

CHRYSLER STANDS UP, TESTS PROVE

Durability Is Shown by Owners—Portland Drives 157,000 Miles

Voluntary expression from Chrysler owners everywhere, born of their enthusiasm for the results secured from their cars, revealed that this newest great motor car organization has consistently engineered, designed and produced cars combining durability and long life with exceptionally low maintenance and operating costs.

Though the original Chrysler cars today are only four years old, company records show that many of them have already exceeded 100,000 miles. J. W. Frazer, Chrysler sales manager, points out that a consistent 25,000 miles or more annually has been necessary to turn up this mileage.

Ernest C. McCallion, of Portland, Ore., is believed to have driven a Chrysler further than any other person, even including factory test pilots. Several months ago his '70' sedan had already covered 157,000 miles. His total repair bill for that distance, including four valve grindings, was less than \$20 for each 10,000 miles.

Jack C. Wheeler, of Oklahoma City, is running Mr. McCallion a good second. His '70' sport roadster, at 153,000 miles was delivering "from 17 to 23 miles per gallon of gasoline," he writes. "I can still operate it with the same results as the first year I ran it. I figure that the car, allowing for everything, has not cost more than 30¢ a mile to operate."

"In my estimation there is no car that will surpass the Chrysler," says L. P. Miskelborn, of Richmond, Va. "I own a '70' sedan and have received better service from it than from any other car I have owned. It has been driven 119,333 miles up to now and has cost me in repairs only \$80—very little in return for the service received from it."

From Terre Haute, Ind., E. A. Bollen reports that his '70' roadster "purchased four years ago, has 90,000 miles on it. The motor has never been down. I have had four other makes of cars and consider the Chrysler by far the best automobile I have ever owned."

To which C. O. Self, of Dubuque, Iowa, contributes that "on Dec. 5, 1923, I purchased a '70' royal coupe. On Dec. 5, 1925, at which time I had driven the car 31,024 miles, I had new piston rings installed. What little carbon had accumulated was removed and the valves ground slightly. Then I continued to drive this car up to 91,000 miles, reaching this Dec. 12, 1927. At this distance I had no parts replaced with the exception of the rings already mentioned. I was so well pleased with the easy operation that when I traded for a '72' four passenger coupe I did so without even starting the engine or seeing it started, which shows the confidence I have in Chrysler automobiles."

Oakland, Pontiac Dealers Gather In Frisco Meet

District managers for the entire western territory met in San Francisco last week for a two-day conference with L. M. Dreyer, Pacific Coast regional manager. This meeting was in line with the Oakland factory's policy of keeping in close touch at all times with its representatives in the field, thereby enabling the factory to cooperate closely with its dealers and to better serve the motoring public, according to the announcement of the meeting as given out by Dreyer.

Dreyer, whose territory includes practically the entire Pacific Coast and Rocky Mountain region from Grand Island, Nebraska westward, has only recently returned from a conference with factory officials at the company's headquarters in Pontiac, Michigan and was able to give the visiting executives a clear picture of the factory's program for the next sixty to ninety days together with reports from other sections of the country indicating the tremendous popularity achieved by the Oakland-Pontiac line during the last few months.

The conference was held in the regional offices in the Russ Building and was attended by D. M. Nourse, district manager at Denver; C. L. Pugh, district manager at Butte; W. M. Warren, district manager at Seattle; H. P. Grove, district manager for the San Francisco district and his assistant, S. C. Newcom.

According to Dreyer, managers from a majority of the Company's twenty-four districts in the United States are called in to the factory at Pontiac approximately every sixty days for consultation. Owing to the fact that Denver, Butte, Seattle and San Francisco are located so far away from Pontiac this practice has not been found practicable with the Pacific Coast region and the district managers make trips to the East at less frequent intervals, regional conferences over which Dreyer presides being held in San Francisco, or other district headquarters in this region instead.

TRAIN, BUS, TRUCK IN NATIONAL LINK

Three Units Give Co-ordinated Service over the Country

By Victor H. Seales
(Associated Press Financial Feature Editor)

NEW YORK (AP)—Railroads may form the backbone of this country's transportation service, but the motor truck and bus are rapidly establishing their rights to be known as the ribs.

A few years ago the railroads regarded such vehicles as a sort of funny-bone, but the tickling sensation of those early years became a pain. Then the carriers took the new conveyances unto themselves, and co-ordinated train-bus-truck service is the result.

Motor buses today cover some 270,000 miles of routes in the United States or 29,000 miles more than do the railroads. Last year they carried 120,000,000 passengers as compared with \$75,000,000 which travelled by rail. Motor trucks hauled 3.7 per cent of the freight against 30.5 per cent carried by railroads.

Between 1920 and 1926 the less-than-carload freight hauled by railroads declined about 20,000,000 tons, most of which went to the motor trucks. This may explain why railroads have adopted motor trucks for short-haul less-than-carload shipments, a field in which the truck has amply demonstrated its superiority. The bus also has been adapted to railroad service as a "feeder" to main lines, since the bus can penetrate sections from which railroads inevitably are barred. As a matter of fact buses and trucks in some cases actually have replaced unprofitable railroad lines.

Nearly 70 steam railroads now are using motor buses, employing more than 1000 vehicles on 19,500 miles of routes. There are in addition some 23,000 private carrier buses, most of them used by schools, and 34,000 common carrier buses operating chiefly in the Northeast and Southeast. Nearly 300 electric railways have found the bus a useful auxiliary or substitute for electric cars on 15,500 miles of routes.

Added to these are routes operated by separate companies, many of them connected to provide transcontinental or sectional service. A recent map indicates that one may travel by motor bus through every state with the possible exceptions of Montana, Wyoming and Mississippi. But so quickly is motor bus service inaugurated that the traveller today may tour these states also.

as Willys-Overland dealer for the territory.

Sells Studebaker—
Roe Buchanan also reports the sale of a Studebaker to M. J. Whitmeyer, of Enterprise.

Coupe on Display—
The new convertible Chevrolet coupe is being displayed for the first time in La Grande at the Blue Mountain garage and is winning much favorable comment. A smart-looking red color gives the attractive little model a "niftiness" and the convertible feature is clever.

Back From Enterprise—
Roe Buchanan returned Thursday from a successful 10-day sales trip to Enterprise. Mr. Buchanan is salesman at the M. J. Goss garage.

Reports Sale—
The sale of a Dictator Studebaker to Charles Blyen in Walla Walla county was reported by Roe Buchanan on his return home.

Buys Pontiac—
E. L. McDowell, of Ellensburg, is driving a new four-door Pontiac sedan. The deal was made through Jennings & Shumate, La Grande dealers.

Goes to Stockholm—
Elmer Shumate, of Jennings & Shumate, Oakland-Pontiac dealer, was among the many La Grangers at the Eastern Oregon Stockshow Thursday.



Auto Body REPAIRING

Skillful Workmanship

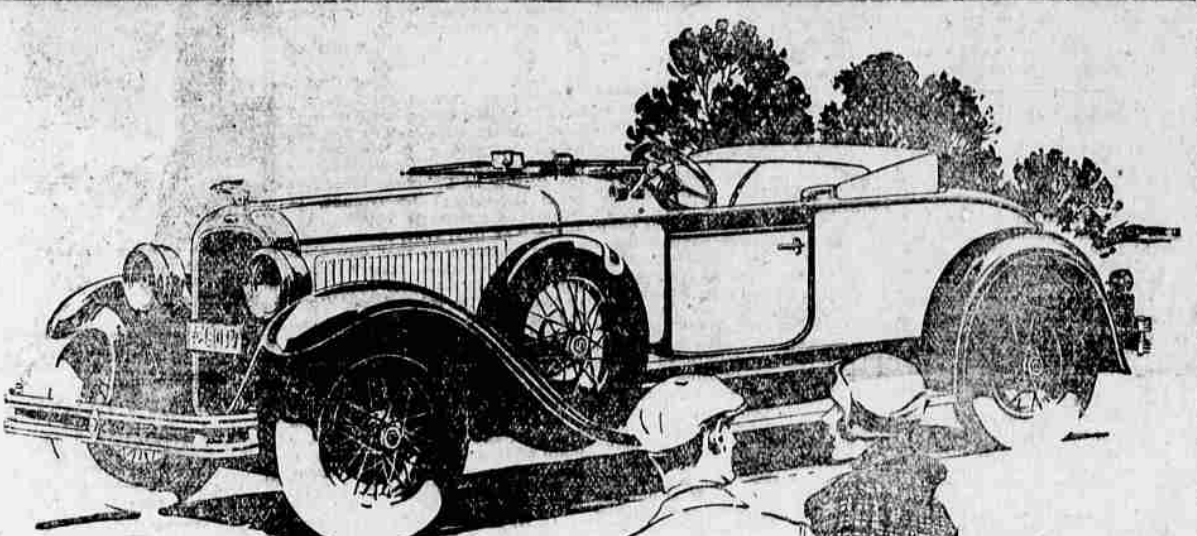
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2-Door Sedan, \$1045; Landau Coupe, \$1045; Sport Roadster, \$1075 (Wire wheels and spare tire, extra); Phaeton, \$1075; 4-Door Sedan, \$1145; Cabriolet, \$1155; Landau Sedan, \$1265; New Series Pontiac Six, \$745 to \$875.

All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

Attention Motorists! Come in and get one of our free Vacation Log Books.

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OAKLAND ALL-AMERICAN SIX

PRODUCT OF GENERAL MOTORS

GARAGE GOSSIP

Goes to Portland—
M. J. Goss, La Grande automobile dealer, left Thursday by car for Portland on business. He was accompanied by his brother-in-law, Brook Colt, and Mrs. Colt, who spent several days here on a honeymoon trip. Their home is in Portland.

Distributor Here—
R. G. Petersen, territory distributor for Oakland-Pontiac, was in La Grande transacting business with Jennings & Shumate Wednesday.

Buys Pontiac—
Kenneth Hall, of Enterprise, is the owner of a new Pontiac two-door sedan which he purchased from Jennings & Shumate, dealers for this section.

On Inspection Trip—
J. E. Avery, Pacific coast wholesale manager for Packard, H. C. Berg, president of the Packard Service and Sales of Portland district, and John Korg, territory salesman for Oregon spent Thursday with Harry Waggoner, local dealer. They are on an inspection trip over the state.

Went to Pendleton—
W. D. Hanks made a business trip to Pendleton Friday. Mr. Hanks made trips to Enterprise and Baker during the week. He is associated with E. C. Gettings.



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