

OAKLAND, PONTIAC PLEASE OWNERS

Good Points of Two Models Related by E. R. Ringo and O. C. Osborn

The new Pontiac Big Six and the daintily smart Oakland automobiles are handled by the La Grande Motor company. The Pontiac is built for that great army of up-and-coming Americans who want to step up into a car which offers more than the lowest priced transportation. With new features in every part of the car—new in power, in speed, in richness in comfort—it presents for the first time, that ideal combination of big car value at small cost. So speak the factory men and the persons in La Grande who have become the owners of the Pontiac.

There are two automobile owners in this city who are among the crowd of persons who are enthusiastically in favor of the cars which they own.

E. R. Ringo says of his Oakland five passenger sedan that he is "tremendously pleased with it." He likes it because it drives easily, rides smoothly and is exceedingly comfortable.

A personal car, or one for business, smart—convenient—comfortable, even for the longest trips. Roomy deep seated—luxurious, all he finds true of the Oakland.

Practical Pontiac

Another man who has been tremendously pleased is O. C. Osborn, owner of a Pontiac, which he has had for the last two months.

"The Pontiac looks well, runs well and is a first class car," he says. "I like a light car because it does not use so much gas and is easy to handle."

The power and speed of the Pontiac are also mentioned by Mr. Osborn. Later on he is planning a trip to the coast with his family and they will make the trip in the new Pontiac. Then the power, the quick pick-up, the smoothness, the "looks," the comfort will all be appreciated by the travelers.

Service Station Improvements To Be Made Shortly

During the coming season the Play service station, on the corner of Greenwood and Adams, jointly operated by Doyle Zimmerman and June Stalcup, will undergo several improvements which will make this place the best side of Portland in the state.

One of the first jobs will be the paving of the ground, to begin as soon as the weather becomes settled. Another feature will be the painting of all buildings white and to further beautify the place, flowers will be planted in the parking area and near the station proper.

Well Equipped
The Play station is particularly well equipped for assisting the motorist. A modern auto laundry, draining and greasing rooms, a vulcanizing shop are among the features of the plant, housed in a long building on the rear part of the grounds.

A complete stock of Dunlop tires is kept on hand, sizes to supply every demand. Texaco gasoline and Texaco products are featured. Mr. Zimmerman and Mr. Stalcup say that their tire shop is the best in this section of the state.

Service, however, is given more emphasis here and as evidence of their desire to serve, the two men have only recently installed a new Eco air-stand, with automatic tire inflator service free of charge.

Spread Gospel of Wonderland
Another feature which is included in the service is the telling the tourists who pass through of the beauties of the Willamette Lake country. This is not only done by word of mouth, but several pictures, including one of large size on the top of the rear building, speak mutely of the Switzerland of America. This station has sent numerous tourists into Willamette country during the past, and needless to say, none of them regretted their side journey.

The office is modern in every respect and directly to the rear of the office is a ladies' rest room.

At present Mr. Zimmerman and Mr. Stalcup employ two experienced men, Billy Keltner and Bert Higgins.

Veteran Make Ready For 500 Mile Auto Race

INDIANAPOLIS (AP)—Veteran race drivers, early on the job, are preparing their cars for the 500-mile International speed classic here May 30.

Cliff Durant, millionaire sportsman and an old timer at the Indianapolis track, was among the first to arrive. Early arrivals also included Dave Devore, Johnny Seymour, Deacon Lits and Bob McDonough. A dozen cars are undergoing tests at the track.

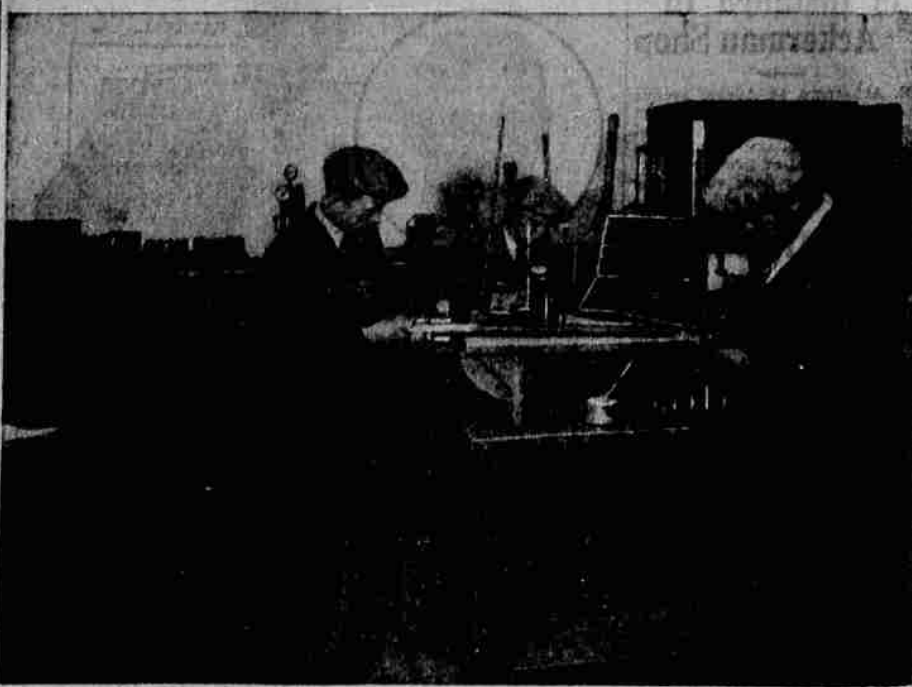
Louis Meyer, winner of last year's 500-mile race, is preparing to drive new car this year, while Deacon Lits is here with the car that Meyer drove to victory last year.

Qualifying trials will begin Saturday, May 25. Cars must be piloted by the starting drivers for 10 miles at an average of 30 miles an hour or more. Entries will close midnight May 1.

BUYS NEW SEDAN

Clyde Zimmerman is the owner of a Chrysler "75" sedan. K. J. McWilliams is the owner of a "75" sedan and L. E. Morten of a "65" coupe, purchased from the Chrysler garage.

WHERE LIGHT RAYS MEASURE MILLIONTH INCH



One millionth inch is too small to be conceivable by the average mind, but in this studio-like test room at the Nash Motors plant, such a measurement is all in the day's work. Light rays are employed in this master test to determine the absolute accuracy of jeweled factory gauges and measuring dies, according to the McKinnon Nash company of La Grande.

Filling Station Owner Booster For Home City

J. P. Heasty, who operates the Texaco filling station at the corner of Second street and Adams avenue, has an unusual way of remembering who goes through this city—stopping at his station en route to replenish the car fuel. During the tourist season Mr. Heasty often has the travelers sign his register and in this way is able to keep an interesting check on the world of wheels. Besides, this measure of personal contact, in addition to the excellent service that he renders his patrons, brings them back to his station on the return trip.

Another thing that Mr. Heasty keeps uppermost, and it is responsible for much favorable publicity that has been given him in trade magazines and elsewhere, is neatness. This is applied particularly to the station and its grounds—which are continually kept in almost spotless condition. And a touch of color in blooming flowers rounds it off.

In meeting the travelers, Mr. Heasty extends the good will of La Grande and the beautiful country surrounding it, making it a point to inform them of points of interest here and nearby. On several

occasions he has taken tourists from the east and midwest through the big lumber mills, thus giving them an interior view of the lumber mills in operation that they might not have had otherwise. They go not only impressed with the splendid scenery but also aware of the industries. Mr. Heasty thinks that everyone should not only tell about La Grande but should also take time off to really show these visitors what this town actually has. He points out that in this way many desirable persons may be induced to return here to establish homes.

Plans New Building
A new building, 22 by 30 feet, soon is to be erected to give better facilities for greasing and tire repair, Mr. Heasty says. A car hoist will be installed to facilitate greasing and oiling operations. His station sells the products of the Texas company.

ACTIVITY AT INDIANAPOLIS

With the American Grand Prix classic at Indianapolis less than two months away, activity at the famous track is increasing daily. The round "Cotton" Henning is busy at work on Doda's front drive Miller, to be driven again this year by the dynamic Bob McDonough. Johnny Seymour is continuing the three-trip drive cars built by Earl Cooper, and Charlie Hanson is busy grooming the car which Lou Moore drove to second place in the 500 mile race last year.

21 Per Cent Of Drivers Are Of Another State

Numerous inquiries have been received as to the proportion of traffic using Oregon highways which comes from out of the state, the Oregon State Motor association is authority for the statement that for the five tourist months, June, July, August, September and October, traffic counts show that approximately 21% of all vehicles that use the highways of Oregon are from out of the state.

Following are statistics taken from the biennial report of the state highway commission. The traffic counts were made at 200 representative counting stations scattered over the state:

	1927-28
Horse drawn	0.32
Motocycles	0.41
Oregon passenger autos	69.74
Nonresident passenger autos	20.85
Trucks 1.5 tons and under	5.48
Trucks over 1.5 tons	3.20
	100.00

Patron: Here's a piece of rubber tire in my hand.
Walter: No doubt, the motor is displacing the horse everywhere.
—Detroit Motor News

USES DODGE CARS SINCE YEAR 1914

Nate Zweifel, Now Driving His Seventh, Finds It An Ideal Model

The luxuriously fitted, well appointed, and handsomely finished interiors of the closed model, the comfort, the rapid acceleration and the dependability of the Dodge are the reasons for Nate Zweifel's particular partiality for that make.

His long, low and graceful body lines, staminal and real quality, are other reasons which account for the fact that Mr. Zweifel has owned and operated seven Dodge cars. His first one was purchased about 15 years ago from the L. C. Smith garage. That was from the first carload that ever came to La Grande. Every Dodge he has owned since has been purchased from Mr. Smith.

"The Dodge is a good car all the way round. It's durable. It requires little repair. It's just the sort of help I need in my work," Mr. Zweifel states.

In the new car the Zweifels have driven 3300 miles, including one trip to and from Portland, when they drove the first 800 miles.

Mr. Zweifel drives about the Grande Ronde valley a great deal and finds his car suitable for his business needs as well as for pleasure.

Easy to Operate

The new Dodge is exceptionally easy to operate, with all controls at the finger tips. It can be driven hour after hour without fatigue, its owners find.

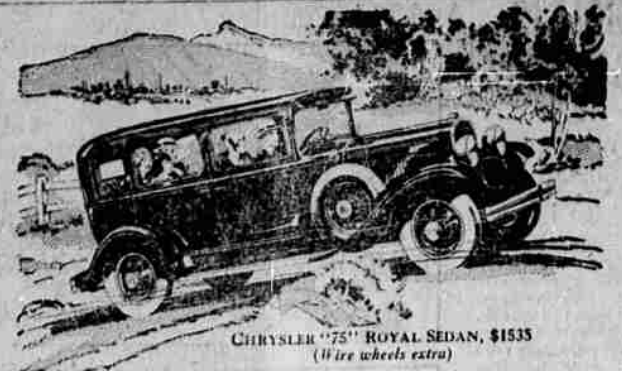
"When you have examined this car, have ridden in it, have driven it, and have studied it point by point and feature by feature, you will be enthusiastic about this New 8K. Here is a car that typifies that enter and craftsmanship which has characterized Dodge Brothers cars of the past," the manufacturers say.

STUDEBAKER ENTERS RACE

Two Studebaker Presidents have been entered in the double 12-hour race at Brooklands, May 10 and 11. The model already holds the international Class B record for 24 hours at 85.2 miles an hour, as well as many world records of long runs of from 10,000 to 20,000 miles.

AMEN

Bill always claimed the right-of-way.
But now he's out of luck.
He tried to take it yesterday.
From a ten-ton gravel truck.
—New York American.



A demonstration will prove Chrysler performance leadership

Drive a Chrysler—"75" or "65"—and you cannot help but understand why Chrysler successfully maintains its performance leadership.

No other car—regardless of price—offers the remarkable combination of features which make Chrysler's unmatched performance possible.

To try out a Chrysler in traffic is to gain a thrilling new conception of how eager, fleet and smooth fine-car acceleration can be—what infinite safety has been attained in Chrysler's weatherproof internal-expanding 4-wheel hydraulic brakes.

To open the throttle wide on the broad highway is to feel the exhilaration of steady, effortless high speed.

To negotiate a steep grade or a winding hill is to relish the satisfaction of boundless energy and power, ever at your command.

Yet it is only logical that Chrysler should give such performance. If you were to have a motor car engineered to your order, you would unquestionably insist on every one of the advancements in design and construction which, together, endow Chrysler with its masterful performance.

6-cylinder high-compression engine of Chrysler "Silver-Tone" principle. 7-bearing counter-weighted crankshaft. Crankshaft impulse neutralizer. 100-horsepower Torque Struts with tongue and groove rings. Rubber engine mountings.

CHRYSLER "65"—Six body styles priced from \$1040 to \$1145. CHRYSLER "75"—Nine body styles priced from \$1535 to \$2345. All prices f. o. b. factory. Wire wheels extra.

CHRYSLER

CHRYSLER MOTORS PRODUCT

L. W. WEEKS

Greenwood and Jefferson

LOOK OVER OUR WANT ADS FOR BARGAINS

Announcing New Features that create even Higher Standards in PLYMOUTH Performance, Comfort & Quality

FULL SIZE

This is Plymouth's
National Display and
Demonstration Week

PLYMOUTH now shows the public something new and altogether beyond comparison in performance, comfort and quality.

Today's improved Plymouth has a much heavier crankshaft; much larger main bearings and connecting rods; a full-pressure lubricating system of new design—and other Chrysler advancements that have a brilliant new effect on Plymouth performance.

In addition, rubber-insulated engine mountings, silencer exhaust valves, aluminum alloy pistons, body impulse neutralizer and other advanced features contribute toward making Plymouth so delightfully smooth at all speeds.

IMPORTANT NEW FEATURES

Increased Engine Stroke and piston displacement range.
Heavier Crankshaft.
Larger Main Bearings and Connecting Rods.
New Design Full-Pressure Lubricating System.
Improved Steering Mechanism.
Greater Economy of operation and upkeep.
New Self-Conforming seat cushions.
New Spring Calers—and a number of other highly scientific Chrysler engineering refinements.



Already famous for comfort, the full-size Plymouth is now more comfortable than ever. Its wide, deep seats with self-conforming cushions of a new type give you "easy-chair" repose.

Plymouth radiates the charm of new Springtime colors that enhance its crisp smartness of line.

The obviously greater quality and value of the improved Plymouth are apparent in every phase of its appearance and behavior—in its greater interior roominess and comfort—in its greater economy of operation—and in its greater stamina and long life.

Equally obvious is the greater safety of Plymouth—made certain by full-size

\$655
and upwards
f. o. b. factory

Chrysler weatherproof internal-expanding hydraulic brakes on all four wheels.

This is Plymouth's National Display and Demonstration Week. Make it a point this week to examine and drive the improved Plymouth. It will be well worth your time.

Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers extend the convenience of time payments.

PLYMOUTH

AMERICA'S LOWEST-PRICED
FULL-SIZE CAR

April 20 To 27

For those who have neither seen nor driven

The New Models

We are holding a special demonstration week to give everyone an opportunity to take the wheel so that they learn the facts about

THE CHRYSLER "75" THE CHRYSLER "65" THE PLYMOUTH

Come any time or phone for an appointment.

L. W. Weeks

L. W. WEEKS

Greenwood & Jefferson