

Chrysler Tells How He Builds Fine Automobile

Why the automobile industry constantly keeps young, and why its achievements are a continuous source of amazement not only to the American public, but even to world-known industrial leaders, both here and abroad, was pointed out by J. W. Frazer, Chrysler sales manager, in answer to a query put to him yesterday.

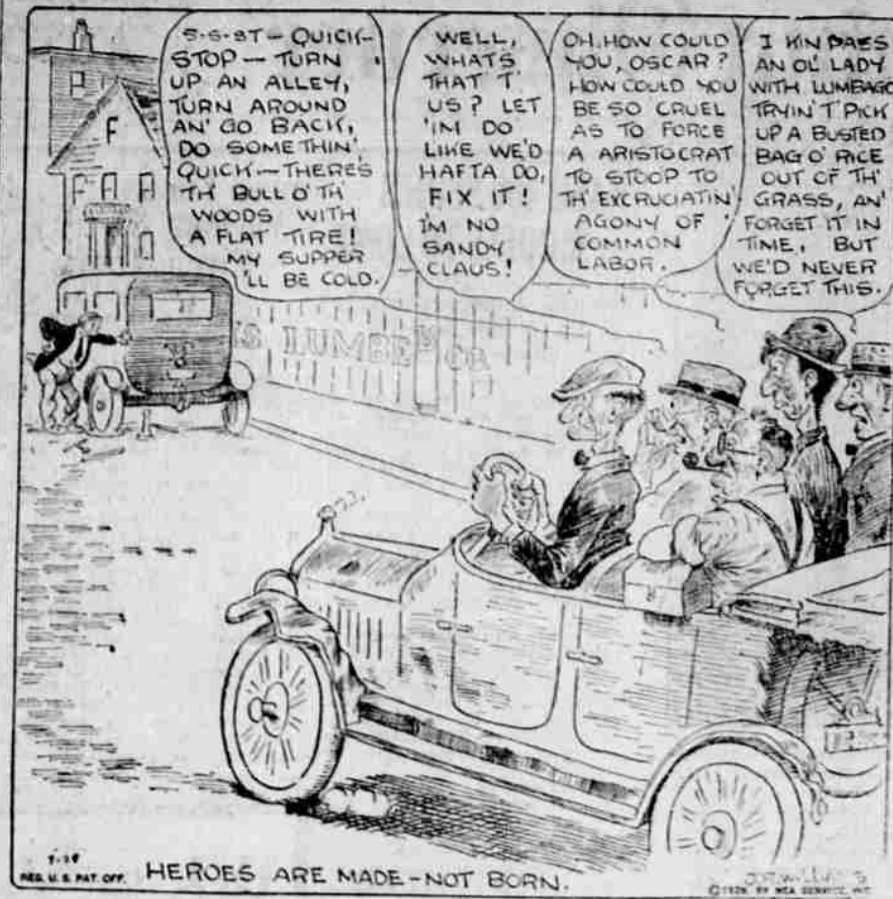
The question asked Mr. Frazer was this: "How is Chrysler able to build more luxurious, more comfortable and finer performing cars in every way each year for less money, and by so doing constantly give the purchasers of its cars considerably greater value per dollar?"

"The Chrysler sales manager's eyes lit up in a twinkling as much as to say: 'Here's an easy one,' as he started to answer. 'To begin with,' he replied, 'the basic fundamental design of Chrysler cars has always been right. Fred M. Zeder, our vice-president in charge of engineering, and his associates, went directly to the fundamentals of proper engineering for their first designing, testing, research and metallurgy, long before the first Chrysler car was built. They worked always with the ideal of an entire motor car in their minds—body, chassis and engine—from the standpoint of appearance, performance, durability and freedom from service. This is the design, when completed, was therefore correct and has always been correct in every Chrysler car built.'

"That achievement of the correctness in fundamentals from the ground up was probably the biggest engineering achievement in motor car history. It represented improvements fraught with such tremendous significance that the public, generally, does not even yet understand their import. It revolutionized the entire automobile industry.

"Chrysler, with its definite knowledge of the fundamental correctness of its basic designs, has, in its new cars, combined with that knowledge new developments and features which have resulted in cars that are finer in every way. The principle of standardized quality enables these improvements and refinements to be made in each of its cars upon the completion of satisfactory tests, thus economizing in

OUT OUR WAY



HEROES ARE MADE—NOT BORN.

By Williams

GARAGE GOSSIP

Buy One, Get Another—Western Auto Supply company's second annual most talked of sale, the "Buy one and get one free" offer will be in effect at all Western Auto stores during the week of July 28th, according to information from the local manager of the company. "This sale was so well received by automobile owners last year that we have decided to make it an annual event," he says. "The real purpose of this sale is to acquaint new arrivals in this community with the many advantages of buying at Western Auto."

Had Chevrolet Meeting—Chevrolet dealers met in La Grande last weekend in an interesting and enthusiastic session at the La Grande hotel with representatives here from many Oregon cities. Among them was W. J. Richmond, zone sales manager from Portland. Dealers of this section were all represented. M. A. Harrison is the La Grande dealer.

Went to Wallawalla—L. W. Weeks, Chrysler dealer here, made a business trip to Wallawalla Friday.

Here From Pendleton—R. G. Peterson, territory distributor for Oakland-Pontiacs, spent three days here this week, returning to Pendleton Thursday night. Mr. Peterson transacted business with Vern Jennings and Elmer Shumate, La Grande dealers.

Here From Haines—E. O. Wooley, of Haines, spent Friday in La Grande, calling during the day at the Blue Mountain garage.

Back From Vacation—Mrs. J. O. Stutzinger returned to work as bookkeeper at the Blue Mountain garage the first of the week after taking a vacation trip with her family to Beaverton, near Portland.

Dealers Here—V. B. Staples, Ford dealer at Ontario, and the Ford dealer at Harp, Mr. Peterson, stopped here Friday on their way home from Walla Walla where they went to get new Fords for delivery from their territories. They were in La Grande Thursday on their way to Walla Walla.

Buys Truck—Ray Halley is the owner of a new Chevrolet truck which he purchased from the Blue Mountain garage.

Cars Arrive—The Perkins Motor company reports the arrival of three new Fords. They are a coupe an open car and a four-door.

Here From Portland—William Ruckert, who is with Childs, Day and Churchill, is spending the weekend here in the interests of his company. Mr. Ruckert called at the Blue Mountain garage during his stay.

Is in Portland—W. C. Evikins is in Portland for several days on business. Mr. Perkins is the Ford dealer here.

Pendleton Family Here—Mr. and Mrs. William Bucknell and son, Billy, of Pendleton, called during the first of the week upon Mr. and Mrs. M. A. Harrison, of the Blue Mountain garage.

In City Yesterday—Mrs. C. Hancock of Haines, called at the Blue Mountain garage Friday.

Buys Chrysler—Dr. F. L. Tribe is the owner of a new Chrysler sedan which he has purchased from L. W. Weeks, La Grande dealer.

Unload Cars—Two carloads of Chevrolets have been unloaded at the Blue Mountain garage during the past week. In one shipment were closed cars and in the other trucks and closed cars.

Pontiacs Received—Vern Jennings and Elmer Shumate received a carload of Pontiacs this week at the Jennings & Shumate garage. In the shipment were one four-door, three two-doors and one cabriolet.

Went to Pendleton—R. H. Morris, representative for the Chevrolet company, who makes his home here, spent one day in Pendleton during the past week.

Buys Truck—Arch Conley, farmer of the valley, is the owner of a new Chevrolet truck which he purchased from M. A. Harrison.

Nash Representative Here—L. M. Wakefield, wholesale Nash representative from Portland, returned Thursday to Portland after spending several days here in the interests of business.

Here From Baker—W. R. Southern, Baker Buick dealer, was a visitor in La Grande during the week. The Baker automobile man returned to Baker from Portland with a new 1928 Buick.

Find Driving Popular—Members of the road show troupe which is here have made ar-

rested plans in Toledo on July 5. Throughout the present year Willys-Overland has been setting new monthly production and sales records, said to be the natural outgrowth of a demand for Willys-Knight and Whippets never before experienced by the Toledo manufacturer in the 26 years existence of the company. It is certain that at the close of 1928 Willys-Overland will have entrenched itself more strongly than ever among the three leading car manufacturers of the country.

arrangements to drive cars from the Drive Yourself agency of McKennon & Waggoner.

Delivers Trucks—Harry Waggoner reports the sale of two two-ton Reo trucks in Baker county last week.

Drive to Cove—Probably J. B. McKennon and Harry Waggoner who operate the

Drive Yourself service here keep as good a "tab" of the popularity of swimming as anyone for they have been supplying cars for parties of swimmers who drive to Cove "Consequently, more swimmers, more cars to Cove," says Mr. Waggoner, who declares that the popularity of Cove is great just now.

Electricians aren't the only ones that get shocked these days.

CANADIANS INVESTING

WASHINGTON (AP)—Canadian investors have purchased about half the total of Canadian securities offered jointly by American and Canadian investment houses this year. The 27 joint issues totaled \$25,000,000, of which Canadian investors bought \$10,500,000, the department of commerce estimates.



New Chrysler "75" Town Sedan, \$1655

CHRYSLER..Your own eyes will convince you of this new style leadership...



New Chrysler "65" Business Coupe, \$1040

THE eyes of the nation are selling these new Chrysler cars to the nation... Chrysler "75" and Chrysler "65"—both stamp themselves on sight as new styles so striking that they are bound to change the course of motor car design... Here is one of those instances—rare excepting in Chrysler history—where the car is its own best advertisement and its own most eloquent salesman.

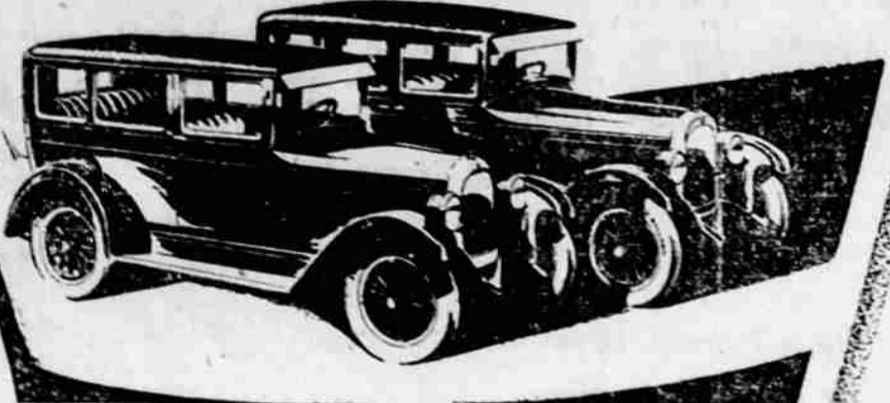
New Chrysler "75" Prices—Rural Sedan, \$1355; 2 Passenger Coupe (with ramble seat), \$1555; Roadster (with ramble seat), \$1555; Town Sedan, \$1655. All prices f. o. b. Detroit. (Wire wheels extra).

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster (with ramble seat), \$1065; 2-door Sedan, \$1065; Touring Car, \$1075; 4-door Sedan, \$1145; Coupe (with ramble seat), \$1145. All prices f. o. b. Detroit.

L. W. WEEKS
Holmes Bldg. on Jefferson Telephone 180-J

LOWEST PRICED SEDANS

2,000,000 WILLYS-OVERLAND CARS AND GOING STRONG!



with quality, beauty and style dominating

In definite dollar-for-dollar value there are no 4-door enclosed cars on the market comparable to the Whippet Four and Whippet Six Sedans.

The perfected Whippet Four offers such desirable features as full force-feed lubrication, silent timing chain, extra leg room and powerful 4-wheel brakes. The new Whippet Six, in addition to these, provides a 7-bearing crankshaft, Invar-strut pistons, 109 1/2-inch wheelbase and many other advantages.

Such notable values as these Sedans are possible only because of the skill and experience gained in the production of more than 2,000,000 high quality motor cars.

Whippet.

WHIPPET FOUR SEDAN \$610

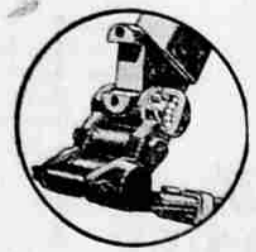
WHIPPET SIX SEDAN \$770

Gettings & Hanks
Corner Fir and Jefferson

Greatest advance in motoring comfort since balloon tires... STUDEBAKER'S Ball Bearing Spring "Shackles"

FREEDOM of spring action never before achieved—yet undeviating uniformity—no sidesway—absolute elimination of squeaks and rattles—lubricant for upwards of 20,000 miles sealed in each of the 12 spring shackles—a vast advance over any other system of chassis lubrication.

Come ride in a new Studebaker today. Enjoy its unique comfort over the roughest stretch you know. See rare new beauty of line and color. Then compare Studebaker's new low One-
Profit prices!



At last... ball bearing spring shackles... the secret of the remarkable riding comfort of the new Studebakers.

Four New Lines of Cars, \$835 to \$2485 factory

M. J. GOSS
Adams and Fir