

### NEW DURANT IS POPULAR MODEL

#### C. E. Bragg Tells of His Experiences Since Purchasing One

One of the features of the Durant automobile about which C. E. Bragg, of this city, boasts, is the "unusually fine service which the J. P. Morelock garage gives." It is worth mentioning in itself, Mr. Bragg states.

He has had his Durant since Jan. 1 and has driven 2800 miles in it. Last week he and Mrs. Bragg and their son, William, took a trip to Glenn's Ferry, Ida., where they showed off its wonders to the relatives whom they visited. The trip was made during cold weather and a bad storm, but "we were as comfortable as you can imagine all through it," Mr. Bragg recounts. On the way to Glenn's Ferry at Mt. Home, Ida., they encountered six inches of snow.

Before, Mr. Bragg has been the owner of a larger car, but now he says he much prefers the lighter one. "It is easier to handle, easier to park and easier for my wife to drive. It also has a high re-sale value."

"I bought the Durant after a lot of thought and comparison with other cars and I have decided that I can get the most service per dollar from it than from another car. It has splendid four-wheel brakes and has the best four-cylinder motor on the market. It has more body room than other cars of its class. It is very economical in operation."

"After I had driven it 300 miles I made a test of it and found it made 25 miles to a gallon and of course, it will do better than that now."

"It's my opinion that it's the best car on the market for the money, barring none."

**Big Improvement In State Highways**

During 1927-1928 the following improvements have been made to Oregon's highway system according to a statement recently issued by the Oregon State Motor association.

A total of 9.8 miles of pavement, 107.6 miles of bituminous macadam, 512.8 miles of oiled macadam, 209.8 miles of crushed rock or gravel resurfacing, 147.7 miles of grading, and 32.9 miles of grade widening. The forest road construction as reported by the United States Bureau of Public Roads is 71.1 miles of crushed rock or gravel surfacing, 41.9 miles of grading and 21.7 miles of grade widening, and the improvement within Crater Lake national park on state highway routes totals 17.0 miles of oiled macadam. The counties, as cooperative aid on the state highway system, have surfaced 5.6 miles and graded 23.4 miles with their own forces.

### General Motors Spring Showing Event Of Today

NEW YORK (Special)—A nationwide exhibition of all General Motors passenger cars, during the week beginning April 20th and ending April 27th, was an innovation announced today by Alfred P. Sloan Jr., president, General Motors. The exhibition is to be known as the General Motors spring showing, and from the plans already outlined promises to be the largest and most comprehensive showing in the history of the automotive industry.

Twenty-three thousand General Motors dealers are to participate in the event, each acting as an individual exhibitor of the line of cars he merchandises in his particular location. Allowing a minimum of five display cars for each dealer, this will mean that during this week more than 125,000 General Motors cars will be on view simultaneously. The event will be suitably announced by nationwide magazine, newspaper and outdoor advertising. The corporation's motor car divisions—Cadillac, Buick, Oldsmobile, Oakland and Chevrolet are co-operating to make this spring showing a memorable event.

For two years past General Motors has sponsored special showings at the time of the national automobile shows in New York and Chicago in which its entire line of products has been represented. These events have produced a great impression and have attracted an attendance comparable with that of the national shows themselves. Recognizing the public's interest in these undertakings, it is decided that the various communities all over the country would appreciate similar showings in their own locations. Thus the idea of spring showing week was conceived and by means of it General Motors will in effect bring a miniature automobile show to every community, thereby emphasizing the fact that within its own organization there is a car for every purpose.

In commenting upon this program, Mr. Sloan said:

"I am sure that General Motors has every reason to feel proud of the accomplishment of our organization as evidenced by the products which we are exhibiting in every community of the country as a part of our 'Spring Showing Week.' Our organization has worked industriously and conscientiously and with every facility at its command, in the development of the products presented. They have not been the result of a month's or a year's effort. On the contrary they represent accumulated experience of a large staff who have been intensively studying each individual part of the problem for a great many years. It is only through such accumulated experience or actual contact with the problem that the present result is possible. Every time I look at the modern motor car, I am always impressed with what this great in-

dustry has accomplished during the relatively few years of its existence. Irrespective, however, of how General Motors products may be appraised today, our organization has constantly before it the General Motors policy of offering increasing value, through evolution, as circumstances make possible. By striving always for something better, something better will surely result. As a matter of fact, I think that this spirit has a great deal to do with the tremendous prosperity that this country is enjoying."

### New Equipment Is Installed By Ed G. Reiland

Continuing his policy of improvement, which has marked his business since it was first established here in 1912—some 17 years ago—Ed G. Reiland, whose shop is on Adams avenue just east of the Greenwood intersection, has added several new pieces of equipment recently.

Mr. Reiland has installed complete motor reconditioning equipment, a Storm reboring bar, a Quickway multi-purpose machine for valve and piston work, refitting valve lifters, etc.

Mr. Reiland also devotes considerable time to welding, having both an electric and acetylene outfit and a great deal of experience in this line of work.

Another feature of the business is the maintenance of a tow or wrecking car. A considerable stock of equipment for motorists is kept on hand, including Gates tires.

The history of Mr. Reiland's place is of much interest. He was in business in 1912 in his same location, with only L. C. Smith and H. W. Leighton ahead of him. As a matter of fact Mr. Reiland is the pioneer in battery and electric service here, having this service in operation since 1913.

However, the shop that houses the business today is much larger in size than the first building erected in 1912. Steady increase in business has resulted in a constant enlargement and caused the providing of better facilities with each succeeding year. "And as long as I can give service that is satisfactory to the public and as long as automobiles develop troubles that I can fix I intend to keep my establishment progressing," Mr. Reiland declares.

**GREAT CAR**  
Prospective Purchaser: I don't exactly like the looks of this car from the front.  
Salesman: But look at the back. It looks good from that view, doesn't it?  
"Yes, but—"  
"Well, that's all anybody'll ever see of this car."—Answers.

**MODERNIZED**  
He heeded not the traffic cop. He roared ahead pell-mell. So the doctor told the sexton. And the sexton tolled the bell.

### NEW CHRYSLER PLEASES FERRIS

#### Tells Dealer That He Has Never Driven a Real Car Before

The great popularity of the Chrysler made cars is one of the strongest things in the motor industry today, reflecting the remarkable rise of Chrysler Motors, which has become one of the big three or four in the entire world. As elsewhere the Chrysler is one of the most popular cars that are in use in this territory.

"In the month I have owned my Chrysler 65, I have covered a lot of territory. I have been once to Portland and once to Eugene. The first time I drove to Portland I went at the rate of 30 miles an hour and averaged 25 miles an hour to a gallon of gas. That is remarkable. That is even better than the factory claims. Going to Eugene I stepped on it a bit more and did the trip on 20 miles to a gallon. I will say for publication that this automobile can do anything it is said to do," says Jack B. Ferris, of the Union Mortgage and Investment company, when interviewed by a reporter as to his opinion of the new Chrysler car.

"When the dealer told me about the Chrysler I put down a lot of things he said to sales talk," Mr. Ferris continued. "He said, 'In a month you'll come back and tell me you had never driven a car before.'"

"So yesterday I went back and told L. W. Weeks that I had never driven a car before."

**Lots of Pep**  
"I have driven many kinds of cars to Portland, but never one which handled as easily and had such pep and pick-up on the hills."

It drives as easily from Hood River on the highway curves as it does on the straight stretches.

"Before, after making a steady trip to Portland I have been tired but in the Chrysler 65 I drove to Portland in seven and a half hours and wasn't a bit tired. I arrived there at 2:30 o'clock in the morning. Usually long drives make the back of the driver's neck stiff and tired, but that isn't the case in the Chrysler, due partly to the comfort of the especially built cushions."

Another of the many customers that Mr. Weeks, of the Chrysler garage, has pleased is the Rev. J. George Wals, of the Presbyterian church. Mr. Wals says, "For the time we have possessed the car and the mileage we have driven it we are very well pleased with it." Mr. Wals is the owner of a 75 sedan.

Besides the Chryslers, Mr. Weeks also has a ready market for Plymouth cars, made by the Chrysler corporation.

Speaking of the Plymouth car, Lowell Williamson, realtor in the La Grande National Bank building, says that one of the features which accounts for his liking of the new car is the ability it gives the driver to negotiate turns in small areas, which makes it an especially convenient car for use in town.

"We are very pleased with it. It has good pick-up and especially in traffic. The brakes are especially good. It turns easily. Last week I made a trip into the Snake river hills near Robinson and the sheepsman there thought the Plymouth was some car."

Mr. Jennings has a modern, well-equipped station in roomy quarters and in addition to the brake business, he is the authorized Graham-Paige servicer and also does general repairing.

He handles Rusco brake lining and believes this to be the best that can be purchased today. The Rusco lining stops quicker, faint or shiny, wet or dry, he declares. Another feature he offers is the Durak brake shoe liner for any internal brake and trucks, which he says is guaranteed to give double service. "In fact, I guarantee everything that goes out of the shop," he said.

His shop equipment includes an Kaell brake testing machine, the only one of its kind between Pendleton, Ore., and Weiser, Ida., which gives an absolute test on all four wheels, doing away with guess work.

M. E. Prof. (after lecture): Are there any questions?  
Prof.: Yes, sir. How do you calculate the horse power in a donkey engine?

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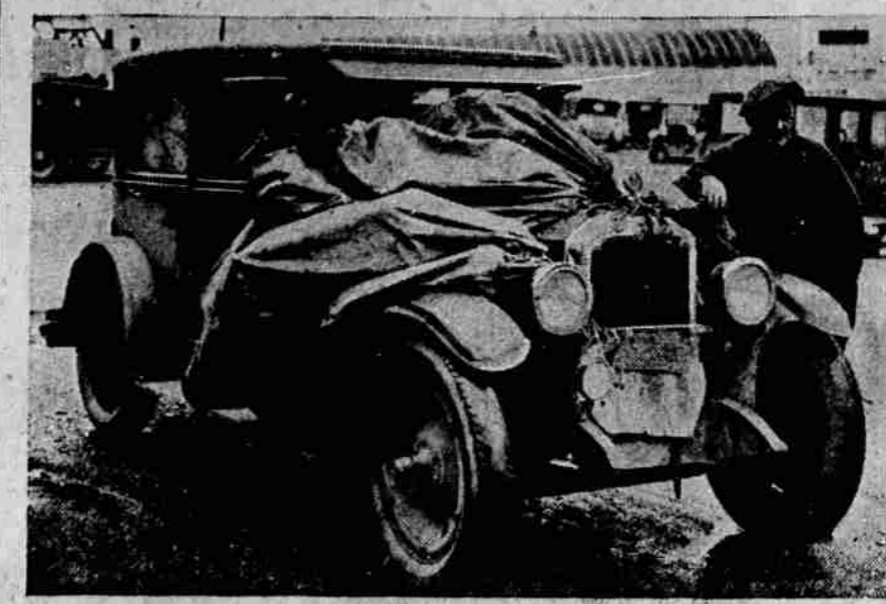
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### ALL IN A DAY'S WORK FOR THIS CAR



Jack Thurston, mail carrier of Glacier, Wash., and his Oldsmobile loaded with 27 mail sacks, starting on his daily trip. Thurston has driven his Oldsmobile more than 120,000 miles in two years and eight months. These cars are handled in La Grande by the Oldsmobile Sales Co.

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### Care of Brakes Important; Urges Regular Tests

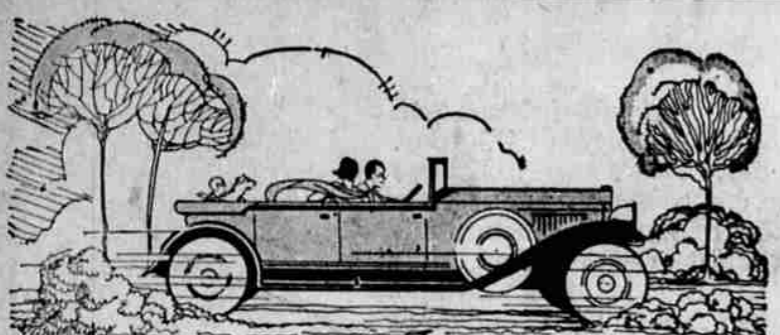
"Brakes are something that a great many motorists neglect, partly due to the fact that we have no legislation at present concerning brakes although automobile headlights, etc., are more or less under state supervision," Arleigh Jennings, of the La Grande Brake station in the new Harris building on Greenwood street, said the other day in discussing brakes. He added that motorists, in order to be sure of performance of their brakes, should have tests taken regularly. "Brakes cause numerous accidents, some minor and some costly, and a little precaution often prevents a heavy loss," he said.

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You Can  
**FORGET MOTORING WORRIES THIS SPRING**  
If You Have  
**A Rebuilt Engine Job**

Line Boring and Bearings	Connecting Rods Service	New Pistons, Rings and Pins	Re-Ground Cylinders
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All the performance of a new car without the cost of a new car

## Leighton's

### Welding & Machine Works



You are cordially invited to visit a  
**Special Spring Showing**  
of  
**New Oakland All-American Sixes**  
and  
**New Pontiac Big Sixes**  
April 20<sup>th</sup> to 27<sup>th</sup>  
in our Salesrooms

*Special performance demonstrations have been arranged*

# La Grande Motor Co.

Hall Motor Co.      1419 Adams Ave.      Enterprise, Oregon