

OLDSMOBILE IS EASY TO HANDLE

Jesse Rosenbaum Finds Machine Fears No Roads And Asks No Favors

"In answer to your letter regarding the way my Oldsmobile has functioned since I purchased it six weeks ago, I will say that I have driven it 3400 hundred miles over all sorts of roads and in all kinds of weather conditions and that it has given wonderful service. It has caused me absolutely no trouble and I am very much satisfied with it."

"The Oldsmobile fears no roads and asks no favors. It is exceptionally easy to handle even for a lady who is not accustomed to driving."

The above is the kind of a letter which Jesse Rosenbaum said he would write to the Oldsmobile dealers in La Grande because he is so thoroughly pleased with his new car.

Mr. Rosenbaum and his merry Oldsmobile have traveled many miles in the few weeks of their acquaintance and their friendship grows with time.

"The Oldsmobile six is now, more than ever, in the spotlight of public favor. Its fine-car performance, riding and handling ease, and many mechanical improvements are widely acclaimed. A big, high-compression, six-cylinder engine developing 62 horsepower, vertical radiator shutters, a full equipment of four Lovejoy hydraulic shock absorbers, are a few of many items that give it an overwhelming margin of value over all other cars at about the same price," say the Oldsmobile dealers.

Incidentally, the Oldsmobile company is eagerly awaiting its first model of the new Viking, the V-type eight cylinder car which is now being offered in the medium price field. Models have been received in the larger cities but so far the smaller cities have not received theirs. However, the scheduled production for May calls for 5,000 of the new automobiles.

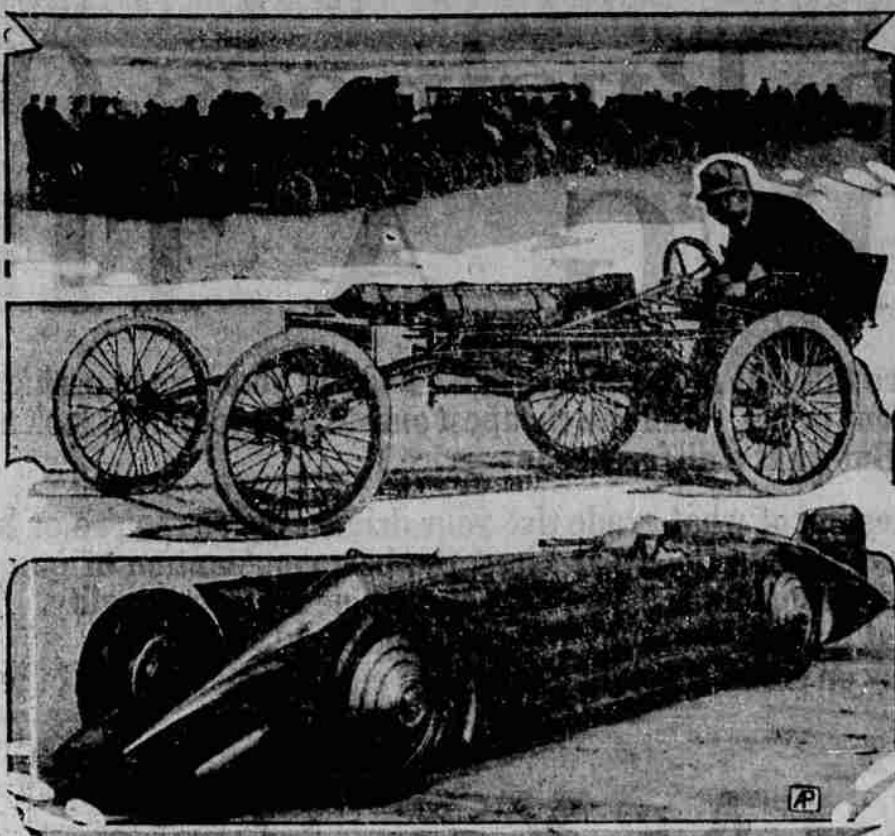
QUERY

Why is it a man can find an insurance receipt, a money order, blank, a lodge membership card, a fishing permit, a book of postage stamps, a rain check, a newspaper clipping, several cigar coupons, and two snapshots, half a dozen theater tickets, a lottery ticket, some assorted business cards, stock market literature, a blank check, an I.O.U., a postcard, and at least three unpaid bills, when he is vainly trying to produce his driver's license?—Life.

"Hurry your baby learned to walk yet?"

"Heaven, no! Why, he's just learning to drive the car."—Kansas City Star.

Racers of 1903 Counted Split Seconds, Too



Twenty-five years have brought amazing changes in racing automobiles. Above is shown the lineup of an early day speed trial at Daytona Beach. "The Pirate" (center) owned by R. E. Olds, was one of those that counted over the beach sands in 1903. Below is Maj. H. O. D. Segrave's "Golden Arrow," which has set a new world speed record of 231.36246 miles an hour.

DAYTONA BEACH, Fla. (AP)—A second's time today means much more than it did a quarter of a century ago—at least, it does to automobile racers.

Maj. H. O. D. Segrave of England, present holder of the world's speed title, gained it here March 11 when his low hung "Golden Arrow" roared down the sands for an average speed of 231.36246 miles an hour.

That was much faster than the speed attained last year by Ray Keesh of Philadelphia, who took the title with a speed of 207.552 miles an hour. Yet if Segrave had clipped only one second off Keesh's record his feat would have been acclaimed. Keesh, in fact, had taken only .05 of a second off the former record of 206.956 held by Capt. Malcolm Campbell of England. And Campbell, in setting that record, had nosed out Major Segrave by .27 of a second.

Back in 1903, when beach racing first was inaugurated here with a galaxy of antiquated gasoline, electric and steam driven automobiles,

Alexander Winton started the world by sending his "Bullet" racer roaring over the beach speedway at the rate of a mile in 52 1-3 seconds. That was speed in those days, but subsequent record holders had little difficulty in clipping one or several seconds from the record marks.

The old original beach record making "Pirate," owned by R. E. Olds, pioneer manufacturer and driver who was one of the first to enter racing events here 25 years ago, would present a humorous comparison to the huge "Golden Arrow" which Segrave drove to the present record.

The "Pirate" was a tiny, chain-driven car, without a body and mounted on small tired bicycle wheels with the driver's seat suspended from the frame in the rear, unprotected from the wind.

GLEASON READY

Jimmie Gleason of Philadelphia is completely recovered from injuries suffered at Salem last October. He has been offered the same car that he drove so brilliantly at Indianapolis last year for the classic again this year. Ray Keesh is the present owner of the car, in which he campaigned on the eastern dirt tracks after Gleason's near-victory finish at Indianapolis in May.

The sleek-looking woman with shell-rimmed spectacles was applying for a driver's license.

"How many miles have you driven?" asked the official.

"Fifty thousand miles—and never had hold of the wheel!" interposed her husband, stepping up. She got the license.

—Detroit Motor News

Her, Billy the Kid, the famous Arizona desperado, killed nineteen men before he was twenty-one.

Shot: What kind of a car did he drive?

STUDEBAKER AND ERSKINE POPULAR

Owners Find Cars Much to Their Liking—Elks to Tour in Studebakers

The Erskine car which is sold by the M. J. Goss garage is proving a great favorite of many car owners in this city. G. E. Spencer, of the C. J. Breier company, recently became the owner of a new Erskine which he has driven 2000 miles, enough distance to give it a good test in the two months he has owned it and he says, "I like it better than any car I've driven for its size. It has all the speed a person wants and is easy to handle. Mrs. Spencer drives it a great deal and likes it as well as I do."

The Studebaker car, also sold by Mr. Goss, likewise has many enthusiastic admirers. One of them is S. H. Crowe, of the West Coast Telephone company. Mr. Crowe this month purchased his latest one. "I consider it a very good car," he says, which is more or less superfluous since he has owned six Studebakers altogether.

"It is a classy family car," Mr. Crowe says, commenting on its beauty, of design, luxury of appointment, completeness of equipment, its brilliant performance mechanically, its comfort and ease of driving.

Mr. Goss has just received news that an official nation-wide good will tour covering the four great transcontinental motor routes from New York to Los Angeles will be launched from the Elks National Memorial headquarters in Chicago, May 1. The trip will be made in a fleet of four Studebaker President eight roadsters finished in the purple and white colors of the order. The cars are scheduled to arrive in Los Angeles in time for the opening there of the Elks Grand Lodge convention, July 8.

The tours are being undertaken to supply information on the convention to all Elks lodges, and to promote more intimate contact with subordinate lodges throughout the country.

OLSEN TAKES IT EASY

Ernie Olsen of Jeannette, Pa., probably one of the best-known speedway mechanics ever to ply a wrench on a race car, is leading a life of leisure on the Pacific coast. His experience dates back to the early days of the Duesenberg race team and the time he rode with many famous drivers. He was head mechanic of the late Frank Lockhart's team and served last with the Hoyle Valve team.

Expect Heavy Tourist Traffic This Year In State Of Oregon

Prospects this year are for a heavy tourist traffic in Oregon, according to all indications, says A. Mrs. Devine has already pasted the names of the best fishing places. They include Willamette river, Bear creek, Catherine creek, Milam river, Grande Ronde river, Willamette lake, Anthony, Mud and Grande Ronde lakes and the Innaha river.

Pear Mountain Drive

A perplexity to tourists from the East, says Mr. Hunter, is the condition of the road "over the mountain" to Pendleton. Most of them seem to contemplate that drive with fear and trembling.

The elevation of this region is another fact about which travelers inquire, Mrs. Devine says.

Then in the matter of furnishing data to tourists there is recreation in the chamber office. The officials there, too, have their stock of questions. They inquire, "How do you enjoy Oregon?" and "Where are you from?" and "How long have you been in the state?" and allied questions.

Mrs. Devine says that last summer an average of ten automobiles a day stopped at her office for information.

Corn Meal Motor Fuel Devised; Expected to Prove Aid to Farmer

By O. Paul Jacob
(Associated Press Staff Writer)

GOETTLITZ, Germany, (AP)—The time is not far off when American farmer will use meal as fuel for their motors, says Rudolph Pawlikowski, head of the Kosmos Machine works.

The forecast of the German motor engineer is based on 12 years' successful experiments with powdered fuels. He explains that his forecast is based on the ease with which meal may be employed. Vast crops of maize or sweet corn will furnish all the fuel needed by the simple expedient of grinding the residue in a mill and feeding the product into motors as fuel.

Not only meal, but rice husks, pulverized coal, wood dust, charcoal and furnace coke have been used by Dr. Pawlikowski in his motor. The success and efficiency of these fuels is due to the fact that in the motor they explode by the heat generated by compression, without aid of a spark. Pawlikowski has adapted their use to a Diesel engine by a contrivance whereby the piston action compresses and explodes the powder in the firing chamber.

Rice husks and peat did not at first appear readily combustible

PRAISE HUDSON AND ESSEX CARS

One Driver Says Main Trouble He Has Is Coaxing Passengers Out

The Hudson and Essex cars, which are sold by Avery Harrison of the Blue Mountain garage, have many boosters about town in the persons of men who have owned that make of car for many years and those who have recently become owners of one of those two particular makes.

W. A. Berry, district manager of the Skaggs Sweeney stores, for instance, had his new Hudson for a month and in that time he has made two trips to The Dalles, one to Boise, one to Portland and has been up the branch in Wallawa county towns many times. Altogether he has driven it 2500 miles.

They Want to Stay

"I'm crazy about the car," Mr. Berry asserts. "The great trouble I have is in getting people out of it after they once get in. It is so comfortable and easy riding that people want to stay in."

It is so easy to drive, in fact, that Mr. Berry's son, Kenneth, age 16, would have absolutely no trouble managing it, he says.

"It is easy riding, has a snappy, quick get-away and is fast on the road. It is as easy to handle on the curves as on the straight-aways. It is economical on gas, oil and tires," he says.

Likes His Essex

"The Essex car is easier driving than any car I have ever driven and I tried many different kinds before I bought this one. It is comfortable and couldn't possibly ride any easier," announces C. J. Richards, who has had his Essex since last September.

Repair work? "I haven't had any on in year yet, and I've had it seven months and have driven it 5000 miles. When someone ran into my car I took it to the garage but that doesn't count as regular repairs."

Mr. Richards would put the Essex against all that motorized has to offer in that class of car, and that's going some.

NEW REAR WHEEL JOBS

Still further advanced plans in the 8-Lynch rear wheel drive cars are being prepared for this year's racing events. Innovations in rear axle and spring construction to decrease unsprung weight are being made to place the rear wheel car on the same level with the front wheel drives, which have attained tremendous speeds during the past year.

FARGO

NOW, a NEW SERIES of
COMMERCIAL CARS and TRUCKS
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Now, in the New 1/2-Ton Fargo Packet and in the 3/4-Ton Fargo Clipper—first of a new series of delivery trucks—Chrysler enters the commercial car field. Announcement of the 1-, 1 1/2- and 2-Ton trucks will be made later.

The New Fargo Packet and Clipper bring to the business world commercial cars, designed and built for commercial purposes, which are in themselves advertisements of the progressiveness, high standing and efficiency of the merchants whom they serve.

In both the one-half and the three-quarter ton capacities—four-cylinder and six-cylinder types—Fargo clearly establishes the results which artistic designing skill can produce in cars of

strictly utilitarian purpose. Here, for the first time in standard production, you obtain the type of construction and the distinctive appearance you have in the past expected only in special custom-built commercial bodies.

To this entirely new phase of practical beauty, the New Fargo adds a new degree of economy in operation, dependability, service assurance and performance brought about by engineering developments in its "Silver-Dome" high-compression engine, using any gasoline.

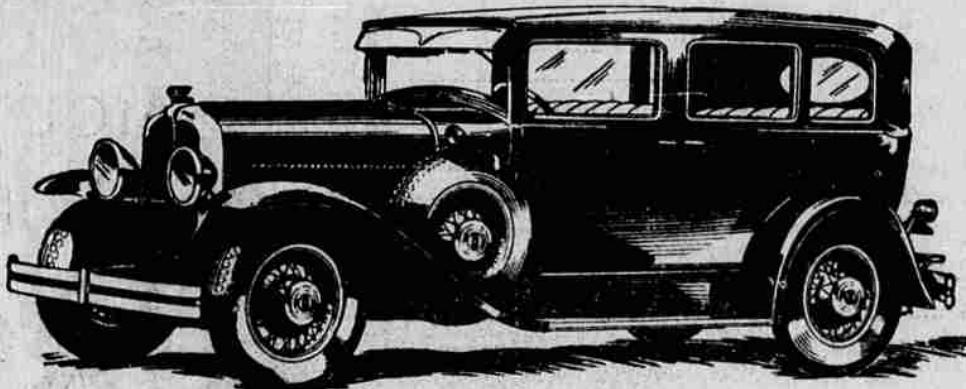
We will gladly arrange to demonstrate the superiority of the Fargo—and to prove to you the economic advantages which Chrysler now makes available for your business cars.

Come in and inspect these two Fargo models and get the low prices. They are available with panel, screen, canopy or sedan bodies. Fargo dealers are in a position to extend the convenience of time payments.

A new Fargo 1-Ton truck will be announced soon; new 1 1/2-Ton and 2-Ton will follow.



FARGO CLIPPER SEDAN—ideal for salesman, for merchandise display, for station wagon or bus service. Seating capacity can be provided for nine, with seats instantly removable to permit use of compartment for standard load.



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