

NEW PLYMOUTH IS CALLED TRIUMPH

No Car in Low-Priced Field Has Enjoyed Advantages, Claim

The new Plymouth is the triumph of the principle of Standard Quality. Without it the car it would not have been possible.

portable and so roomy," he says. "No car in that field ever has enjoyed its smoothness of operation, which extends throughout its speed range, has afforded the buyer such luxuriance of body interior, been as comfortable over rough roads or smooth pavement, had its surplus power always available for every driving need, had the benefit of its symmetry of design, enjoyed the advantages of high compression, been equipped with internal expanding four wheel hydraulic brakes, had its engine literally floating in rubber, further to promote the advantages of smoothness in decreasing the transmission of torque impulses and road shocks, and enjoyed a host of other refinements heretofore unknown to the low-priced field.

engineering, experiment, research, metallurgy, chemistry and physics, just as it has made those accomplishments possible in every one of its other cars. Chrysler has believed that there has been an obvious need in the low-priced field for finer, smarter cars. The recognition accorded the Plymouth is abundant proof that Chrysler is right. Undoubtedly any other motor car at anything like its price, the Plymouth has already begun to revolutionize the entire field of low-priced cars.

GARAGE GOSSIP

Here From Baker—L. H. Irwin, Studebaker dealer in Baker, was a La Grande business visitor on Thursday.

Field Superintendant Here—George Eiler, field superintendant of the Western Auto Supply company, was a visitor at the La Grande Western Auto Supply, of which C. L. Kendall is manager, last week.

Here From Pendleton—A. R. Foster of the Power-Hitchey company, Studebaker distributors for Eastern Oregon, spent Thursday of this week in La Grande transacting business with M. J. Goss.

Here From Pendleton—Leland Flick, an O. W. employee of this city, is driving a new Oldsmobile sedan. The deal was made through the Oldsmobile Sales company here.

Changes Position—Charles Smith has accepted a position as a mechanic with the Bunting Tractor company. Mr. Smith has previously been employed at Leighton's Welding & Machine works.

Pendleton Man Here—E. G. Pender, territory distributor for Oakland-Pontiac, spent Wednesday and Thursday in La Grande with Jennings & Shumate, La Grande dealers.

Went to Elgin—E. W. Weeks, owner of the Chrysler Garage, spent Friday at Elgin on business.

Home From Vancouver—Bill Strong, mechanic at the Gettings & Hanks garage, has returned week after a vacation trip to Western Oregon.

Misses Cars—"Episcopalian Pastor Makes Getaway in Another Chevrolet." This might read the local head of a new "scout" and it might go on to relate that the Episcopalian pastor was the Rev. Oliver Eiler. The "pious reader" would have never received from the pages of the sheet if they read on. But there's no denying that Mr. Eiler did drive away a car not his own each the week, relate members of the staff at the Blue Mountain garage, Chevrolet dealers. It was like this, Mr. Eiler came out of a business building on the main street, and accidentally drove off in a Chevrolet, the same model coupe as his own. It was several blocks later, as he stopped the machine, that one of the Chevrolet salesmen, noticed the Washington tag cover on the back of the car and called Mr. Eiler's attention to it. But he was in the double of his own machine, Mr. Eiler said the young Chevrolet returned "gentle" to the straightest shortest path. Those who described the amusing incident related.

Returns to Portland—J. F. Coon, Oldsmobile territory man from Portland, returned yesterday to Portland after a week's sojourn here in the interests of Oldsmobile business at the Oldsmobile Sales company.

Home From Portland—M. J. Goss returned from Portland Thursday where he spent a few days at business. Mrs. Goss accompanied him on the trip.

Painting Garage—The Seattle branch of the Hull-son-Brock garage, owned by E. J. Lyndholm, and Gettings & Hanks garage, Willy-Doverland agency, have been painted by the Shell Oil company this week. In the attractive red and yellow color scheme of the company, which recently opened headquarters here. Hull-son-Brock property is marked improvement and very convenient, clean and attractive building.

Here From Pendleton—Chris McKinzie, of Sammamish is the owner of a Studebaker roadster (darker color) which he purchased from M. J. Goss.

Is in Emergency—W. D. Hanks, of the Gettings & Hanks garage, was in Emergency being treated after his fourth attack and gastric there.

Here From Portland—Ed Christensen, representative of the Studebaker branch office in Portland, returned to Portland Thursday after a several day's sojourn here looking after local Studebaker business.

Here From Enterprise—Mrs. Vern Burns, of Enterprise, spent Friday in La Grande on business. Mrs. Burns drove a new car from Gettings & Hanks back to Enterprise where she and Mr. Burns are operating the branch garage and station for Gettings & Hanks.

company mechanics to test their ability to work on the new cars. The examinations were long, 25 questions in all and are given, W. C. Perkins explains, to insure owners of the new cars that they are getting the right kind of service from mechanics who know thoroughly their subject.

Trip to Union—F. A. Arling, of the Oldsmobile Sales company, made a business trip to Union and vicinity during the past week.

Calls at Shop—M. Thompson, of the Champion Spark Plug company, who makes Spokane his headquarters, called during the past week at the Cox Auto Electric Service shop to do business with Dale Cox, owner.

RENEW ALL THE LIVINGINGS—It does not happen often, but occasionally when brake linings have worn so severely the car owner will attempt to "get by" with having only the most severely worn linings replaced. This may be justifiable when the linings are new and one has been burned through through adjustment. At no other time should it be done. When one brake is useless, it usually is true that the others are about so. Have them all replaced and be sure of equalization.

New York has 11,000 miles of highways which are difficult to keep open in winter as compared with 2,125 miles in Washington, 4,222 miles in Oregon, and 220 miles in California, according to the Oregon State Motor association.

Electric Lights For Hens Pays Says Oregon State Information

It requires less than 2 1/2 of an egg per hen per month to pay for electricity to light a commercial poultry flock where current is available, according to a bulletin just issued by the Oregon experiment station on "Electric Lights for Increasing Egg Production." This bulletin, written jointly by George W. Kable, project director of the Oregon committee on electricity in agriculture, F. E. Fox, associate professor of poultry husbandry and A. G. Dunn, head of the department, is the result of comprehensive investigations extending over two years.

Based upon results obtained, a flock of 400 average pullets would yield an excess profit (in 11 months) of \$51.85 over the cost of lighting. This amount would pay a per cent interest on a \$1000 investment in electric lines for a lighting plant. The 48-page illustrated bulletin discusses the subject from the angles of normal production and peak, effect of lighting on production, feed consumption and costs; the effect on mortality and profits, and gives pertinent suggestions on lighting, both as to installation and management.

Presentment of the bulletin, considered the most complete and authoritative of its kind, has been in cooperation with the Oregon committee on electricity in agriculture, composed of farmers, business men, and representatives of the state college.

Studebaker And Erskine Sales Show Increase

SOUTH BEND, Ind., July 21.—Total sales of Studebaker-Erskine cars during June were 51 per cent greater than June last year, according to an announcement made by President A. H. Erskine of Studebaker today. Thirteen thousand units were sold to world markets during the month as against \$800 in June 1927. This marks the tenth consecutive month that Studebaker retail deliveries have shown an increase over the corresponding month of the previous year.

Studebaker sales for the first six months of 1928 amounted to 25,000 units; an increase of 12,000 or 29 per cent gain over the same period last year. A portion of this gain is due to increasing demand for foreign markets for Studebaker products. Twelve thousand sixty units were sold to foreign countries during the six month period as compared to 9,555 during the first half of 1927. An increase of 11 per cent was made in Canada for the same period. Continuation of the present large volume of business is anticipated by Studebaker officials with the introduction of a complete new line of cars with added beauty and refinement. A feature of the introduction is the new President Eight at \$1645 f.o.b. factory. Public approval evidenced at the displays held last week throughout the country serves as a basis for this optimism.

LOW-LIFE—"Maude says her husband disgraced her on their honeymoon." "How?" "On the steamer she wanted the other passengers to think an ocean trip was as old story to them, but almost as soon as they went on board he pointed to a row of life-buoys and asked the captain what was the idea of all the extra tires."

HEAVY FIRE LOSS—LAKEPORT (AP)—The S. C. Carr home and barn, valued at \$4,000, two small summer houses, and the Seth Keckly barn, were burned by a brush fire. The flames swept 400 acres.

Studebaker advertisement featuring the Chrysler Plymouth logo and text: Sales of Studebaker's Erskine Six during the first six months of 1928 exceeded the entire year of 1927... have you seen the new and finer Erskine introduced this month? M. J. GOSS Adams and Fir STUDEBAKER The Great Independent

Chrysler Plymouth advertisement featuring an image of a car and text: AMERICA ACCEPTS AND ACCLAIMS THE NEW PLYMOUTH It Discovers at Last Real Size, Style, Performance and Safety in the Lowest-priced Field

Texaco advertisement featuring the Texaco logo and text: From Coast To Coast TEXACO The same high-grade gasoline. The same golden motor oil. Uniform quality -- The same courteous and expert service. Whenever you go -- the TEXACO sign greets you. The Texas Co. AUDREY PLAYLE, Agent

Chrysler Plymouth advertisement featuring a price list and text: \$670 AND UPWARDS Coupe \$670 Roadster 670 (with runabout seat) 2-Door Sedan 690 Touring 695 De Luxe Coupe 720 (with runabout seat) 4-Door Sedan 725 All prices f. o. b. Detroit Chrysler dealers are in a position to extend the convenience of time payments.

Chrysler Plymouth advertisement featuring text: CHRYSLER PLYMOUTH Formerly Chrysler "52" New La Grande Delivered Prices Freight paid, completely equipped, including bumpers, extra tire, tube and cover, all ready to go. Nothing more to buy. 2-Door Sedan \$900 Coupe \$875 4-Door Sedan \$925 Holmes Bldg. on Jefferson L. W. Weeks Phone 180-J