

Chrysler Now One Of Largest Auto Companies

An organization, headed by a man almost totally unknown to the public five years ago, but imbued with an ideal of what a motor car should be, has today grown to be one of the largest of its kind in the world.

The organization is Chrysler, the man with the ideal is Walter P. Chrysler, its directing head.

This tremendous accomplishment is considered the more amazing in automotive circles, it is pointed out, because in 1923, when the first word of a Chrysler car was making the rounds of business leaders, the general opinion was that a new car could scarcely have a ghost of a chance of succeeding, to quote the phrase generally used at that time.

Forgot Public Preference.

"It would now appear that those who gave Chrysler but little chance have reached their conclusion without proper consideration for the tremendous power of public opinion," says L. W. Weeks, head of Chrysler and Plymouth dealers, in commenting on Chrysler's imposing growth. "It is the public, not Chrysler, which has lifted Mr. Chrysler's ideal into the outstanding position it now occupies. Even the last year has witnessed epoch-making changes in the public's mind as to what are the world's great motor car builders. It is doubtful whether more graphic proof of the endorsement

of progressive principles and practices has ever been furnished than the public's acceptance of Chrysler.

Admires Chrysler Ideals.

The public's admiration for the Chrysler policy of giving free rein to engineering genius; the progressive principles embodied in its cars; the reduction of their manufacture to a strict basis of close measurement and standardized quality—these and other factors have contributed to a new, which comes close to being unparalleled in the history of all business endeavor.

"The romance of achievement, of scientific pioneering, of engineering and manufacturing genius—of getting ahead—seems to me to be just as great as it ever was when an organization, working to an ideal, cut this to less than five years from little more than four walls, machinery and that ideal as to what a motor car should be, to the outstanding position it enjoys in the public consciousness today."

AIR TRAVEL OKAYED.

DETROIT—Persons who travel by airplane no longer are considered "four risks" by insurance companies. Reports at a recent insurance convention showed that development of aviation, better planes, safe operation and more skilled pilots have almost eliminated risk.

SMITHY 58 YEARS.

CHICAGO, Ill.—Restoring horse power has been 54 J. P. Smith's job for 58 years. In that time he has fastened 462,000 shoes to 135,240 horses. His blacksmith shop still averages 20 horses a day.

GARAGE GOSSIP

Go Deer Hunting—

Several La Grande garage men have taken advantage of the opening of the hunting season to journey to the hills from whence come the deer. J. E. Shumate, of the Jennings and Shumate garage, left Friday. Ed Gettings in at the Whippet garage also left Friday for the mountains near Kamela for a hunting trip.

To Receive New Cars—

The local Hudson and Essex dealers, the Ledbetter garage, are expecting in next week a shipment of new Essex cars, including three sedans and one coach.

Pontiacs Arrive—

Jennings and Shumate received five new Pontiacs this week, three four-door and two two-door sedans.

Salesman Visits—

C. G. Peterson, representative of the Oakland Motor company, was a visitor in La Grande yesterday. Mr. Peterson is from Seattle.

Mr. Buchanan Leaves—

Joe Buchanan, of the Studebaker garage, is in Enterprise this week on business for the company.

From Oakland, California—

The Blue Mountain garage, Chevrolet dealers have unloaded four new cars from Oakland, Cal., and the shipment includes one cabriolet, one sedan, one coupe, and one coach.

Go to Portland—

Mr. and Mrs. Clyde Webb and family of La Grande, are leaving tomorrow for Portland for a two weeks vacation trip. Mr. Webb is manager of the Perkins service station.

H. G. Hetrick Leaves—

H. G. Hetrick, stock manager of the Perkins Motor company, left last night for a brief business trip to Portland.

New Chassis Comes—

A commercial chassis has been received this week by the Perkins Motor company. Local Ford dealers, yesterday the garage unloaded a shipment of new cars from Seattle.

From Kenosha, Wisconsin—

Four Nashes, a special sedan, a standard deluxe sedan, a standard sedan and standard coupe, have arrived from Kenosha, Wis., and are now at the McKennon Nash Co. garage.

Finance Men Visit—

Visitors at the Waggoner garage this week included Jack Gorman and Jimmy Layton, of the Pacific Finance company, of Portland.

W. D. Hanks Leaves—

W. D. Hanks of the Gettings and Hanks garage returned today from a short trip to Boise.

Six Come—

Gettings and Hanks have received this week one Whippet four coach, one Whippet four coupe, one standard Knight sedan, one Whippet six coach and one Whippet six sedan.

Mr. Albert Here—

R. G. Albert, of Boise, was a visitor in La Grande yesterday. Mr. Albert is a Standard Oil salesman.

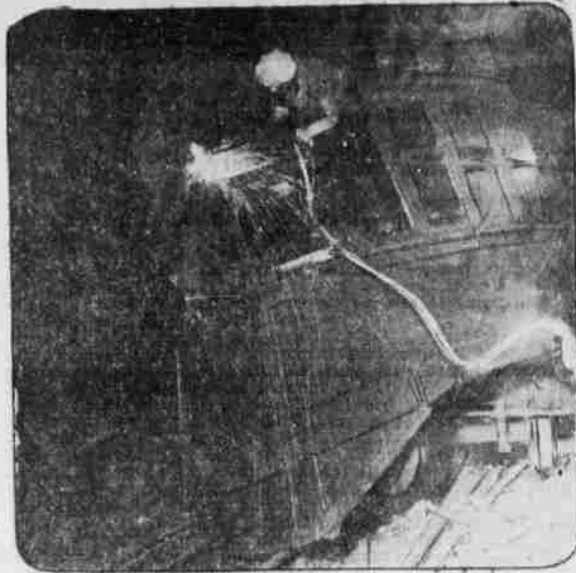
On Vacation—

J. P. Staley, of La Grande, employee of the Standard Oil company, is leaving Monday for a two weeks vacation.

Recovering From Illness—

G. G. Griffiths, La Grande manager of the Standard Oil company, is recovering from a two weeks illness at his home on 1505 M avenue.

The Death Trap



Here is where nearly a score died and 100 were injured in one of the worst subway wrecks in New York's history. In this steel car, which was crushed like a match box in its terrible impact with a concrete wall, home-bound passengers met death in the dark tube below pay, busting Times Square. Workers with acetylene torches had to cut the wreckage in many places before it could be removed.

Dodge Shipments For August Show 43 Per Cent Gain

August shipments by Dodge Brothers from the plants in the United States and Canada, in both the passenger car and the truck and motor coach divisions, showed an increase of approximately 43 per cent over July. The August shipments were exceeded in only one month in 1928—in March. They were greater than any 30 day period during the first eight months of 1927.

Shipments of both passenger cars and trucks are running heavy. Dodge Brothers entered September with large banks of carry-over orders in all divisions and the flow of orders from dealers shows no let up.

August was also a great export month. Shipments for the 26-day period were the heaviest this year. Truck export shipments were the greatest in the entire history of the corporation. August export showed better than 57 per cent increase over the same month last year while export business for the first eight months of 1928 shows a gain of approximately 33 per cent over the same period last year.

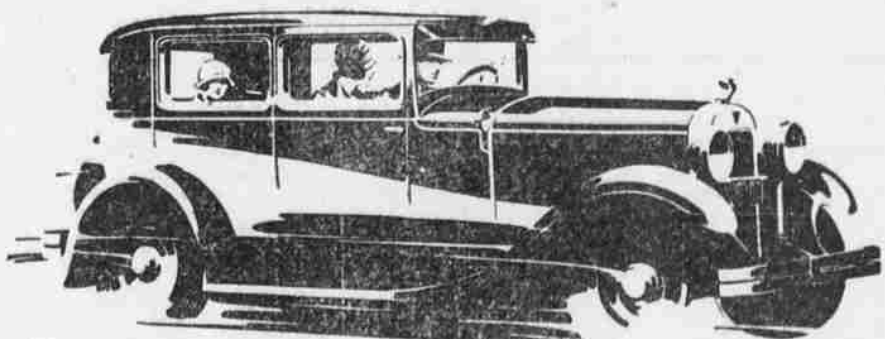
"Business is showing up exceptionally well and indications are that the last half of this year will be one of the best half periods in our history," said John H. Lee, general sales manager.

Bit! --Three Times

We have just unloaded our third tank car load of Veltex Mootr Oil this year. If it's not good Oil we sure have been hooked. MORE AUTOMOBILES are using Veltex Oil in Union County than any other oil. They can't all be wrong.

Try it once.

T. R. Maxwell
Distributor Veltex Products



At the wheel you will learn something new and better in fine car performance

In Buying a Hudson You Save up to Several Hundred Dollars a Car!

\$1250 AND UP

All prices f. o. b. Detroit

Scores of motorists fresh from examining and riding in the latest and best cars of the day declare Hudson the supreme performer of their experience.

You will find this Hudson smooth, fast, reliable, brilliant. Its fuel economy is unequalled in cars of its weight and power.

But for the story of what Hudson will do that you would not ask other cars to do—will you please take the wheel for any test you desire?

Buyers can pay for cars out of income at lowest available charge for interest, handling and insurance.

LEDBETTER GARAGE
Adams Avenue

Universal Credit Company Is Formed

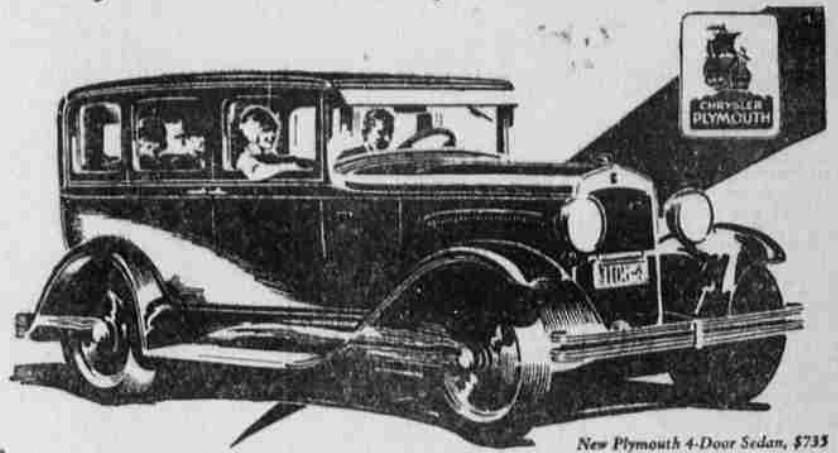
With the production of the new Ford car showing a steady increase each week, the most interesting recent development at Detroit was the announcement of the authorized Ford finance plans with the establishment of the principle of time

payments on all Ford products.

The new Universal Credit company has been created to act as the specialized financial institution to provide a uniform and authorized time-purchase plan throughout the United States. The Universal Credit company is Ford controlled and financed. Offices of the company have been established in the new Penobscot Building in

Detroit and two branches, Detroit and Kansas City, are open for business. As rapidly as possible a total of thirty-five branches will be established. Branches at New York, Boston, Chicago and Atlanta are organized and will commence doing business during September. These will be followed by the opening of regionally located offices in other principal cities from coast to coast.

...PACKED with VALUE
the Plymouth dollar buys the most in its field



CHRYSLER
Plymouth

Packed with the value to which buyers who count the cost of motoring have long been entitled... A full-sized car—long, low, wide and roomy—ample seating accommodations for adult passengers... Enriched with the new Chrysler style features—new chromium-plated slender-profile radiator, new type fenders and pleasing new arched-window silhouette.

... Real high compression through the "Silver-Dome" high-compression engine, using any gasoline... For the first time at such price, light-action, internal-expanding hydraulic four-wheel brakes, unaffected by any weather... In the lowest-priced field no other automobile dollar gives as great return as the dollar invested in Plymouth.

\$675
AND UPWARDS

Roadster . . . \$675
(with rumble seat)
Coupe . . . 685
Touring . . . 695
2-door Sedan . . . 700
De Luxe Coupe . . . 735
(with rumble seat)
4-door Sedan . . . 735

All prices f. o. b. Detroit. Plymouth dealers are in a position to extend the convenience of time payments.

L. W. WEEKS
Holmes Bldg. Phone 180-J

HIGH COMPRESSION PERFORMANCE

WITH
ORDINARY
GASOLINE



You don't need special, costly fuels to get brilliant high-compression performance from this new Oldsmobile.

A new type cylinder-head of General Motors research design provides the zest and snap which are characteristic of high-compression engines, and with ordinary gasoline.

55-h. p. engine on the road. You will find power for every need, speed to meet every desire. Stirring acceleration. Amazing hill climbing ability. Wonderful smoothness and quietness of operation. Stop in today. We will be glad to place an Oldsmobile at your disposal, without obligation, for any tests or comparisons you care to make.

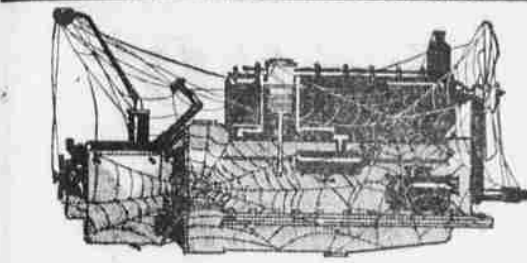
\$925

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Two-Door Sedan
Spare Tire Extra
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Don't Rip Van Winkle that good Engine

The best engine may suffer great harm if its owner is not awake to its simple needs. One of these needs is regular testing of the AC Oil Filter.



Dirt in oil means wear. That is why you should have the Oil Filter on your car tested regularly. An AC Renewal Cartridge makes it as good as new.

We do the testing without charge. We supply the Renewal Cartridge if required.

Dale Cox



The New
Texaco
Gasoline

There is nothing just like it. For a quick start and get-away on these cool mornings this new "Dry" gas will give you a new thrill—you are off and gone before you know it.

And now for a free running oil-cooler weather stiffens up ordinary oil—not so with The Golden Texaco—it runs freely and lubricates your motor at all temperatures.

The Texaco sign greets you everywhere—you will find it from coast to coast in the better service stations.

The Texas Co.
AUDMER PLAYLE, Agent