

NEW CHEVROLETS MAKING FRIENDS

Miss Della Weeks Is Charmed with Her 5-Passenger Sedan

The "Outstanding Chevrolet of Chevrolet History," is the property of Miss Della Weeks who recently purchased a sedan from the Larison Chevrolet company in this city. Miss Weeks finds that throughout the entire speed range the Chevrolet performs with a smoothness and quietness of operation that has never before been approached in a low priced automobile. Never did royal coaches move along with smoother gait.

Turns Easily
"As much as I have driven it I find it very fine," Miss Weeks is quoted as saying. "It turns easily and is exceedingly comfortable."

Aside from the speed and smoothness which prove a constant delight the power of the Chevrolet is boasted of by the makers. "It takes the longest and steepest hills with a reserve of power that is always a source of pride to the driver."

In appearance, too, this outstanding Chevrolet is destined to become an automotive sensation, so smart, so stylish and so distinctively appointed that it rivals the costliest custom creations. The new Fisher bodies are longer, lower and roomier—and reveal, as never before, the matchless artistry of the designers. With their modern new colors, their smart belt moldings and their distinctive concave pillars, they achieve a degree of original beauty that everyone admires.

There are a number of enticing models of Chevrolet and it takes a prospective buyer considerable thought to decide between the graceful lined sedan, the open phaeton, the smart convertible landau, and if they wish a smaller car, the chic coupe, the speedy roadster and the sport cabriolet. Miss Weeks decided on the five passenger sedan.

G. L. Larison, the new dealer in this county, is located next to the Observer office.

Ask La Grande For Entry For Beauty Contest

PENDLETON, Ore., Apr. 20.—Prizes totaling \$500 are to be given the winners of the outboard motorboat races to be held here during the American Legion regatta at the McKay dam reservoir on June 13 and 14. Several cups and merchandise prizes are also to be given. Arrangements are being made to give merchandise prizes as well as cash prizes to the winners of a bathing beauty contest which will be held in conjunction with the regatta. La Grande is being asked to enter a girl in the beauty contest.

Richard Rice, heading the committee on entries and events, has recently conferred with outboard men in Portland and other cities along the coast on program arrangements and a complete list of events has just been drawn up. This will include races for Class B and Class C outboards as well as a free for all race for all outboards.

At a recent meeting of the outboard regatta committee of the Pendleton Post of the American Legion, it was decided that the group would not join the American association this year, but it may enter the association later if this year's regatta proves successful.

Races between the flashy sporty-looking little outboard motorboats have proven exceptionally popular over the nation and the thrill of driving one of the tiny hulls over smooth water at a high speed is not equalled in any other sport. Since the announcement was made that a regatta would be held here this summer, interest in outboard motorboating has increased tremendously.

More than a half dozen seaplanes, owned in Pendleton, will be entered in the races here in June as well as many boats from Portland. The cash prizes are expected to attract many who otherwise would not be able to enter the races.

The Legion has promised two solid days of entertainment for the visitors who come here for the regatta. Unusual forms of entertainment are being planned, but the details will not be revealed until later. Numerous inquiries have been received from people all over Eastern Oregon regarding the regatta, and it is expected that it will be well attended.

The McKay dam, completed over 20 years ago, has made a lake that is ideal for outboard racing, and with the state rapidly stocking it with trout, is becoming a popular field for the trout-fishermen. It is three and one-half miles southwest of Pendleton and is easily accessible over a fine oiled macadam highway.

VIENNA (AP)—The Austrian National Association of Pharmacists has ruled that henceforth only members of their families shall be accepted as apothecaries and drug clerks. Free clinics and medicine provided by the government for the poorer population caused the closing of several hundred drug stores.

SAO PAULO, Brazil (AP)—Conde Matarazzo, head of a large business house, recently bought a million sacks of sugar from a producer cooperative society. Most of Brazil's annual sugar production of 250,000 tons is consumed at home.

FALO, Italy (AP)—A great ossuary for bones of the unclaimed war dead is to be erected here. Skeletons are already being collected from the battlefields of the Garda and the Idro and all along the line of the old frontier.

And This Country Also Needs a Sure Cure for Back-Seat Driving!



GENEVA (AP)—France has ratified the international labor agreement providing that seamen landed during the term of their employment be given free transportation to home ports. Belgium, Cuba, Estonia and Luxembourg also ratified the convention which was framed in 1926.

LE HAVRE, France (AP)—Stamp collectors from all countries are expected here May 13-24 for an international Philatelic exposition marking the fiftieth anniversary of organization of the business. Several foreign governments will have official exhibits.

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

YOU'VE SEEM THEM They Are Here For You To Drive.

THE WHIPPET 4
THE WHIPPET 6
THE WILLYS-KNIGHT 6

Phone or Call, We'll Take You for a Ride

Gettings & Hanks

If You Have \$10,000 In Money Or Own
\$10,000 Worth of Property--Then

You Are Driving A \$10,000 Car

Through careless or accidental driving you hit a child!—The parents bring suit against you for \$10,000 damages! On the decision of the court rests all the money you have, all the property you own! What protection have you got?

Without public liability insurance you must fight your own battles, pay your own costs, suffer the full amount of the damage. You were driving a \$10,000 car—and you wrecked it.

YOU CAN PLAY SAFE
Complete Protection Is Not Expensive--
And You Pay Your Premium
In Installments

Let us write an insurance policy to give you complete protection. We'll be glad to quote prices and explain how we can be of fullest service in case of loss. You can take care of the premium with monthly payments at small expense.

United States Investment Co.

O. W. WARNOCK, Mgr.

New Equipment Is Installed In Ackerman Shop

E. Ackerman on Adams avenue across the street from the Larison garage has added a new piece of equipment to his tire shop. It is the latest model of tire spreader.

Mr. Ackerman does vulcanizing and deals in new and old tires. He has been in this business in La Grande for the last three years. Before that he was located in Portland.

An interesting training was undergone in that work by Mr. Ackerman in Ohio when for five years he worked building tires at one time in the Firestone tire factory, another time in the Goodrich factory and again in the Kelly-Springfield factory, so he knows the business from the ground up.

The Ackerman shop was formerly located in the Roesch building next to The Observer but moved across Adams when Mr. Larison secured those quarters for his new garage.

HIS SYSTEM

"Why do you rise so early in the morning?"

"I have to get downtown early in order to find a parking space for my car."

"But don't you have a good deal of time on your hands?"

"Oh, then I take a street car home and have breakfast."—Cornell Widow.

High school enrollment is declining in Germany. In 1928 50 per cent of all boys were listed; the number has dropped to 44 per cent.

U. S. TEAM DEFENDING RYDER CUP



Walter Hagen, captain, and his Ryder cup team sailed April 10 for England. Farrell and Diegel are slated to play No. 1 and No. 2.

BANKED TURNS ORDERED FOR NEW FRENCH ROADS

PARIS (AP)—Banked turns are in store for fast drivers on the rebuilt roads of France.

Wherever a road is to be reconstructed or extensive repairs are necessary, the ministry of public roads has ordered that the turns be adapted to the fast travel of today.

Since about half the main highways are due for rebuilding in the next few years as money becomes available, there eventually will be a marked improvement in rural traffic movement.

LET MA DO IT

There is no use to explain the budget system to a man who pays \$3.00 for getting his car washed while his wife is doing the family wash at home.

Judge (to woman witness): Do you understand the nature of an oath?

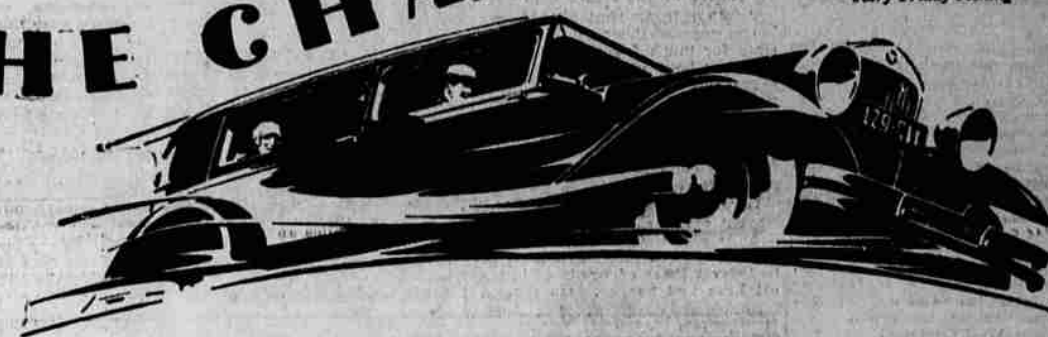
Witness: Well, my husband is a golfer and my son drives a second-hand filver.

It was along a beautiful stretch of highway and the telephone line along the way was in the hands of repair men. She was driving and cooing, when of a sudden she spied the men climbing the telephone poles. "Elmer, just look at those fools," she exclaimed; "do they think I never drove a car before?"

DUBLIN (AP)—The Irish Free State will issue a special set of postage stamps to commemorate the centenary next June of Roman Catholic emancipation in Ireland. The new issue is to bear a likeness of Daniel O'Connell, the "liberator."

The Big Swing Is To ESSEX THE CHALLENGER

Hear the radio program of the "Hudson-Essex Challenger" every Friday evening



It Challenges Your Interest in These Important Ways

EASY TO BUY

FOR INSTANCE in this city your first payment, with your present car included, may be as low as \$300, and your monthly payments \$38.87.

Your present car will probably cover the entire first payment. The H. M. C. Purchase Plan offers the lowest terms available on the balance.

EASY TO OWN

On our own streets Essex the Challenger, under competent observation, averaged 20 6-10 miles per gallon. The average owner in this city can expect 18 to 20 miles and upward. Hundreds of records all over the country during "Challenger Week" prove Essex economy. Commercial users operating large fleets of Essex cars say that service and maintenance costs, covering millions of miles of operation, are lowest of any car ever tested.

The buying public has picked Essex the Challenger as the greatest value of 1929. They are giving it the biggest business even Essex has ever known. By thousands they are trading in other makes for the great Essex value. Never before has public approval been so near universal.

A Wide Choice of Colors at No Extra Cost

The Variety Is So Great You Have Almost Individual Distinction

Here is a BIG adult-size "Six"—fine to look at—roomy and comfortable—built as strongly as any car at any price. Upholstery and appointments are rich and handsome. There is such a wide variety of colors, that no matter what your choice you have almost individual distinction.

A SUPER-SIX motor—challenging up to 70 miles an hour—60 miles an hour, hour after hour—in get-away

it challenges any car at any price—it challenges all in climbing hills. Hydraulic shock absorbers are standard—they do not cost one cent extra. The same with radiator shutters, air cleaner, windshield wiper, safety lock, chromium-plated cowl lamps. Add up for yourself the extras Essex offers to added cost and you will see above \$100 in extra value in those items alone.

\$695
AND UP—AT FACTORY

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gauge for gas and oil—radiator shutters—saddle lamps—windshield wiper—glare-proof rear-view mirror—electroclock—controls on steering wheel—all bright parts chromium-plated.

Blue Mountain Garage

Opposite Postoffice.

M. A. Harrison, Mng'r.