

GRAHAM-PAIGE CO. BUILDS 100,000

Another Milestone in Its Progress Reached, Local Dealer Reports

Another milestone in Graham-Paige progress was reached last week, when the 100,000th Graham-Paige car was built, just 15 months after the new line of six and eight was introduced, according to Vern Jennings, incidentally, Mr. Jennings, local dealer in Graham-Paige cars, is now located next door to the Oakland-Pontiac garage on Adams avenue.

Production at the Graham-Paige factory is now running over 500 a day, well ahead of the figures of last year, when Graham-Paige established a new first year sales volume record for the automobile industry.

Graham-Paige motor cars, distinguished by the four-speed transmission with standard gearshift, attracted immediate and widespread acceptance when introduced in January, 1925, by the three Graham-Paige brothers. The steadily increasing sales soon taxed the already large and well-equipped manufacturing facilities of Graham-Paige, and since then construction crews have been at work almost continuously enlarging existing plants and erecting new ones. More than \$16,000,000 have been invested in plants and equipment.

Graham-Paige now owns and operates two separate manufacturing plants at Detroit, three large modern equipped body plants, one at Wayne, Mich., and two at Evansville, Ind., and a lumber mill at Perry, Fla.

New factories and additions have more than doubled the floor area of Graham-Paige plants since the three Graham-Paige brothers acquired ownership control. The total is now well over 2,000,000 square feet.

Along with the growing public demand and the increased manufacturing facilities, the dealer organization has assumed world-wide proportions, extending Graham-Paige sales and service facilities throughout the United States and Canada, and into 63 foreign countries. The total number of Graham-Paige distributors and dealers has been trebled during the last 15 months.

NORTH RANDALL DOLLS UP

Nearly \$5,000 is being spent on safety fences and improvements at the North Randall track at Cleveland, Ohio. This is the fastest dirt course in the United States, with all records from one to 100 miles made by the late Frank Lockhart held here. After a season of racing without AAA sanction last year, the track will reopen this year again under the national governing body. The first event is scheduled for May 12.

Luxury Enters Air Travel



The Richfield Oil Company have just placed in service, for use by their executives, the most beautiful Fokker plane ever built. In addition to upholstery which takes its motif from the sky, it is equipped with radio, writing desk, kitchenette and many other innovations.

Della Parks, Chevrolet Six owner, was fortunate in being one of the first to ride in this new ship.

Hudson - Essex Models Used In Taxi Business

DETROIT, Apr. 27.—In a recent issue of "Forbes," William A. McGarry writes a comprehensive article on operation of fleets of passenger cars by an increasing number of the larger industries in the United States. Several of the larger manufacturers of motor cars, he notes, have established national fleet departments, which are working with executives of many diversified industrial operations in developing the use and management of cars on a wholesale scale in connection with their business.

"A specific illustration," says McGarry, "of how the passenger car manufacturer is finding new markets in fields formerly regarded as requiring specially built equipment is found in the experience of the Hudson Motor Car company during the last year. Moreover, its records are interesting because of the background of individual success in a day when it is being said that only organizations with large capital may enter certain fields."

As an instance, the writer quotes W. A. James, assistant sales manager of the Hudson Motor Car company, in connection with conditions in Columbus, Ohio. He says:

"Taxicab transportation in Columbus is, perhaps, the cheapest of any city in the country. For 25 cents you may travel across the principal part of the city. Not only are Columbus citizens enjoying this economical service, but cab owners are enjoying prosperity such as they have never experienced before."

"The cab operators have developed volume by its rate, but far more important is the reason why such a rate can be given and still be able to make money. The answer is proper equipment."

"Cy Hills started in the cab business in Columbus with one cab, an Essex, and today he has 50 cabs, all Essexes, which have been driven a total of 2,000,000 miles. The average cost, exclusive of accident repairs, is less than \$20 per cab for this whole total mileage. Furthermore, since the city of Columbus stopped taxicab cruising, his fleet of Essex cabs have averaged 18 1/2 miles to the gallon of gasoline."

"The instant success and favor created by Mr. Hills' efforts have been the dominant factor in the success of other Columbus cab operators such as the Stadium Cab company, which operates 40 Essex cabs, the Ohio-DeLuxe Cab company, operating 50 Essex cabs, and numerous other companies and individuals with Essex equipment."

During the trial of Texas Guinan, it was revealed that the night club where she served as hostess was operated by Johnnie and Frankie. Does anybody remember a saloonkeeper named Paddy Healy?

SCHOOL WILL BE HELD FOR TRAFFIC COP

SALEM, Ore., Apr. 26.—(AP)—An instruction course for state traffic officers will be held in Salem during the third week of May, when all the officers will be called to headquarters for an intensive study of the new automobile and traffic laws, and to hear speeches by leaders in traffic and law enforcement, says an announcement by Hal E. Ross, secretary of state. The meeting will continue through three days. Ross has delegated T. A. Rafferty, chief state traffic officer, to have charge of the sessions.

Every DUNLOP DEALER stands behind this policy



DUNLOP

Built to stand abuse
BONDED against abuse

THE world's greatest tire building experience... 40 years of it... has made it possible to build Dunlop Tires so good they can stand the hardest kind of abuse. To prove this extra quality, Dunlop has arranged with the American Surety Company to guarantee and bond Dunlop Tires, even against abuse. You don't have to guess when you buy Dunlops. You know the tire is right. And you know that we or any other Dunlop dealer will make good on Dunlop's bond. Come in. See for yourself the most sweeping bonded tire guarantee ever offered.

PLAYLE OIL CO.
easy payments
GLADLY ARRANGED

ANNOUNCES NEW CHRYSLER MODEL

Imperial Roadster Is Latest Addition to Line of Automobiles

DETROIT, Apr. 27.—Unique in design, strikingly individual, graceful and fleet in appearance, a new Chrysler Imperial roadster is now being shown to the public by Chrysler dealers in all sections of the country.

"Particularly timely in its introduction, inasmuch as spring and summer are the open car seasons for motoring, this new roadster will not only be well received but will create unusual interest wherever it is seen," says J. W. Frazer, general sales manager.

The design of the body, which is by Locke and Co., is notably different from any of its predecessors in the Imperial series. The top line of the body extends back in a straight line to the cowl, where it slopes into a beautiful curve over the door and then up across the raised section of the back of the seat cushion. The modeling of the upper section of the body and the lower portion, from the hood to the rear fender, in a sweeping curve, is a new style note that brings added distinction to the Imperial's smartness and individuality.

An innovation sure to be found to the liking of passengers riding in the spacious rumble compartment, is a windshield that, when not in use, folds down and serves as the forward section of the rear deck. Easy access to the rear compartment is afforded by a door on the right side.

The new Imperial roadster is powered by the Chrysler silver dome engine. It is equipped with such features as rear view mirror, chrome plated cowl band and cowl lamps, folding type windshield with chrome plated stanchions and frame, non-shatterable glass in both forward and tonneau windshields, bumpers in front and rear, top boot, flush type ventilators in each side of cowl, radiator shutter and automatic windshield cleaner.

NEW VIKING SALES SHOW BIG DEMAND

Weighed on the scales of actual sales, the new Viking, the 90-degree, V-type eight cylinder companion car to the Oldsmobile Six is being accorded an unusually favorable reception by the motoring public, according to reports from Oldsmobile-Viking officials. Orders so far received are greatly in excess of the most optimistic forecasts.

Within a week of the initial showing of the new Viking, telegrams were being received from dealers in every section of the country increasing their original

orders and requesting early deliveries to fill retail orders on hand. Many of these retail orders had been placed without even a demonstration ride in the Viking, dealers report.

This exceptional reception of a new car by the public is believed due to the fact that the Viking is

sponsored by General Motors and is being manufactured and merchandised by the Oldsmobile division.

Through maintaining an open-minded policy in every respect and closely following the public desires General Motors has built up a large following throughout the world. Its

products have become recognized as presenting outstanding values in their respective price classes.

Our idea of the height of embarrassment is to have picked the wrong cigarette in one of those blindfold tests we see advertised in the magazines.

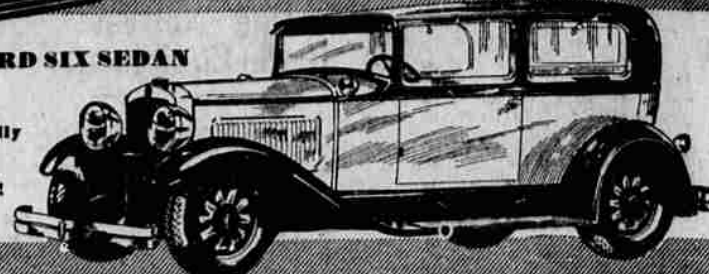
HERE'S HOW NASH '400'

DELIVERED PRICES SAVE YOU MONEY

ASK THE SALESMAN: WHAT IS THE PRICE DELIVERED, FULLY EQUIPPED?

\$1145

Delivered, Fully Equipped, Nothing More to Buy!



WHEN a Nash "400" leaves the factory it has been furnished with all items of equipment, including chromium-nickel bumpers, front and rear, hydraulic shock absorbers, tire lock and tire cover. There is no extra charge made thereafter for these items.

So, when you see, in a motor car advertisement, a price quoted, and under it the words "All prices f. o. b. factory," you should make a mental note to ask the salesman for that car how much extra, over and

above the f. o. b. price, it will cost you to have a fully equipped car such as the Nash "400."

Some dealers (not Nash dealers) charge up to \$50 or \$60 extra for bumpers alone.

Investigation will show you conclusively that the Nash way of building and selling a motor car saves you money. You will find cars of competitive makes actually costing considerably more than a Nash "400" when delivered, fully equipped, nothing more to buy!

THE NEW NASH '400'

LEADS THE WORLD IN MOTOR CAR VALUE

IMPORTANT "400" FEATURES - NO OTHER CAR HAS THEM ALL

High compression motor	Aluminum alloy pistons (lower strain)	7-bearing crankshaft	One-piece Saloon fenders
High Turbulence	New double drop frame	Exterior metalware chrome plated over nickel	Clear vision front pillar posts
Lovejoy shock absorbers (Exclusive Nash Mounting)	Torsional vibration damper	Short turning radius	Nash Special Design front and rear bumpers
Saloon Bodies	World's easiest steering	Longer wheelbase	

McKennon Nash Motor Co.

806 Adams Avenue,

Main 650.

(4-28)-126

Check Oldsmobile Performance by the Surest Test of all—

DRIVE IT-KNOW WHAT IT CAN DO



THERE'S one sure way for you to prove Oldsmobile performance... come and drive the car yourself! Learn by actual experience, not only what this Oldsmobile can do, but how it does it.

Get behind the wheel. Make yourself comfortable... regulate the adjustable driver's seat to suit your height. Note the convenient arrangement of controls and instruments—the facility with which you can operate the starter, lights, gear-shift, accelerator, clutch, and brakes.

Then drive! Try this finer Oldsmobile in traffic and on the open road. Test every phase of its performance. Even in thickest traffic, you'll find Oldsmobile easy to drive. Swift, stageless pick-up gives you the advantage at the signal

light. Easy handling and flexible performance enable you to slip nimbly through crowded streets. Fingertip steering and a short turning radius simplify parking.

Out on the road, Oldsmobile's big 62-horsepower, high-compression engine delivers a smooth, rhythmic flow of eager power. There is greater speed than the average motorist ever needs—quick, sure acceleration to flash past other cars—tremendous reserve power for the hills—stamina to maintain a touring pace hour after hour.

Come drive this Oldsmobile. Compare it, point for point, with other cars. Talk with owners and get the results of the trials of months and miles. Then, when you know what Oldsmobile can do, judge it by your own standards of performance.

NEW LOWER PRICE
TWO DOOR SEDAN
\$875

J. C. B. Lansing, Michigan
Space Tire and Bumpers
Extra

Consider the delivered price as well as the list price when comparing automobile values. Oldsmobile delivered prices include only reasonable charges for delivery and financing.

OLDSMOBILE

Oldsmobile Sales Co.

1428 Adams Ave.
Hamilton Service Station
Enterprise, Ore.

WHERE?

Anyone of These Dealers Will Be Glad to Sell You

Phone
Main
699



Phone
Main
699

MIKE CORRELL, North Powder

"Best Camps in Eastern Oregon"

W. F. BRESHEARS, Cove, Ore.
General Merchandise

EUGENE F. HUG, Elgin, Ore.
Ford Sales & Service
"Five Smiles"

HARDING AUTO PARK, Meacham, Ore.

Groceries — Soft Drinks

B. B. FILLING STATION

"Nothing But Service"

The New Station on 1st and Adams

HELMER JOHNSON
Expert Auto Repairing

A. F. INGRAM

Pine Cone Auto Camp

Swimming — Picnics

FRANK HANLEN

Groceries, Cigars & Candies

3008 2nd Street

W. W. RHINE

Victory Way Grocery & Service Station

Mrs. E. S. Norris

Square Deal Filling Station

Jefferson St.

M. J. GOSS

Studebaker Sales & Service

In keeping with our policy we are still selling you the best and when better petroleum products are made, we will sell them.

T. R. MAXWELL
DISTRIBUTOR