

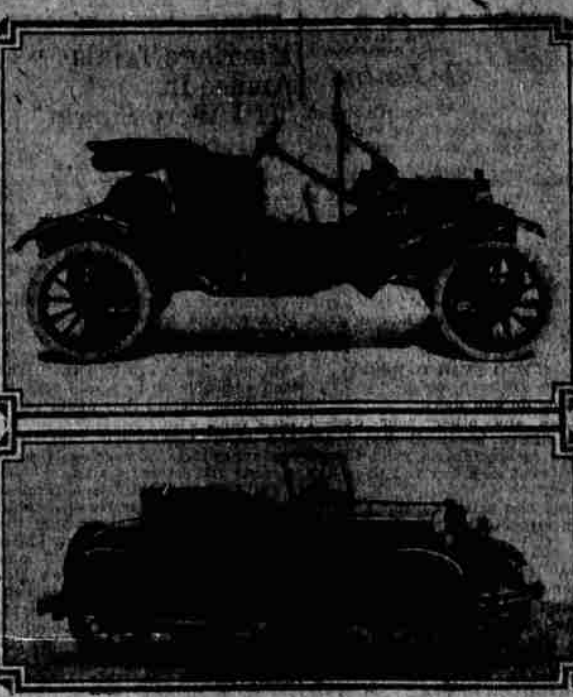
Chrysler Model Crosses Desert For New Record

Alone, and almost noiselessly through a starry night on the desert and a blazing day following over the National Old Trails route east from Los Angeles, August J. Minke, Jr., an amateur and private owner of a Chrysler roadster, speedily "out" for the "new" record in setting a new time record to Albuquerque, N. M., where he arrived in that city one Sunday evening in April.

Between Los Angeles and Albuquerque, a distance of 514 miles—an average of a fraction less than 41 miles an hour for the entire trip. Prior to setting out, he had driven his car over 25,000 miles. Minke declared: "Most of these have been tracking the mountains of California, called by him 'pretty rough usage.'"

Minke had no trouble on the road, according to information he brought back to the Gros-Bobbins Company, Southern California Chrysler distributors. The car he drove was fully equipped and complete with many accessories. The entire trip was made with the top up, and Minke says he was comfortable all the way, even if it was a little lonesome in the middle of the deserts reaches and with nothing ahead but the black night sky.

Twenty Years Ago—And Today



WHAT a difference twenty years has made in one of Henry Ford's products! Here's a 1928 Ford roadster that sold for \$1335, F.O.B. Detroit, when there were no such things as detachable fenders and the cowl lamps burned kerosene oil. And below is his 1908 Ford roadster that sells for \$385 F.O.B. Detroit and has balloon tires and a rumble seat!

Once Called Nuisance, Toll Bridge Returns to U. S. As Investment

NEW YORK (AP)—The toll bridge is staging a comeback. Travelers who once complained at the delay and expense occasioned by paying tolls are not only paying it gladly now to save touring time and distance, but in the last four years have invested nearly \$100,000,000 in toll bridge bonds. Although since the advent of the motor car there has been opposition to the operation of toll bridges by state or local governments, private corporations apparently have had little difficulty in obtaining investors or in obtaining permission to build structures which would save travelers miles and hours. Incidentally this construction by private interests appears to have relieved govern-

ments and tax payers of heavy financial burdens. A review of toll bridges completed in the past few years indicates that the earning power of almost all have exceeded expectations. Possibly the outstanding success is the Bear Mountain bridge spanning the Hudson river north of Peekskill, N. Y. It cost approximately \$4,500,000 and when bankers first were asked to finance the project they refused in the belief that it never would pay. Today the structure is in constant use, and traffic across it often approaches congestion. Another notably successful toll bridge is that across the bay between St. Petersburg and Tampa, Fla., saving 20 miles of travel. The suspension bridge between Philadelphia and Camden, N. J., longest in the world, after tolls aggregating \$1,887,504 in the first six months of operation. Early last year the \$2,000,000 Dambarton bridge, financed by private capital, was opened across San Francisco bay. A concrete bridge now under construction across Lake Ponchartraine, near New Orleans, will save six miles and eliminate two ferry crossings. Toll bridges date back at least to 2,000 B. C. and were quite highly developed during the medieval days, when fortified bridges for use of which toll were charged, chapel bridges which attracted volume offerings and trade bridges with houses and shops abutting their roadway and paying rent were in common use. The Old London bridge, a combination of the three types, charged tolls until 1782. The first toll bridge in the United States is believed to have been that built across the Newbury river at Rowley, Mass., in 1654. Few of the bridges built in this country were financial successes, and with the advent of the automobile most of them passed into disrepair. Increased motor travel, however, and the growing desire on the part of the traveling public to reach destinations with little delay and mileage created a new demand for such bridges. Private capital has been employed for their construction, first because government funds were not available, and more recently because the financial success of toll bridges generally has established them as a paying investment.

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THAT STANDS UP

- under intense heat
- under the hard pounding of the motor
- under all conditions

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GOLDEN MOTOR OIL

THE TEXAS CO.
Audmer Playle, Agent

April was DURANT'S GREATEST MONTH

Durant sales records were established everywhere. The classy, powerful, speedy Durant star—the 55-65-75—and the now famous DURANT-STAR. Four won enthusiastic approval throughout America. Here is evidence of popularity in Western States:

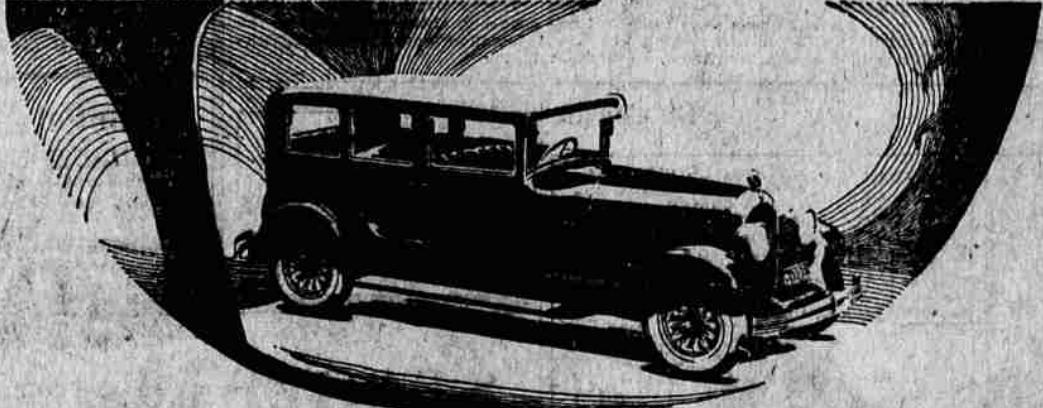
- now 3rd in Sales in OREGON!
- 68% Gain in CALIFORNIA Sales!
- now 2nd in Sales in UTAH, with 86% gain!
- 50% Gain in WASHINGTON Sales!
- FIRST, or tied for first, in 72 California cities and towns!
- SECOND, or tied for second, in 47 California cities and towns!

Visit our showroom and see the most modern, beautiful, the most smooth, powerful, and speedy automobile ever offered in four price classes.

DURANT Silver Anniversary Sale 55-65-75
QUICK DELIVERY OF DURANT-STAR FOUR
LARGEST CLOSED CAR FOR THE WORLD'S LOWEST PRICES

SERVICE SALES CO.

Not an inch have they gained on "72"



NEW performance values came into existence when the first Chrysler was created four years ago. . . . The industry since has gone over on mass to the effort to pattern after them. But the remarkable thing is that Chrysler "72" is just as much alone today as when it was the one and only exponent of its type. (Alone in a theoretical sense only? Emphatically no. Alone in an actual sense—the performance sense which singles it out and sets it apart in competition of the street and road and hill as much as its brilliant beauty sets it apart in the eye of the onlooker.

These things could not be said if they were not true—and especially if the truth were not quickly provable. (Chrysler "72" actually begs for tests and comparisons—it is eager to be checked not only on one, but on all phases of performance, with its most ambitious emulators. . . . It has not only not yielded a fraction of an inch of its leadership of four years ago—it has widened the gap and lengthened the distance. (Chrysler "72" is indeed illustrious because it is beyond doubt the one great engineering, performance, and beauty value in the motor-car market today.

2-pass. Coupe (with rumble seat), \$1545; Royal Sedan, \$1595; Sport Roadster (with rumble seat), \$1595; 4-pass. 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.

CHRYSLER "72"

Weeks & Buchanan

Durant Strives To Improve Car Service Record

Few things irritate an owner more than to have his car returned to him in a greasy, filthy condition, after a repair job, believe J. H. Conway, manager of the parts and service division of the Pacific Coast Durant factory. Conway is a great advocate of scrupulous cleanliness in repair work. In a bulletin to Durant dealers he writes: "Cleanliness in making repairs to customers' cars is something that is of great concern to every dealer, but too often in the past cars have been turned over to the owners in a greasy and filthy condition, with grease marks all over the upholstery, doors, windows and fenders. Every Durant dealer should have a complete set of fender, door, seat, cowl and steering wheel protectors." Durant officials believe that an efficient, painstaking service department is the sales department's greatest business getter, and that cleanliness is a mark of efficiency. To increase the effectiveness of Durant dealer's service departments, Conway and several of his aides during February and March conducted mechanical clinics for dealers and mechanics in a number of key cities throughout the territory supplied by the Pacific Coast Durant factory.

Thrift Note—Save gasoline by riding in other people's cars as often as opportunity permits.

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Elect a "CATERPILLAR" Tractor for your operation and reap the extra profits that will come from doing your work BETTER, QUICKER and CHEAPER.

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