



The Chevrolet Motor Co. Announces

*The Appointment As Dealer
for Union County of*

LARISON CHEVROLET COMPANY

Of La Grande Effective April 1st

Because of his long and successful business experience and his county-wide reputation for rendering efficient business service and making satisfied customers, the Chevrolet Motor Company takes special pleasure in announcing that Mr. G. L. Larison, as head of the new Larison Chevrolet Company of La Grande, will sell and service Chevrolet cars and trucks in Union county, effective April 1st.

The company's location at 1414-16 Adams Avenue is being remodeled to provide a thoroughly modern and efficient sales room and gar-

age to serve present and prospective Chevrolet owners. A display room, 40x50, is being built and the remainder of the building equipped with the best that can be had in service facilities. The quarters will be completed within the next few days, two car-loads of new Chevrolets are already on the floor, and you are cordially invited to visit Chevrolet's new home and become acquainted with this sensational new "Six" in the price range of a "Four," and with the facilities of the Larison Chevrolet Company.

*Because of relatively small space at present,
business will be concentrated on the sale
of Cars, Parts and Service*

Cars....

Lacking sufficient room for storage, the Larison Chevrolet Company will devote its entire efforts and space to the sale of new and used cars, genuine Chevrolet parts and standardized Chevrolet service.

The new show room will give people of Union county a display space where they can see the beautiful new Fisher bodies to the best advantage, where the many features of this outstanding achievement in motor car design can be given careful attention.

The new Chevrolet Six, with a record of better than 20 miles to the gallon, is so economical to operate that anyone who can afford an automobile can afford to own and operate a Chevrolet Six. Here is combined all the superiorities of six-cylinder performance—tremendous reserve power, thrilling speed, marvelous smoothness—and real economy.



The COACH \$595	
The Roadster... \$525	The Convertible... \$725
The Phaeton... \$525	Sedan Delivery... \$595
The Coupe... \$595	Light Delivery Chassis... \$400
The Sedan... \$675	1 1/2 Ton Chassis... \$545
The Sport Cabriolet... \$695	1 1/2 Ton Chassis with Cab... \$650

All prices f. o. b. factory, Flint, Mich.

...Parts...

Repair delays and inconveniences are reduced to a minimum when the exact parts needed are always at hand at low cost. The Larison Chevrolet Company has already received a complete stock of Chevrolet parts and will keep the department, under the management of George Herr, in the condition that will insure complete service.

....Service

For present and future Chevrolet owners the Larison Chevrolet Company is installing the most up-to-date shop equipment that it is possible to have. New tools and machinery designed to give service equal to any in Oregon.

To insure expert service attention in the new home of Chevrolet, Mr. William Ault, of Walla Walla, will come to La Grande and direct the service department. Mr. Ault is a skilled shop foreman who has been a Chevrolet expert for six years, directing large shops, and is considered one of the best men in the Northwest in Chevrolet work.

It will be the purpose of the new company to render every service required to continue the complete satisfaction of Chevrolet owners, to constantly re-emphasize Chevrolet's fundamental policy expressed in the famous Chevrolet slogan, "For Economical Transportation." Get acquainted with this service.

THE CHEVROLET MOTOR CO. BESPEAKS THE PATRONAGE OF THE PEOPLE OF UNION COUNTY FOR THE

LARISON CHEVROLET COMPANY

1414-16 ADAMS AVENUE

G. L. LARISON, Proprietor

NEXT TO OBSERVER OFFICE