170 AND THE SENIOR SIX \$1570 TO \$1770

LOOK OVER OUR WANT ADS FOR BARGAINS

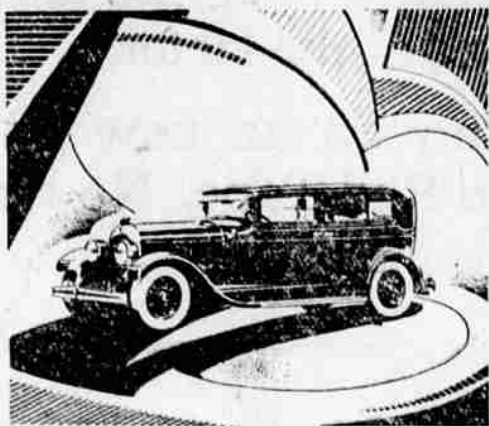
Overtake the "72"?

... well, hardly!

If CHRYSLER "72" were merely more beautiful — if it were just an average good value — it would deserve no special consideration from the buyer.

But it clamors for his consideration and demands his attention by reason of a gauge and proof of greater value which cannot be escaped.

All cars today seek to approximate Chrysler "72" performance by patterning after Chrysler engineering. But after three years of striving, how close are they to the "72"?



CHRYSLER "72"

today? No closer than they were three years ago.

As they have struggled to approach, Chrysler "72" has pulled away and gallops around and past them with more than the ease of the old original Chrysler sensation-car of 1924.

There may be pocket-book reasons for choosing cars of lesser price than

the "72." There simply cannot be a valid reason for paying as much or more for any car other than the "72."

Illustrative New Chrysler "72" Prices—Two-passenger Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; Four-passenger Coupe, \$1595; Town Sedan, \$1695; Convertible Coupe (with rumble seat), \$1745; Crown Sedan, \$1795. All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in a position to extend the convenience of time payments.

New Chrysler "Red-Head" Engine—designed to take full advantage of high-compression gas, standard equipment on all body models of the 112 h.p. Imperial "80," also standard on the roadsters and available at slight extra cost for other body types, of the "62" and "72."

Weeks & Buchanan



COME TAKE A DRIVE



Whatever the standards may be by which you judge car quality and value, you'll find them met by "Fine Car of Low Price."

Get behind the wheel. Notice first the luxurious finish and completeness of appointments and then the roomy comfort of smart Fisher bodies.

How easily the car starts! How smoothly, silently, swiftly you speed away from other cars in traffic—throttling down to a walking pace when necessary, and accelerating

from 5 to 25 miles in 8½ seconds in high gear! Here's generous power for sparkling performance... speed to meet every emergency and every desire—exhilarating and easily controlled.

In its fine car balance of all features from luxurious, artist-created bodies to new 55 horse power high-compression engine—you'll agree that this new Oldsmobile Six is two years ahead.

Come take that drive today. Let your own experience show you why thousands of buyers are choosing Oldsmobile.

TWO-DOOR SEDAN
\$925
Excise Tax and Spare Tire Extra
f. o. b. Lansing

OLDSMOBILE

PRODUCT OF GENERAL MOTORS

OLDSMOBILE SALES CO.
1428 Adams Ave.

THE FINE CAR OF LOW PRICE