

INNOVATIONS IN NEW FARGO LINE

Six Body Styles Designed By Division of Chrysler Corporation

DETROIT, Oct. 27.—Originally had attractiveness of body design, outstanding economy of first cost and operating expense, together with remarkable dependability, are features which Chrysler experts will achieve for the new Fargo

line of cars it is announcing today. The same success among commercial cars that its other products have won in the passenger car field. The new line includes body style for delivery, station wagon, bus and commercial sedan purposes, of both half-ton and three-quarter ton capacity.

One, one and one-half and two-ton trucks will be announced later. The half-ton model, with a four-cylinder 45 h. p. engine is called the Fargo Packet. The larger model, with six-cylinder 65 h. p. engine, will be known as the Fargo Clipper. Prices are from \$735 to \$1975, f.o.b. Detroit, including bodies. Packet chassis are priced at \$545 and Clipper chassis at \$725.

'Wet' and 'Dry' Gas Explained For Car Owners

With millions of new automobiles going into service every year, motorists are paying more and more attention to the details of operating their cars. To protect their investments, they take better care of their engines. Especially are they becoming more particular about the kind of fuel they use, for gasoline affects not only the efficiency of operation but the life of the engine itself.

"Have you, like thousands of other car owners, been wondering what is the difference between 'wet' gasoline and 'dry' gasoline? And have you wondered what difference the two kinds of fuel make in your engine?" Shell Oil Co. officials say. "The difference is simple and easily explained. Just look your local oil man a good 'wet'—that's how 'wet' gasoline acts in a cold motor. 'Wet' gasoline contains heavy fractions of kerosene, saturated particles which do not vaporize. On cold mornings, or any time for that matter, they condense and flood your radiator. They gather on cylinder walls and drain into the crankcase where they dilute your oil.

"Your engine can't start quickly or operate at its best on 'wet' gasoline, even though you may be careful to use the so-called 'winter quality' of gasoline.

"What you need, winter and summer, is 'dry' gasoline. You avoid starting troubles, the danger of diluted oil and bothersome delays when you use Shell Oil, the 'dry' gasoline that goes into your engine completely vaporized and which burns immediately. That's because Shell Oil contains none of the heavy, wet ends of kerosene found in ordinary 'wet' gasoline.

"Now that you get the difference—It really is as simple as the 'cold motor' illustration—try it out for yourself. Put Shell Oil into your tank and watch how you start off in the nippy morning air. Less choke is required with Shell Oil. There's less work for your batteries to do, because the engine turns over quickly. And you can be certain that your motor is getting the proper lubrication that enables long life since Shell Oil does not thin your oil."

Volume of Tire Sales Is Heavy

Volume of sales of Western Giant and Westwell tires up to October 1, of this year, has equaled the total volume of tire sales for the entire year of 1927, according to Mr. Kendall, local manager of the Western Auto Supply Company, who recently received this information from the company's headquarters in New Orleans.

"At the local store, we have noticed an increased demand for both the Western Giant and Westwell makes throughout the year," he said. "We have had a record-breaking third quarter, and enter the final period with a far more aggressive production schedule than ever before at this particular season."

Look Ahead And Keep Mind Upon Driving Advice

"Keep your eyes to the front and your mind on driving."

That is 99 per cent of the solution of motor vehicle accidents, according to John G. Wood, chief engineer of Oldsmobile.

"If every person driving an automobile concentrated mind and attention on what they were doing an automobile accident would be a rarity," said Mr. Wood. "It would eliminate carelessness, which is the most prolific cause of accidents. If two drivers, approaching each other, were attending to their business of driving there would be little danger of a collision."

"In recent years automotive engineers have recognized this fact and have driven in every way known to the profession to make cars easier to operate, thereby giving drivers full freedom to do nothing but pay attention to their driving."

"Stress was placed upon this feature in the design of the new Oldsmobile. Anything that might annoy or distract the driver was eliminated and the few controls required that they are convenient to use. Many of the factors in the better motor cars of today which appear to be devised for comfort only are in fact important safety features as well.

"Some it annoying and likely to distract the attention of a driver from his important task of operating the car. With this in mind Oldsmobile engineers reduced noise in a minimum by mounting the engine on four specially designed rubber supports, inserting a spring drive in the clutch and using a flexible rubberized fabric for the front universal joint. In addition a heavy, sound-deadening lining is used in the front compartment to further insulate the driver from road noises."

Old Chrysler Makes Dizzy Speed Record

Enthusiastic drivers, with a heavy foot for the accelerator pedal, are given a new speed mark to shoot at as the result of Lloyd Grover's phenomenal drive in a Chrysler phantom over the good, hard and indifferent roads from Phoenix, Ariz., to Los Angeles in 7 hours, 31 minutes for the 430-mile route. This is an average of 62.34 miles an hour.

The car, Grover's own, had previously been driven 119,000 miles. He is shown in front of the Green-Robins Co., Chrysler distributors in Los Angeles, just after finishing the run. His car is completely equipped except for top and windshield.

"TIS POLLY—ETC."

"My love! I wish when I was by my accident that the car has run so over a thousand this year, I get cold feet."

"Well, Henry, don't blame me. I advised you not to keep an account."

GARAGE GOSSIP

Firestone Banquet— W. L. Perkins gave a banquet honoring the bus, truck and Firestone tire users about town at the La Grande hotel Saturday. The banquet table was suitably decorated with bouquets of Firestone tires artistically arranged. After the banquet the company was entertained with six reels of Firestone manufacture pictures which proved both interesting and instructive.

To Bring Truck Back— Mr. and Mrs. W. C. Perkins are in Portland. Mr. Perkins expects to drive a model A ton truck with panel body back to La Grande in the Perkins Motor company.

Five New Cars— Five new Fords have been received by the Perkins Motor company during the week. They included a roadster, a four door sedan, a standard, a business and a sport coupe.

Shoots Deer— Andy Halston, mechanic at the Blue Mountain garage, went deer hunting last week and got two. He hunted in the country west of Haines.

To Hunters' Banquet— Mr. and Mrs. M. A. Harrison, of the Blue Mountain Chevrolet garage, are leaving tonight for Enterprise to attend the fifth annual Jack Walton league banquet. William Ruckert, of Spokane, representative of the Cull and Day Chevrolet company, is also going to Enterprise to attend the fest.

Mrs. Berry Here— Mrs. Vern Berry, of Enterprise, came to La Grande yesterday. Mrs. Berry is manager of the Gettings and Hanna garage at Enterprise.

Boys Nash Sedan— E. F. Mattson has purchased a new Nash standard sedan from the Nash garage. H. H. McKennon was a visitor in Wallawa this week.

Goes to Congress— Clyde Bunting, of the Bunting Tractor company, attended the Pacific Logging congress in Portland this week.

Boys Sedan— Mrs. Emma Kessler, of La Grande, purchased a Plymouth Chrysler sedan this week.

John Schant Buys— John Schant, of Wallawa, has purchased a 75 Chrysler sedan.

Mr. Sayre Visits— S. S. Sayre, of the Pendleton Oil company, was in La Grande on business Thursday.

Get New Cadillac— The Oldsmobile Sales company unloaded a Cadillac of Oldsmobile today.

Boltenkamp's Buy Truck— Boltenkamp's Furniture and

Hardware store is the owner of a new one and a half international truck for handling fuel oil delivery.

Studebakers Arrive— A new carload of Studebakers including all the deluxe models including an 8 cylinder model, will arrive at the M. J. Goss garage Monday.

HE FAVORS CADILLAC

With a LaSalle two passenger coupe as official car, George B. Jackson, general counsel for the United States 66 Highway association, accompanied by the association's engineer, is making an official inspection tour of the route from the Great Lakes to the Pacific Ocean. The purchase of a LaSalle for the purpose continues Mr. Jackson's practice for the past sixteen years of buying only Cadillac products.

NEW METHODS ADD MILEAGE TO OLD TIRES

"One of the most significant experiments in a new phase of tire engineering, conducted by Miller tire engineers, has resulted in an improvement of 20 per cent in mileage on old tires, some of which were almost ready for the junk heap," according to the La Grande Evening Observer.

A total of 119,555 miles has been added to 142 new tires by the use of a patented rubber cement and a preparation of rubber compound the engineers call "Miller's rubber cement." The most outstanding feature of the experiment, engineers say, is the fact that plaster and patches are self-vulcanizing. "The tire was repaired in this

manner after it had gone 119,555 miles. At this time it has reached a total of 25,221 miles and is still going. Out of the total of 341 tires, 33 are still in service. The total of nearly half a million miles added, represents over 100,000 extra miles on a single tire. Several tires have picked up a total of more than a million miles each, after they were repaired. Miller tire men assert."

Not long ago Deacon Miller bought a horse and buggy and took his wife out one Sunday for a drive. They came to our neighboring town of Orono and saw a sign which read, "Speed limit, 10 miles per hour."

"Here, ma," said the Deacon excitedly, "you take the lines and drive, and I'll use the whip. May be we can make it"—Liber.

Free Inspection

We want to make this station a place where you motorists can drive in for expert brake work of any nature. For safety's sake you want your brakes to be right—if you are in doubt just drive in for a free inspection—in many cases a slight adjustment will make them right.

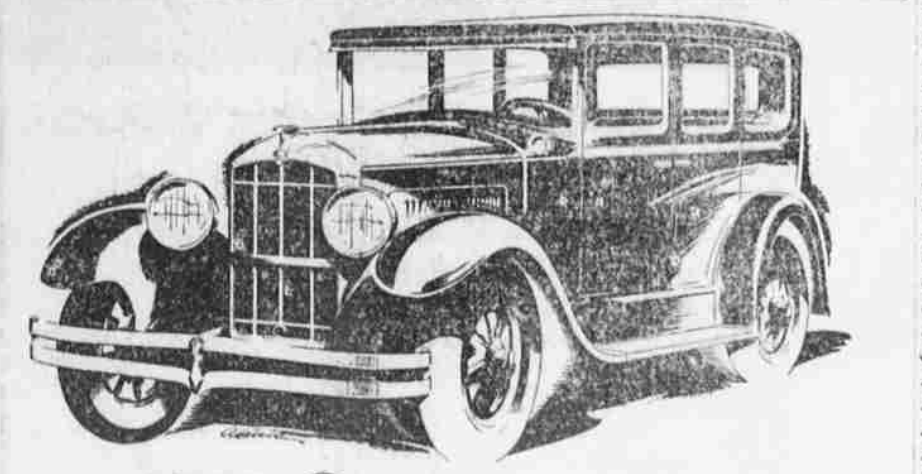
Arleigh Jennings
"BRAKES A SPECIALTY"
213 Greenwood St.

When You Need New Tires For the Winter---

Do you think of a Non-Skid feature. A good reliable tire that is practically non-skid will save you dollars and maybe a serious accident before spring.

The Samson Cords have unequalled qualities in this line. Let us show you why?

BECK & ROBBINS SERVICE
Standard Oil Products - Samson Tires
Corner of Oregon Trail and Wallawa Highway
Phone Main 795—La Grande, Ore.



1929 Greatest DURANT FOUR greeted with tremendous enthusiasm

If public enthusiasm means anything, WATCH THE 1929 Greatest DURANT Break All Existing SALES RECORDS! Since the introduction of W.C. Durant's GREATEST Four last week, praise is on everyone's lips. Orders are piling up. Nobody imagined a low-priced car could be so beautiful and stylish, so large and roomy, so easy to steer and shift, and so powerful in high gear on the steepest hills. On display today.

MORELOCK AUTO CO.
J. P. Morelock 1115 Washington Ave.



Quick-Action Power

If you want quick-action power—if you like to be on your way quickly, and to get there with a minimum of fuss and gear-shifting—then use the new and better Texaco.

For Texaco is a true high-test gasoline—a gasoline in which marked antiknock qualities have been achieved without the addition of chemicals. Rigidly controlled by special distillation processes, every drop of the new and better Texaco forms a dry gas—every drop burns cleanly and produces smooth, responsive power at all times.

Make a habit of stopping at the Texaco pump when you want gasoline. There's all the difference in the world between the new and better Texaco and ordinary gasolines—and the price is the same.

Drive in today wherever you see the Texaco Red Star with the Green T.

The Texas Co.
AUDMER PLAYLE, Agent



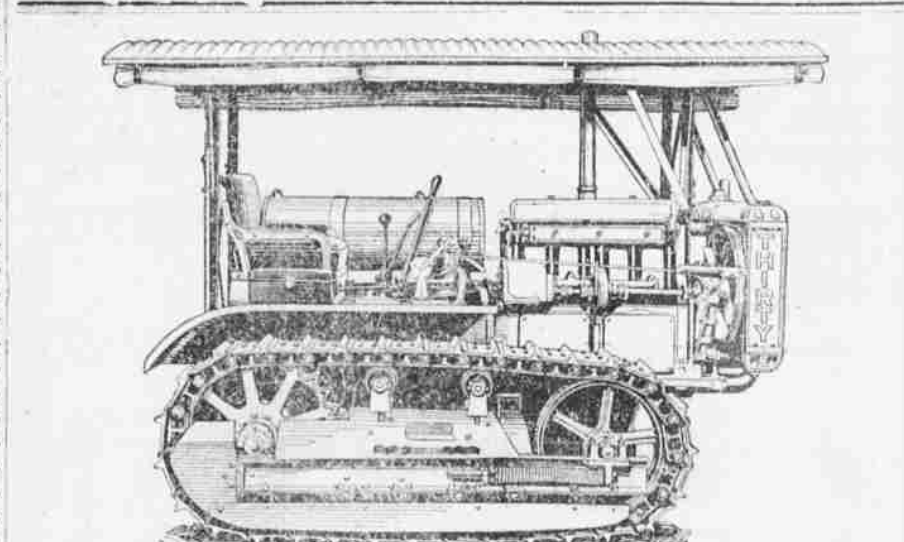
Looks and Acts like a Costly Car because it's built like a costly car

The only Essex point in common with cars in its price field—is price. There is little in either appearance or performance to distinguish it from many a costlier car.

\$735 and up
All prices f.o.b. Detroit

In size, it possesses the advantage of compactness without sacrifice of passenger quarters or riding comfort. It steers as easily as any car you have ever driven. Won't you examine and drive the Essex, whether as a prospective buyer or as one interested in knowing why it is the choice car in its price field as proved by sales?

LEDBETTER GARAGE
Adams Avenue



DEPENDABLE

When work is pressing there's comfort in the knowledge that you can always rely on your "Caterpillar." It's scientifically designed and painstakingly built to stand up under years of hard service.

Heat-treated metals; high-grade bearings; complete protection from dust—these are some of the "Caterpillar" features that give remarkable stamina and long life.

Because of its power, traction and endurance, the "Caterpillar" on farms cuts labor costs; and relieves the owners and their families of their hardest work.

BUNTING TRACTOR COMPANY
La Grande, Oregon --- Boise, Idaho --- Pocatello, Idaho

