

ROCKNE SPEAKS AT DEALER MEET

Notre Dame Coach and Movietone Pictures Feature Session

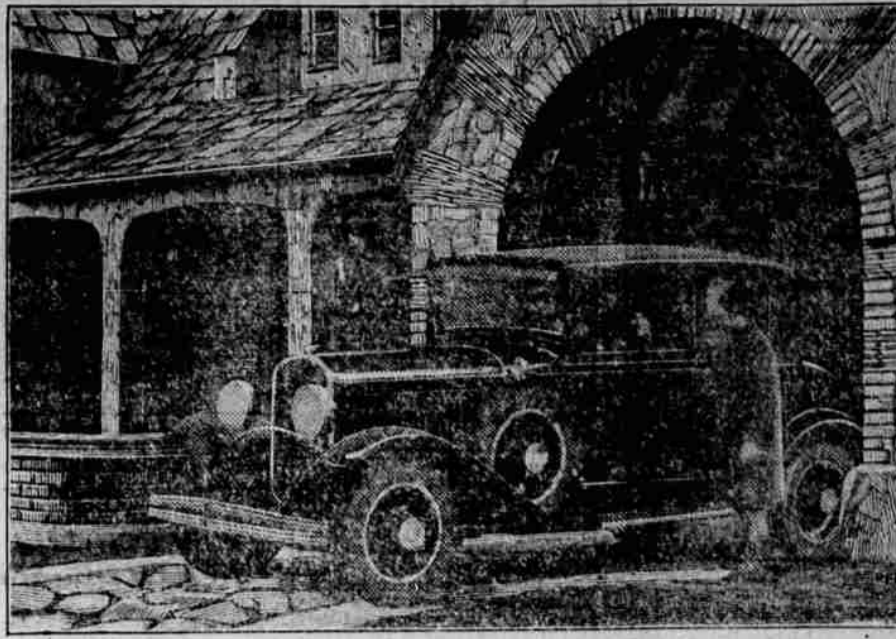
M. J. Goss, proprietor of the Studebaker garage here, describes in glowing terms a dealer meeting held Mar. 9 in Portland, Ore., which he attended.

ous Notre Dame coach, who delivered an address to the assembled dealers, salesmen, etc. In brief, Mr. Rockne, who is of South Bend, Ill., said that "When we get whipped, we don't give up," but try harder than ever the next time.

Another feature that was outstanding was the showing of many scenes of Movietone. This was the first Movietone produced for a private concern and shown in the Pacific Northwest.

Then the 29,000 endurance test of the President Eight, held in Atlantic City under the supervision of the A. A. A., was shown in detail. Pictures of the fleet Studebaker as it whirled around the speedway, etc., made the event one to be remembered, Mr. Goss

A Spacious New Coupe by Chrysler



The four-passenger coupe, latest addition to the Chrysler "TD" series.

NOTED AUTHOR, AN ECCENTRIC, PASSES AWAY

SEATTLE, Mar. 16 (AP)—Ernst Skarsjod, who died here Thursday at the age of 72, was one of those rare creatures who filled the popular conception of a man of his profession. He was an author and he was eccentric.

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Britisher Hopes To Set Record Of 260 M. P. H.

LONDON, Mar. 6 (AP)—Kaye Don, motor racing driver, will go to Daytona Beach next year to try to hold the world's speed record for Britain against American attempts to recapture it, says the Evening Star's motor correspondent.

A car capable of 260 miles per hour is being built for Don. At the Brookland's motor racing track this year and last he won the gold star presented by the paper and he thinks he can beat Major H. G. D. Segrave's 231 miles per hour.

WESTERN AUTO SUPPLY STORE TO CELEBRATE

The Western Auto Supply company, in making arrangements for a birthday party that celebrates the 13th anniversary of the founding of the concern in 1916, is reversing the usual custom of being the recipient of gifts on the occasion and is inaugurating a celebration sale at all of their more than 150 stores.

From the modest start with one store in 1916, the company grew to an organization of 29 stores in 1926. The business was then extended to all of the large cities and towns in the west and grew with such rapidity that the 167th store was recently opened.

Mr. Peppardine, president and founder of the company had had some previous experience in the automobile accessory business in a middle western state and came to the coast with a thorough realization of the value of advertising and the friends that could be made by selling merchandise at as low a cost as possible consistent with quality and standing absolutely back of every sale that was made.

LEADS NATION IN SELLING OF TRUCK TIRES

D. L. Raymond, Portland branch manager of the Firestone Tire and Rubber company, and N. W. Wood, salesman for this territory, were in La Grande last Wednesday and Thursday. Mr. Raymond reported that in a national contest for truck and bus tires, Mr. Wood was leading the field in the whole United States.

THE BAROMETER Father: Well, son, I'm going to buy a new car. Son: I know it. Mother decided yesterday that we needed a new one.

Detroit U Campus Stirred by Ban

DETROIT, Mar. 15 (AP)—The campus of the University of Detroit was stirred Friday by an announcement by the president, the Rev. John P. McNichols, that the 50 coeds enrolled in the school would be expelled if they were detected conversing with any of the 2,000 male students on the University grounds.

The ban on conversation was defied vigorously by John R. Malley, associate editor of the Varsity News, student newspaper.

A coed reply was "One reason, Malley hates girls is because he can't dance. He'd asked me to teach him how. He can't dance and the girls can't be annoyed with him."

Boys Find \$1,020 In Buried Chest

SAN LUIS OBISPO, Cal., March 15 (AP)—Two high school boys digging poison oak from a creek bank on the school campus here uncovered a rotted box and a broken fruit jar containing \$1,020 in gold coin. The land was formerly owned by an Italian reputed to have buried a fortune. He died in 1919.

President's Son Commits Suicide

TEGUCIGALPA, Honduras, Mar. 15 (AP)—Medardo Moncada, 23-year-old son of the president of Nicaragua, committed suicide Friday, taking poison.

NO, HE'S NOT CRAZY!

OAKLAND, Cal., Mar. 15 (AP)—Kicking over a table, throwing a chair at a superior court clerk, and knocking down a deputy sheriff, Walter Carlisle, 49, demonstrated his disapproval of a proposal that his trial on a morals charge be postponed until his sanity was tested.

The third car of Duray's "Packard Cable" team for 1929 is the rear wheel drive Miller which was wrecked at Salem October 12 with Jimmie Gleason driving. It is the same car that was driven to first place in the 1927 Indianapolis race by George Souders.

The story is told that a certain young man was recently speeding merrily along the road when he caught up with a party of children on their way to school. He asked them if they cared to ride, and for an answer they piled into his Ford, until it was so completely filled that one little girl had to sit on the driver's lap. She was a plump little thing and the driver cuddled her close to keep her away from the steering wheel. "Do you like school?" he asked her. "Yes, sir," she liped. "Do you go every day?" "I haven't missed a day this year," the little girl replied. "Good little girl," said the driver, kissing her soft cheek. "Do you like your teacher?" "Yes, sir," said the girl, "I'm the teacher." And the Ford lurched near went into the ditch!

STAGES LEAVE From La Grande Hotel Bldg.

Adams Ave.

Wallowa Valley Coaches

Leave—La Grande for Joseph 8:45 a. m. 4:00 p. m.

Makes All Main Line Connections.

For information call MAIN 799.

ESSEX

THE CHALLENGER

A WIDE CHOICE OF COLORS AT NO EXTRA COST



Accepting its challenge by tens of thousands.....

the high point of ALL ESSEX selling records

\$695

AND UP at factory

- Coach - \$695
2-Pass. Coupe - 695
Phaeton - 695
Coupe (with rumble seat) - 725
Standard Sedan - \$795
Town Sedan - 850
Roadster - 850
Convertible Coupe - 895

Essex The Challenger Features and Standard Equipment Includes:

- Patented Super-Six advantages eliminating vibration
4 Hydraulic shock absorbers
New type double action 4-wheel brakes uniformly effective in all weather
Above 70 miles an hour—60 all day long
Starter, and electric gauge for fuel and oil on dash
Greater operation economy
Radiator shutters for heat control
Adjustable seats front and rear
Weatherproof doors, rattle-proof windows, silent body construction
All bright parts Chromium-plated
Saddle lamps—windshield wiper—rear-view mirror—electrolock—controls on steering wheel.

With Super-Six owners by tens of thousands, repeating on Essex, the most spontaneous welcome ever extended a 6-cylinder car has brought hosts of car owners from every price and size field to Essex the Challenger.

Its acceptance is the talk everywhere. Again and again the largest production ever planned by Essex has had to be increased to meet this remarkable demand.

The results of Challenger Week by nation-wide proofs—in performance, reliability and economy—have extended the advantages of this big, fine car with the force of universal appeal.

With its open challenge, that exceeds no car—

—with its 24% greater power and 70-mile-an-hour performance

—with its greater beauty, adult-size capacity, riding ease and economy

—and with its brilliant chassis quality and fine, large bodies—Essex establishes also an outstanding leadership in obvious VALUE. It offers an ensemble of fine car equipment iden-

tified only with costly cars, and available, when at all, only as "extras," at extra cost on cars of Essex price. In Essex the Challenger—a complete, fine, big "Six"—these items of course are standard.

They represent several hundred visible dollars' worth of additional value, and are another reason for the enormous success, which Essex the Challenger has enjoyed from the out-

Hear the Radio Program of the "Hudson—Essex Challenger" every Friday Evening

Ledbetter Garage

Adams Ave.

Having and Being To have friends one must be a friend. The greatest enemy to wealth has been a friend to many.—American Magazine.
Youngster's Idea Small Boy (testing for first time tree decorated with colored lights) —Oh, mother, look! Is that an electric light plant?
Companions of Youth The greatest enemy to wealth has been a friend to many.—American Magazine.
Simple Sharpener An easy way to sharpen cutlery is to cut sandpaper. You will not have to wait for a grinder to come around.



A Name that is Gold in the Night

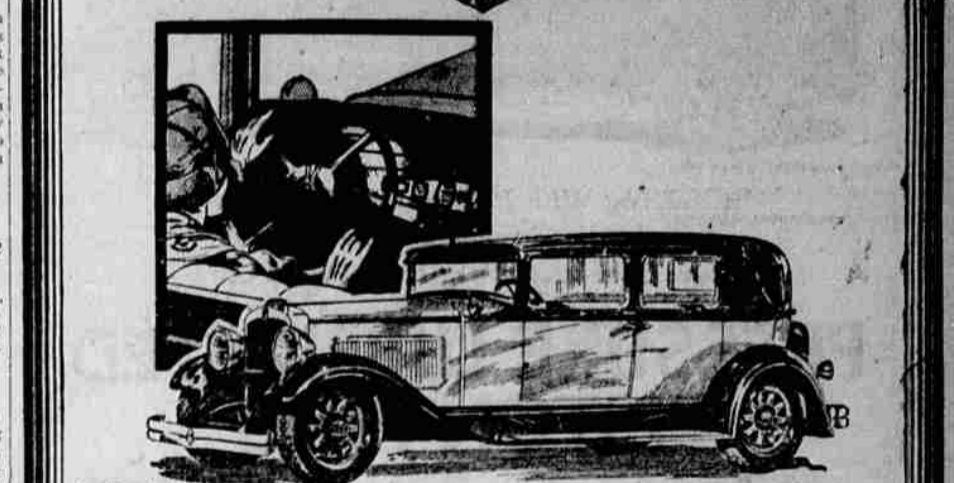
The names of men and products are lifted above the average through distinguished service or accomplishment. Such are the names that help to brighten any Broadway—names that are gold in the night. The General Tire is one.

Now, more than ever before, the confidence in General's policy of absolute maintenance of quality is shown by the big swing to General's everywhere... a confidence that has been earned through General's policy of not tampering with quality.

This is the reason you hear users everywhere speak of General in terms of almost unbelievable mileage, comfort and safety. In a brief period of ten years the name General Tire has taken first place in car-owner preference.

Jack Allen Supply Co.

FROM NINTH TO FOURTH PLACE IN SIX MONTHS!



World's Easiest Driving Control

NO OTHER CAR in all the world controls quite so easily—with such complete lack of effort—as the new Nash "400". Nash engineers have developed a new steering mechanism to achieve this result. An ingenious arrangement of roller bearings and a roller-tooth traveling in a worm gear, reduces friction to a minimum hitherto thought impossible. Women drivers find new help and gain new confidence in parking. Little effort is needed to bring the "400" up to, or away from, the curb. Gear shifting is just as easy. The "400" clutch pedal depresses at a touch, scarcely resisting the weight of your foot. The conveniently placed shifting lever moves smoothly, easily, from one speed to another. If you ever find that driving a car tires you, try driving a Nash "400". It will give you an entirely new conception of how effortless, how pleasurable, motoring can be!

The New NASH '400' Leads the World in Motor Car Value

- IMPORTANT "400" FEATURES—NO OTHER CAR HAS THEM ALL
Twin-Ignition motor
12 Aircraft-type spark plugs
High compression
Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
Salon Bodies
Aluminum alloy pistons (Inser Struts)
New double drop frame
Torsional vibration damper
World's easiest steering (exclusive Nash mounting)
7-bearing crankshaft (exclusive crank pins)
Bijor centralized chassis lubrication
Electric clocks
Exterior metalware chrome plated over nickel
Short turning radius
Longer wheelbases
One-piece Saloon fenders
Clear vision front pillar posts
Nash Special Design front and rear bumpers

McKennon Nash Motor Co. 806 Adams Avenue, Main 650.