NEW CHRYSLERS DUE HERE SOON

"Plymouth" Model and Others to Be on Display About July 15

The Chrysler-built Plymouth, one of the three completely new cars announced by Chrysler today, is the largest, roomiest and most powerful car in the entire low-priced field of motordom. It is built in six body styles—coupe, two and four door sedans, de luxe coupe, roadster and phaeton—priced from $655 to $725 at Detroit.

Various of these body styles as well as those for the new Chrysler "72" and "62" announced elsewhere in this issue will be on display at the Chrysler garage here on July 15 and at other Chrysler and Plymouth salesrooms throughout the country, according to Weeks and [illegible]. Two carloads are expected to arrive here within the next ten days.

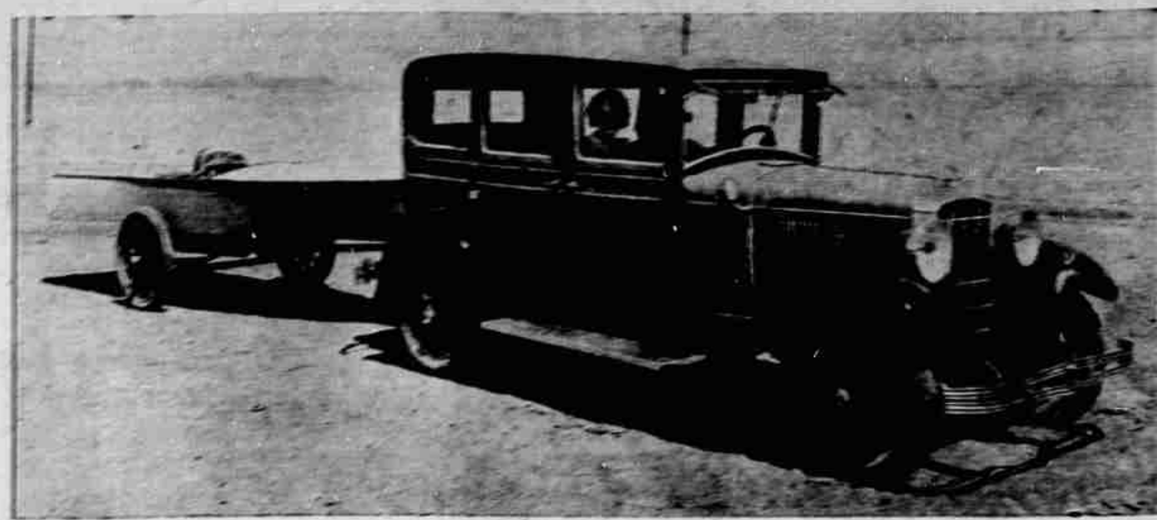
Chrysler executives believe the new Plymouth, with its entirely new developments both in body and chassis design, will revolutionize the entire low-price field of motor cars just as the original Chrysler cars of 1924 have since revolutionized the whole motor car industry. It is the conviction of these men that no value this car's equal has ever been produced in the low-priced field. The Plymouth, they say, may justly be termed "Walter P. Chrysler's most astonishing achievement." For at that factory price of from $670 to $725 it also includes these features:

Remarkable Abilities

Finer smoothness of operation at all speeds, 60 miles an hour with a smoothness unlike anything approaching its price; rides the roughest roads at 25 to 30 miles an hour without jar or discomfort; handles with amazing ease at every speed under any condition; is the only car in the low-price field with the safety factor of internal expanding hydraulic four wheel brakes—wet weather does not affect their efficiency, dirt is kept out of them—and combines with these features the use of molded brake linings, hitherto found only on cars of far more expensive construction; characteristic Chrysler flashing acceleration; "Silver Dome" perfected high-compression cylinder head, using any grade of gasoline and extracting from each grade more of power, hill climbing ability, speed and acceleration than has hitherto been considered possible; brand new style, grace and distinction in body lines; large, luxurious and comfortable bodies, finely upholstered and fitted, affording unusual leg-room and head-room, ample for two to five adult passengers, according to body model; moulding treatment which permits of greater distinction in the choice of color; new Chrysler-created slender profile radiator shell and new bowl-shaped headlamps, both chrome plated, insuring permanent brightness and beauty; all the other benefits of the vast resources and brilliant achievements of Chrysler engineering, research and manufacturing combined in the principle of Chrysler standardized quality.

The Plymouth has been so named, Walter P. Chrysler says in a statement issued in connection with its announcement, "because it so accurately typifies the endurance and strength, the rugged honesty, the enterprise, the determination and achievement and the freedom from limitations of that Pilgrim band who were the first American colonists."

A NEW WAY TO ENJOY THE GREAT OPEN SPACES



Motorists who are equipped as are these two fair Detroit enthusiasts will find a new way in which to holiday. There is an absolutely new thrill attached to getting out in the great open spaces, and those who have been accustomed to road scenes only will find varied and interesting vistas from the water, these tourists exclaim.

Erskine Six Is Champion Car in Argentine Area

It is a dull week for Studebaker's family of championship automobiles when at least one of the quartette does not make or break a record for performance, economy or durability. Usually it is the world's champion Commander or The President Eight that do the heroic deeds, but The Dictator and The Erskine Six undefeated stock car champions of their price class, frequently contribute to the "family's" glories and victories.

The latest triumph of a Studebaker car is reported from Buenos Aires, Argentine, where an Erskine Six has just completed a remarkable cross-country run. The run was made over 247 miles of unpaved roads between Buenos Aires and Mar Del Plata. The Erskine Six strictly stock and fully equipped, completed the dash in exactly 11 hours—and broke every previous record for cars of similar price.

The car was driven by Senor Jose Morat. The Erskine's ability to negotiate at high speed the rough roads of this part of the Argentine attracted considerable attention when the morning editions of La Nacion and La Prensa, Buenos Aires newspapers, were delivered in Mar Del Plata, 3 hours ahead of the regular train delivery time.

She had parked in front of a fire hydrant for two hours. A cop was waiting for her.

Cop: I've waited for you for hours—what's your name?

She: It wouldn't do you any good if I told you. You look like a nice boy—but my husband is about twice your size and very jealous.

With all this engineering advancement and the certain guarantee against motor failure; with gasoline gauges that make it virtually impossible to run out of gasoline; with tires that run and run and run and never puncture or blow out, about the only excuse left when a fellow is four hours late getting home from "a little party with the boys" is that he misplaced the key to the absolutely theft-proof lock.

The fox may have originated the huddle system, but the flapper seated beside her boy friend in a roadster is not without some knowledge of the idea.
—Detroit Motor News.

"How much will you charge to fix this car?"
"What wrong with it?"
"I don't have any idea."
"Sixty-four dollars and fifty cents."

STANDS THE TEST

On the highways and on the farm.
One tankfull will convince you.

LA GRANDE FILLING STATION
KUHN & ZWEIFEL
Corner Jefferson and Hemlock
on Wallowa Highway

Baker Makes New Transcontinental Record on Cords

Beating all previous records by ten hours and 22 minutes for a round trip automobile run from coast to coast, Cannon Ball Baker, the famous racing driver, recently demonstrated the stamina of modern engineering in automobiles and in tires.

Baker drove a Franklin Airman 6693 miles from Los Angeles to New York and return in the remarkable time of 157 hours and 22 minutes.

This car was equipped with a set of standard 32x6.00 U. S. Royal Cord Tires. The run was finished with the same set of tires as was put on at the start and gave absolutely no trouble en route.

Shortly after the finish, Cannon Ball Baker made this statement:

"Much of the success of the run is due to the very splendid service given me by your Royal Cord tires. No matter what the weather was nor how severe the roads, the tires carried me at an extremely constant high speed. Your Royal Cords gave me no trouble whatsoever en route. Too much praise cannot be given Royal Cords."

Mr. Baker has used Royal Cords in his recent fast runs and insists on this equipment for his own protection and the best performance of the car he is driving.

LABOR TROUBLES INCREASE

BERLIN (AP)—Wage disagreements, principally in the textile, mining and tobacco industries, caused an increase in labor troubles in Germany last year. There were also disagreements about working time in the machinery and ceramic industries. Days lost by strikes totaled 2,442,494 compared with 331,606 in 1926. Almost as many days were lost by lockouts.

Probably the most annoying noise in most cars would be completely and permanently eliminated if drivers were to clamp down thoroughly on the nut* which is generally found in the right front seat.

"What made Old Man Boggs have that attack of apoplexy?"

"He was sitting in his car, which was stalled in the mud, when a deputy sheriff waded in and handed him a summons to pay his road tax."

New toast: Here's to your new car and here's to my new car—may they never meet.

Risks His Life for His Dog

NEA Pittsburgh Bureau

Devotion to his dog has given 13-year-old John Raid the greatest thrill of his life and almost ended it. When his pet, Jiggs, was carried into Mill creek tube, a huge water conduit which supplies the city of Erie, Pa., John leaped in a manhole after him. Both took a mad ride on the rushing waters, for three miles under the city. Jiggs was drowned, but the boy came out the other end of the tube, bruised and slimy but whole.

YES

Dodge Brothers Standard Six is the fastest car, with the fastest pick-up, under a thousand dollars . . . . . .

HOWEVER

That is only HALF the story. The IMPORTANT point is that this exceptional speed is made practical by Dodge ruggedness of chassis and body construction.

OTHERS

Might succeed in building a car at this price with equal SPEED, but to do so successfully they would also have to build a car with equal STURDINESS . .

AND

That is where Dodge Brothers, with years of experience in building a dependable low-cost product, are years ahead of the field.

YOU

Can buy the Standard Six knowing that it is not only the fastest car in its class but the sturdiest—and the one is every bit as important as the other . . . .

$875

COUPE F.O.B. DETROIT

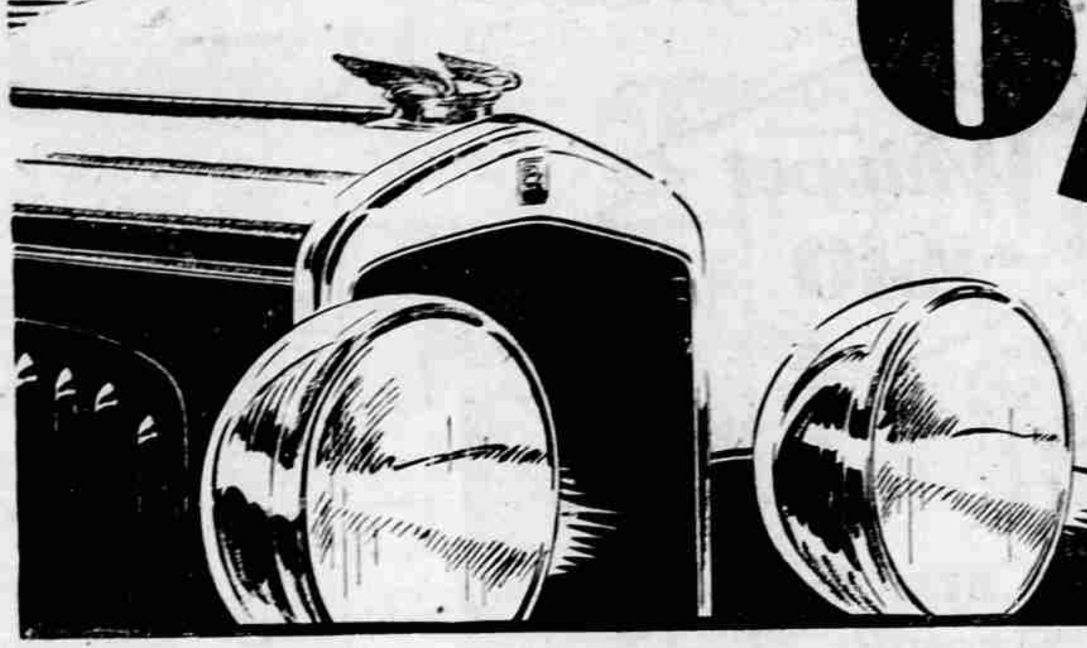
Is the price, and you will find our payment-plan one of the most liberal you have ever investigated. Drive the Standard—without obligation—today! . . . . . .

L. C. SMITH
5th and Depot

DODGE BROTHERS
STANDARD SIX
A Buy If There Ever Was One

4-DOOR SEDAN $895—CABRIOLET $945—DELUXE SEDAN $970—f. o. b. Detroit

NEW CHRYSLER PLYMOUTH



$670
AND UPWARDS

Coupe	$670
Roadster . . .	670
2-Door Sedan . .	690
Touring	695
De Luxe Coupe . .	720
4-Door Sedan . .	725

All prices f. o. b. Detroit

Chrysler dealers are in a position to extend the convenience of time payments

A New Car .. A New Car Style .. A New Zenith of Low Priced Car-Luxury and Performance

***New slender profile chromium-plated radiator**—Long, low bodies.—Generous room for 2 to 5 passengers, according to body model.—Luxurious deep upholstery and appointment detail.—**New "Silver-Dome" high-compression engine, for use with any gasoline.**—Smooth speed up to **60** and more miles an hour.—**Chrysler light-action internal expanding hydraulic four-wheel brakes**—no other car of this price possesses this feature.*

CHRYSLER PLYMOUTH

All Chrysler research, engineering and manufacturing have been inspired by the fundamental motive of giving ever greater quality and value for each dollar of car cost. Public recognition of this principle, in four years advanced Chrysler from 27th to 3rd place in sales in the N. A. C. C.

With a new product—the Plymouth—Chrysler is the first to give, at so low a price, the advantages of performance, riding ease, dependability and full adult size which characterize fine cars of higher price.

The new Chrysler-designed and Chrysler-built Plymouth is so revolutionary an advance over other low-priced cars, it is such conclusive evidence that the past year's strides in the science of manufacturing have multiplied the purchasing power of the motor car dollar, that you will surely want to see it and drive it.

And above all, you must see its beautiful lines and finish, and stretch at ease in its deep-upholstered, full adult-size bodies, to comprehend how completely the Plymouth surpasses cars heretofore sold under $1000.

The Plymouth is today displayed by every Chrysler dealer. He wants you to see it and to ride in it.

Please submit the Plymouth to this trial. We believe you will discover there has never been a car anywhere near its price that can approach the Plymouth for power, pick-up, smoothness, easy handling, safety, quietness and roominess—nor that can equal it in beauty and style.

L. W. WEEKS

Holmes Bldg. on Jefferson

Telephone 180-J