

## Day of Color In Motor Cars Here; Offer 225 Shades

"How far removed from the public be damned" days this generation has advanced can best be

judged by the variety of colors of today's automobile," says Courtney Johnson, general sales manager of the Hudson Motor Car company. "Today's motoring public knows what it wants—and intends to get exactly that. The progressive manufacturer will not say: 'we offer you this car in blue, black, maroon or brown.' He must be prepared to provide not only color

# Speed

This is the age of speed. Sometimes we cannot control speed. There is where we get into trouble

It is absolutely necessary to protect yourself against damaging other people's property, also protect yourself against damages brought about by injuring some person. This is just as necessary as owning an automobile.

The La Grande Insurance Agency can eliminate that trouble at a very low cost.

You can't afford to pass this up.

## La Grande Insurance Agency

R. V. Copsey, Mgr.  
Phone Main 86

## Camping Season Here Again



Bacon and eggs, hot biscuits and coffee, prepared outdoors by an attractive chef like Laura La Plante, are enough to captivate any man. Nowadays wherever the vacationist stops is home for he carries a "home away from home" in his car and sets it up wherever his fancy dictates. The Western Auto Supply Company, which specializes during the vacation months in service to the motor camper, furnished the above enticing display.

but the particular color combination demanded by his prospect.

"The situation today is not unlike the days before the war when Germany was capturing England's legitimate Indian trade by 'peaceful penetration' methods. For years, England had held that market. Annually British salesmen set out for India with four or five differently colored pieces of cotton and silk. These they offered the Indian merchants. The Germans wanted the trade. They offered the Indian merchants. The Germans wanted the trade. They went after it with white cotton and a box of paints. They invited the merchant to use the paints and mix the colors until he arrived at the combination he liked best. The combinations ran into hundreds. But no matter what color was selected, the Germans supplied it. And they captured the market. They did what we, with Hudson and Essex cars, are trying to do today—offered their clients the widest possible range of color and color variations. We don't dictate what the public should want—we cater to the desires of the public.

"You can't hope to fool a public that has been educated to color. Theatrical producers have provided gorgeous coloring in their presentations; color has invaded the motion picture field; color is apparent in the kitchen, yes, even in the basement; typewriters are colored, as are adding machines; even this current craze for violently colored hats so the part of our youth is merely the outcropping of a desire for individualism.

"Hudson has synchronized its production successfully that we can offer Hudson and Essex cars in 225 varieties of color. We have removed the deadly monotony from mass production."

Bouillions and thin vegetable soups in place of cream soups.

## Dodge Brothers Announce New Commercial Car

After months of development work, Dodge Brothers announce a new half ton delivery truck with added features in acceleration, speed and operating economy. Production schedules are geared to supply dealers for immediate delivery of this lowest priced unit in the extensive Dodge Brothers truck line that meets 95 per cent of all transportation requirements. Unusually roomy panel bodies feature the latest truck creations that have an overall length of 173 1/2 inches. Outstanding performance in economy, speed and acceleration is available in the 1 head type of engine with a bore of 3 5/8 inches and a stroke of 4 1/4 inches, having a total displacement of 175.4 cubic inches. Controlling this speed and power are weatherproof four wheel internal expanding hydraulic brakes, operating in eleven inch drums. Combustion chambers are machined to insure equal compression and smooth performance. The high compression cylinder head provides maximum speed and power. The engine is insulated from the frame by rubber mounting to eliminate strain and vibration. Engine accessories include oil filter, air cleaner and crankcase ventilator. Lubrication is by pump and force feed.

Fine appearance and attractive colors, regarded as a definite business asset for the truck owner, mark the construction of the new truck throughout. Stylish lines of the bodies have been combined with the sturdiness and dependability long associated with Dodge Brothers trucks.

The blue panel body has an interior finished in gray. Wheels are finished in cream color with black hubs, and fenders are black. Radiator and lamp rims are chromium plated.

Maximum riding ease is insured by the semi-elliptic springs having a total front and rear length of 39 inches. The heavy chassis frame has a maximum depth of five inches and is supported by four cross members, making for unusual strength and rigidity.

## Texas Beauties



Here are two reasons why Texas claims a place in the blue book of beautyland. Above is Mary Jo Brown of Corsicana, a Kappa Alpha Theta at the University of Texas. Below is Nancy Minor of Galveston, one of the Bluebonnet belles at the university. She is a Kappa Gamma and her picture appears in "The Cactus" school yearbook.

## GARAGE GOSSIP

**Unloaded Cars**—A carload of automobiles was unloaded Thursday by the Blue Mountain garage. The shipment included a Hudson sedan, an Essex sedan, an Essex coach and an Essex Coupe.

**Sells Chevrolet**—Several Chevrolets have been sold during the last several days by the Larson Chevrolet company, including the following: Chevrolet coach to Amanda Henley, of Summerville; sedan to W. H. Ledbetter, coach to W. C. Johnson, O.-W. mechanic; coach to Fred Tufverson, a ton and a half truck to Theodore D. Benavides, who is touring the northwest with the machine, and a coach to Mrs. M. W. Goodwin. Mrs. Henley took her new car to drive to Orange, Cal.

**Good Used Car Business**—One of the companies along automobile row reports that the used car business has been picking up considerably of late, stating that sales of used cars was nearly on par with sales of new automobiles.

**Hyds Studebaker**—The M. J. Goss Studebaker garage delivered a Studebaker Commander sedan to R. L. Smith, of Enterprise, this week.

**Here From Portland**—E. E. Cohen, general manager of the Oldsmobile company of Oregon, with headquarters in Portland, was in La Grande Friday on a business trip.

**Boys Graham-Paige Cars**—Two Graham-Paige cars, model 615, were sold this week by Vernon Jennings. Otto Veal, of La Grande, and Norma E. Fisher, of Cove, each purchased a four-door sedan.

**New Cars Arrive**—A carload of Oldsmobile models arrived in La Grande this week and is being unloaded today. Two standard sedans, a special coupe and a special coach were included in the shipment.

**Boys Pontiacs**—Raymond O. Ball and Roy Cameron purchased new Pontiac cars during the last week. Mr. Came-

ron bought a two-door sedan and Mr. Ball took a coupe.

**Sells Sedan**—The Chrysler garage reports the sale of a Plymouth sedan to H. L. Graham, of Elgin.

**Plymouths Unloaded**—Elmer Shumate and Albert Currey, Oakland - Pontiac dealers in La Grande, spent yesterday in Walla Walla on a business trip, returning home last night.

**MANILA (AP)**—This city's first "talkie" apparatus is on its way from the United States. There is speculation as to whether the talking pictures will be a success as few of the Filipinos who make up most of the patronage of the theaters, understand English.

**First Armored Ships**—The first real armored vessels were the floating batteries used at the siege of Gibraltar in 1782. France was the first to produce a seagoing armored ship. Four were commenced in 1858. The first to be completed was the Gloire. In 1861 the United States congress passed an act providing for armored vessels. Under the provisions of this act the Galena, the New Ironsides and the Monitor were built.

The roving life of the navy has proven more alluring to Northwest university students than the army. A request has been made that the infantry unit be supplied.



Broken, Smashed, Bent Fenders are PROPERLY REPAIRED HERE. No makeshift work—but thoroly fine results always.

Let us handle your fender work, and the fenders will look their best.

Moderate Charges, Prompt Service.

## Auto Body and Fender Shop

209 Greenwood

P. O. Daniels

## CONTINUED BY POPULAR DEMAND!

# PRICES SMASHED

For ANOTHER WEEK In Great SPRING SALE!

Our Record-breaking Spring Sale is extended another week to give every motorist an opportunity to get the famous Gum-Dipped Firestones—the tires that hold all world records, or Firestone Oldfields, world's leading standard quality tire—at the drastically low prices quoted below. Prepare for spring and summer motoring by having your car equipped all around. Do it now, while these astounding values prevail. Drive in today!

Every Tire of Fresh Stock—Guaranteed for Life Against Any and All Defects

## Firestone GUM-DIPPED TIRES

Sale Prices Now in Effect

|                 |         |                  |         |
|-----------------|---------|------------------|---------|
| 29x4.40 Balloon | \$8.20  | 30x3 1/2 Regular | \$6.70  |
| 30x4.50         | \$ 9.10 | 30x3 1/2 E.S.    | \$ 7.15 |
| 31x5.25         | 13.50   | 30x3 1/2 S.S.    | 9.75    |
| 32x6.00         | 18.30   | 32x4             | 12.65   |

## Firestone Oldfields

|                 |         |                  |         |
|-----------------|---------|------------------|---------|
| 29x4.40 Balloon | \$5.95  | 30x3 1/2 Regular | \$4.85  |
| 30x4.50         | \$ 6.60 | 30x3 1/2 E.S.    | \$ 5.25 |
| 31x5.25         | 10.10   | 30x3 1/2 S.S.    | 7.10    |
| 32x6.00         | 11.85   | 32x4             | 9.50    |

PERKINS MOTOR COMPANY  
4th & Adams Phone Main 500

# Firestone TIRES

CHRYSLER MOTORS PRODUCT

THE FULL-SIZE TWO-DOOR SEDAN, \$675

PLUMOUTH Looks Quality - Acts Quality -- Is Quality

THERE are people to whom Plymouth's big attraction is its Chrysler-designed smartness.

Some people buy the full-size Plymouth largely because it is so unusually roomy and comfortable—by far the largest and roomiest car to be had at anywhere near its price.

To other people, the main reason for buying Plymouth is Plymouth's impressive power—its amazing pick-up, its unflagging stamina, its delightful smoothness and flexibility.

Still other people choose Plymouth pri-

marily because it is so safe to drive, with its perfect balance and stability and the positive control of its Chrysler weather-proof internal-expanding four-wheel hydraulic brakes.

Withal, the Chrysler-built Plymouth is a phenomenally low-priced car—and one extremely economical to operate.

Whatever special reasons people may have in buying Plymouth, they are one and all conscious of Plymouth's unapproachable quality.

With its new refinements and inherent engineering improvements, the full-size

PLYMOUTH has been so named because its endurance and strength, ruggedness and freedom from limitations so accurately typify that stalwart Pilgrim band who were among the first American Colonists.

Plymouth demonstrates a standard of performance and offers a measure of quality and value, entirely without precedent or parallel in the low-priced field.

Coupe, \$675; 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

L. W. WEEKS  
Greenwood & Jefferson