

INDIVIDUAL CAR MUCH IN DEMAND

Hudson Motor Company Marketing Total of 176 Color Combinations

To give the individual car distinction increasingly demanded by motorists and at the same time retain the cost advantages of mass production is the problem long tried by the automobile industry, and now solved by Hudson Essex and

neers, according to announcement of the Hudson Motor car company received here by Avery Harrison, dealer. Continued development, to meet the expressed demand of the public, has marked the progress of the automotive industry. Its most important achievement to date has been the development of mass production of cars, at almost incredible speed, with every car manufactured to constantly more exacting specifications laid down by engineers, to insure perfect fit of every working part and consequent smoothness of operation, economy and long life. Speed of operation, with its rapid turn-over of inventory and other economies, is responsible for the



It isn't the telephone you buy—it's the service that goes with it. And so it is with automobile insurance—where accidents may happen far from home. The organization behind the contract is of extreme importance. As an automobile policyholder of The Travelers you can call on any of the company's 15,000 agents for assistance. With each Travelers automobile policy goes a service card that will introduce you to these men. As a Travelers policyholder you have at your service the continent-wide claim organization of the company, with 214 service offices and sixteen hundred salaried people engaged solely in handling and paying claims to and for policyholders. Fifty percent more automobile owners have selected The Travelers to guard their interests while motoring than have chosen any other company.

Why not insure in The Travelers?

Automobile Casualty Insurance on the Budget Payment Plan The Best Protection—Easy Terms

United States Investment Co.

O. W. Warnock, Mgr. 113 Depot St.

Much Interest Shown In Engine Of New Models

TOLEDO, Apr. 13.—With most of the motor car manufacturers developing their power plants along the high compression line, unusual interest is being manifested in the Willys-Knight sleeve valve engine employed in the new line of Willys-Knight sixes, now being exhibited by all Willys-Overland merchants. Since 1925 the Willys-Overland company in its production of Knight engine cars has paid special attention to high compression in order to obtain increased speed, power development and greater vitality throughout. Automotive experts attribute the successful performance of the high compression engine employed in the new Willys-Knight Six to the distinct design of the Knight sleeve valve engine, which is claimed to be unusually well adapted to high efficiency work. Tests conducted by engineers over a long period of years have disclosed a distinct margin in favor of the sleeve valve engine as compared with power plants of other designs.

The use of high compression in the Willys-Knight engine is not new. On the contrary owners of these Knight engine cars have enjoyed all the advantages of high compression for more than 15 years. It is cited as proof to justify the claim that the sleeve valve engine is best naturally adaptable to high compression work, the fact that it does not require a special grade of gasoline to attain maximum efficiency. In this connection it is notable that other car manufacturers who employ a high compression motor recommend special grades of fuel to secure the best results and to minimize knocking. It is the characteristic design

low average cost of the motor car today. Highly developed machinery has made possible the manufacture of parts within such close limits of measurement that each individual part is made exactly like every other. The natural result has been that every car, turned out under constant conditions, has been exactly like every other car of its type, made by the same company. Parts are strictly interchangeable and until very recently this interchangeability extended to color and upholstery. The fenders and the cushions of one manufacturer's cushions would fit every other coach made by the company in every regard, including color. In other words, there was nothing at all to mark one buyer's car as representing his individual taste. It was precisely like his neighbor's that had come off the same assembly line.

of the Knight sleeve valve combustion chamber, with the spark plugs located in the exact center of the compressed fuel charge, which provides unsurpassed high compression performance.

GARAGE GOSSIP

Ronald Coolidge Employed—

Ronald Coolidge has accepted a position as salesman at the La Grande Motor company, selling Oakland and Pontiacs.

Hospital Has New Car—

The Grande Ronde hospital is the owner of a Graham-Paige four door sedan, purchased at the Jennings Motor company.

Changes Progressing—

The work on the reconstruction of the building occupied by the Larison Chevrolet company is progressing and soon the changes will see a good looking, up-to-date sales and service business. The first check written to the company was from the N. K. West and company for the delivery of a Chevrolet truck, the first car sold by the company.

Davis Buys Car—

L. D. Davis, of Enterprise, is the owner of a Pontiac coach purchased from the La Grande Motor company.

Miss Jones Buys Automobile—

Miss Edna Jones, of this city, recently purchased an Oldsmobile coupe.

Buys Oakland Coupe—

G. L. Campbell, formerly of this city, is the owner of an Oakland coupe purchased from the La

New President Eight In Demand Dealer Reports

The sensational increase in the sales of Studebaker's new President Eight since its introduction early this year is a direct reflection of its outstanding value in the fine car field, according to M. J. Goss, Studebaker-Krakine dealer here. "Championship performance combined with remarkable distinction of line and color have carried the President Eight to new sales heights thus far this year," said Mr. Goss. "Added to these factors is a completeness of appointment which ranks the President, with many cars several hundred dollars higher in price.

of the Knight sleeve valve combustion chamber, with the spark plugs located in the exact center of the compressed fuel charge, which provides unsurpassed high compression performance.

Grande Motor company before he left for Astoria to make his home.

Bugs Commander—

William Grieder is the owner of a Commander Six Studebaker purchased from the M. J. Goss garage.

New Whipnets Arrive—

A carload of Whipnet fours and sixes was unloaded this week at the Gettings and Banks garage. Another carload is due to arrive Monday.

Chef Dowell Buys Car—

Chef Dowell is the owner of a Whipnet coach purchased this week.

Has New Position—

William Snodgrass is now working as floorman at the Blue Mountain garage.

Unload New Closed Cars—

One Hudson coach, one Hudson sedan, one Essex coach and one Essex coupe with a rumble seat, have been unloaded this week at the Blue Mountain garage.

Buys Coupe—

Paul Schiller, of Enterprise, is the owner of a de luxe sport coupe of Oldsmobile make.

Mr. Gray-shel Employed—

The new accountant and book-keeper at the M. J. Goss is C. H. Grayshel, of Portland, who for the last five years was employed in Portland by the Ford Motor company.

Mr. Richards Visits—

F. A. Richards, territorial representative of the Ford Motor company, from Portland, visited at the Perkins Motor company this week.

New Plymouths Arrive—

A carload of Plymouths arrived at the Chrysler garage this week. The shipment includes three sedans and a roadster.

Visits Hudson-Essex Garage—

A. H. Campbell of Portland, Hudson-Essex representative, passed through La Grande yesterday stopping for a visit at the Blue Mountain garage.

Mr. Beers at The Dalles—

Mr. Beers, Hudson-Essex representative, of La Grande, went to The Dalles yesterday.

Install New Stands—

The Playle Oil company has installed two new automatic air stands. They are the most up to date on the market and replace the older type used by the company. For the new stands no air gauges are needed. Another advantage is that all four tires are pumped evenly.

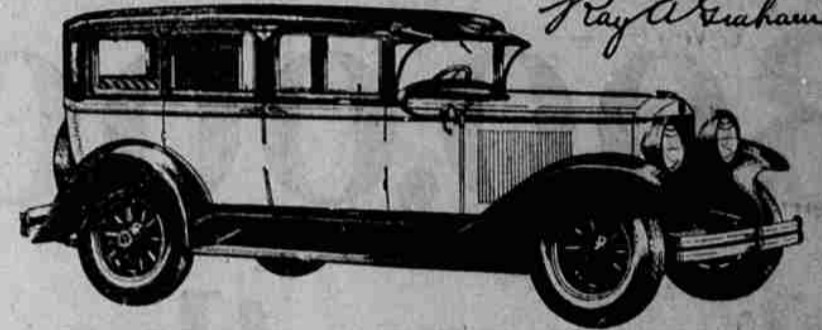
Comparison Reveals Its Value



Car illustrated is Model 612, six cylinder, five passenger, four door Sedan \$935 at factory, special equipment extra.

Our endeavor to build a thoroughly substantial six cylinder motor car at a price within reach of millions has resulted in a steadily increasing demand for the new Model 612. We invite you to study its features in detail; to examine the entire car for surplus values, and to make your own comparisons.

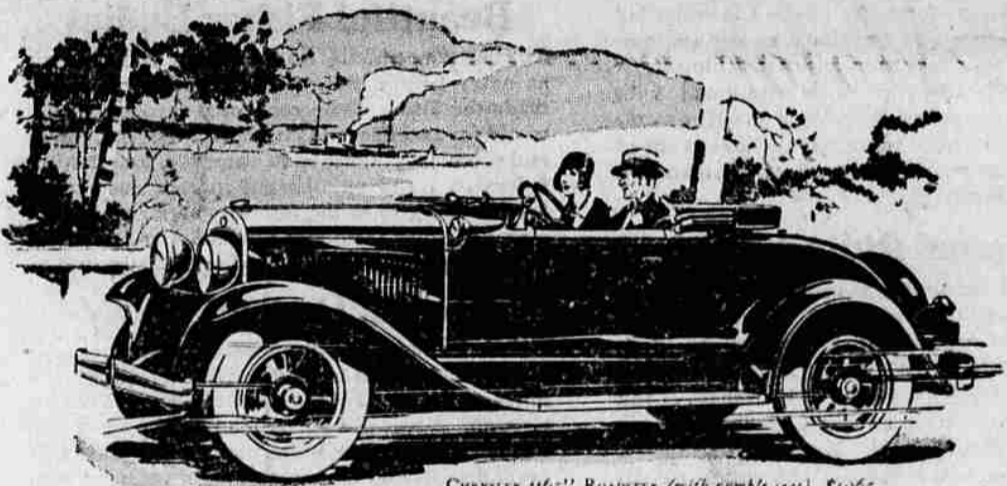
Joseph D. Graham
Robert S. Graham
Ray A. Graham



JENNINGS MOTOR CO.

Chas. Harris Bldg. La Grande, Ore. Cor. Jefferson & Greenwood

GRAHAM-PAIGE



CHRYSLER "65" ROADSTER (with rumble seat), \$1065

Low price makes it an Exceptional Value

THE smart Chrysler "65" is so faultlessly fine it seems almost incongruous to stress its low price. Yet such a price for so notable a car is too important not to be called to the attention of all who seek exceptional value.

In style, the Chrysler "65" stands out as the fashion-plate of its field. It sparkles with an original and authentic type of beauty based on canons and principles of classic art, centuries old, yet new as the next tick of the clock.

In performance, it has that fleetness and smoothness that distinguish Chrysler cars from all others.

No car could be easier to handle, what with its responsiveness, pivotal steering, balanced front wheels, and the easy, positive action of its weatherproof internal-expanding 4-wheel hydraulic brakes—the safest ever devised.

Chrysler "65" serenely travels any road. Its extra-long springs are provided with rubber shock insulators as well as with hydraulic shock absorbers.

You'll be proud of a Chrysler "65" anywhere you go. And mingled with your enjoyment will be the satisfaction of knowing that you are getting so much value for such a modest investment.



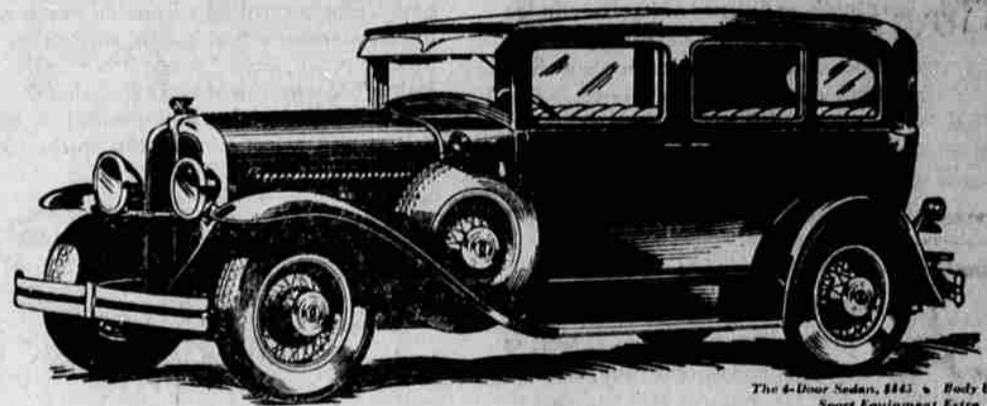
\$1040 and upwards

- Business Coupe \$1040
 - Roadster - 1065 (with rumble seat)
 - 2-Door Sedan - 1065
 - Touring Car - 1075
 - 4-Door Sedan - 1145
 - Coupe - 1145 (with rumble seat)
- All prices f.o.b. factory. Wire wheels extra.

179

forward-looking people will investigate this car

Making it easy for you to enjoy BIG CAR advantages



The 6-Door Sedan, \$145. Body by Fisher Sport Equipment Extra

Now it has become easy for forward-looking people to satisfy their desires for a finer car. The New Pontiac Big Six is responsible for that. It enables them to step up the quality of their automobiles without stepping out of the low-priced field.

The New Pontiac Big Six offers every desirable big car quality. Its big, new L-head engine equipped with a larger carburetor develops big car power, speed and acceleration. The precise balance of its rotating parts assures big car smoothness. Its new, noiseless, internal brakes provide

big car safety and control. All the smartness, symmetry and luxury of a big car are embodied in the lines of its hood, radiator and fenders and in its stunning new bodies by Fisher, with concave belt mouldings and adjustable drivers' seats.

Time was when the ambition to own a really fine automobile could be satisfied by only a fortunate few. But not so now. The New Pontiac Big Six brings big car advantages within the reach of practically every buyer of a motor car.

Prices \$745 to \$895, f. o. b. Pontiac, Mich., plus delivery charges. Bumpers, spring covers and Lovejoy shock absorbers regular equipment at slight extra cost. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

LA GRANDE MOTOR CO.

1419 Adams Ave.

Hall Motor Co.

Enterprise, Oregon

CHRYSLER "65"

CHRYSLER MOTORS PRODUCT

L. W. WEEKS

Greenwood & Jefferson

THE NEW PONTIAC BIG 6 '745 AND UP