



AUTOMOBILE NEWS



GARAGE GOSSIP

Delivered New Buick—

A new 1927 model Buick standard sedan was delivered to Letroy Morgan this week by Jennings and Rhumate, local Buick dealers.

In Wallowa County—

Elmer Rhumate and C. H. Pate, of the Buick garage here, spent Friday in Wallowa county.

Delivered Three Cars—

W. D. Hanks of the Overland-Willis Knight garage, announced the sale of three cars this week. One of the cars, an Overland six coupe, was delivered to Alex Galbraith, a Whippet sedan was delivered to Mrs. Anna McDonald, of Summerville, and a Whippet sedan

to John M. McKinney, of La Grande. The Whippet was shown for the first time one month ago Thursday of this week and about a week ago the factory was more than 1900 cars behind, necessitating an increase in production, Mr. Hanks states.

Purchased Six Six Sedan—

Clyde Charlton is the owner of a new big six Studebaker sedan which he purchased this week from M. J. Goss.

Here This Week—

S. V. W. Peters, vice president of the Portland Motor company, distributors for Hudson-Essex cars, was in the city several days of this week. Mr. Peters and E. La Ledbetter, Hudson-Essex representative here, went to Wallowa county the first of the week.

Received New Cars—

A carload of four of the new model Essex cars were received this week by E. L. Ledbetter of the

SOME GUYS HAVE TO WAIT FOR A CYCLONE TO HIT 'EM



Hudson-Essex garage here. The car has an all steel body and has a nickel radiator, besides many other improvements over the 1925 model cars.

Attended Portland Meeting—

A. R. Trachsel and Kenneth Keeney were in Portland the first of the week where they attended a convention of Packard dealers Tuesday afternoon and evening on the boat Whistler. The new 1927 Packard models were announced at the meeting. Mr. Trachsel has the agency for Packard cars here and Mr. Keeney is mechanic at the La Grande Nash company's garage here, of which Mr. Trachsel is manager. The garage is especially equipped for servicing Packard automobiles.

In Wallowa County—

L. W. Weeks and Ray McCarroll, of the Chrysler Motor company here, delivered Chrysler cars to Wallowa county yesterday.

On Vacation—

Miss Helen Britta, bookkeeper for the Perkins Motor company, is on her vacation. She is spending a part of her time at Wallowa lake.

In City Yesterday—

A. B. Dunsforth, of Wentworth and Irwin, of Portland, distributors for Nash and Ajax cars, was in the city yesterday. He called at the garage of the La Grande Nash company. Mr. Dunsforth is wholesale representative for Wentworth and Irwin. He had been to Baker and was on his return trip to Portland when here.

Drove to Burns—

Mrs. M. A. Harrison and daughters, Dorothea and Ruth, left Wed-

nesday of this week for Burns, Oregon where they will visit. They plan to be away about ten days and are making the trip in a Chevrolet car. Mr. Harrison is the Chevrolet dealer here.

Received Cars This Week—

Two carloads of Chevrolets were received by the Blue mountain garage this week. There was one roadster, two touring cars, one coupe, two standard sedans and two landau sedans. The cars were received Thursday. One of them was delivered yesterday, a Chevrolet sedan to Ethel Keyton. A landau sedan was also delivered to E. S. McCormick, superintendent of schools at Elgin. A Chevrolet coach was delivered to A. E. Landman, of Imbler, this week. Four more of the new shipment will be delivered over the week end.

Attends Conference—

L. H. MacDonald, traveling this territory for the Harley-Davidson Motor company, has just returned from a two weeks sales conference held in Milwaukee July 14-28.

At Enterprise Today—

Omer Barnwell, of the La Grande Nash company, is at Enterprise today in the interest of the company.

Servicing Representative Here—

E. A. Swayze, Studebaker factory servicing representative, is in the city today calling on M. J. Goss, local Studebaker representative. Mr. Swayze is from South Bend, Indiana, where Studebaker cars are made.

Low Gear Run Aids Franklin July Sales

Retail deliveries reported to the Franklin Automobile Company by dealers during July are running far ahead of the corresponding month of 1925 and will approximately equal those of June, 1926, according to a statement by John W. Lee, Merchandising Manager. "The sensational 100-mile low-gear run staged by 155 Franklin dealers throughout the country on July 1 provided an immediate and noticeable stimulation of sales," says Mr. Lee. "Many incidents were reported to us by dealers of parties with whom they had not been in contact calling up and ordering a car on the strength of that performance."

In celebration of its twenty-fifth Anniversary month, the Franklin Automobile Company staged a special sales contest, awarding to every salesman making a delivery a special, sterling silver pocket piece, known as the President's medal. This honor or receiving this medal has lead members of various dealer organizations who do not ordinarily engage in retail selling to go out and "get one." The medal in question bears, in addition to suitable inscription, a reproduction of the first Franklin on one side and of the present series if car on the other side.

"How's your son getting along in school?" "Pretty well. I sent him a new speedster, and he writes that he's passing everything."—Texas Ranger.

If the bus breaks, tie a transparent paper or cloth over the headlight until the lens can be replaced. This will eliminate the glare and protect the reflector.

Wise: The chief of police turned in his star yesterday. Guy: How come? Wise: He's gonna buy a Dodge. Aggravator.

DODGE BROTHERS DELIVERY RECORD BROKEN IN JULY

All previous records of retail deliveries by Dodge Brothers dealers in the United States have been eclipsed by the new delivery figures achieved during the last days of July. During the seven week days from the opening of business July 24 to midnight July 31, 12,015 new motor cars and trucks were placed in the hands of owners. On one day, Saturday July 31, deliveries totaled 3693, almost half of the number delivered during the whole of the best week last year. During the period from June 24 to August 1 41,886 motor cars and trucks were delivered. Compared with 35,790 during the previous five

weeks this year the gain is 6186 units or 17.3 per cent. Against deliveries of 23,245 during the five weeks ending August 1, last year. The gain was 18,641 or 80 per cent.

"These records are nothing short of sensational," says L. C. Smith, local Dodge Brothers dealer. At a time when sales of many makes of motor cars are at low ebb due to the announcement of new 1927 models, sales records surpassing those of the park of the spring selling season are indeed evidence of the soundness of Dodge Brothers long established policy of constant improvement without yearly models and of public approval of their product."

No town is big enough for a reckless drivers' convention.

SCOTT TO SERVE

CHICAGO, Aug. 14. (AP)—Robert Scott, who pleaded guilty to murder in connection with the slaying of a Chicago drug clerk, Joseph Maurer, for whose killing he was under sentence to hang in October, was taken to Friday to Joliet to begin serving a life term for the crime in state prison.

A pounding noise in the engine is frequently caused by carbon deposit, which cakes on the top of the pistons or on the walls of the combustion chamber. When the engine is hot, small particles of the carbon become red hot, causing preignition of the gas vapor.

The wolf doesn't always knock at the door these days. Many a time he rides on the running board of the auto.

More Miles--

We absolutely guarantee you more miles in C.T.C. TIRES than any tire you can buy, or we put on another free!

Why Pay More--

For inferior tires when you can get C. T. C. real quality tires at such low prices as are now in effect.

La Grande Tire Shop

"The House Of Bargains"

1517 Adams Phone 638-W

A. Y. D.

(At Your Door—Delivered)

\$975 The Essex Coach

With New All-Steel Body — Fully Equipped

Ledbetter Garage

Hudson-Essex Sales and Service
Phone 511-J

Veltex Motor Oils

Veltex Motor Oils ARE successfully lubricating more heavy duty machinery in Union County than any other Eastern oil—and is doing the same for a large percentage of automobiles. Ask your dealer to change your oil in the crankcase and see for yourself.

It must satisfy you or your money will be cheerfully refunded. You can pay more—you can't buy more.

FLETCHER OIL COMPANY
First Independent in Oregon.

A Revelation of Custom Beauty! A Revolution in Custom Value!

Out of a custom of progressive betterments emerges a Sedan with custom lines!

A Standard Six with the lineaments and the luxury of a custom creation.

A low-slung custom body with a long-swing custom effect.

The gleaming beauty of duotone lacquer and pin-stripings for distinction.

Chaise Mohair upholstery, Butler finish hardware and exquisite broadlace trim.

OUTSIDE, the gloss of a custom finish and the grace of a custom line.

INSIDE, the riches of custom detail and the cachet of custom appointments.

Disc wheels, four-wheel brakes, and the quiet Studebaker L-Head Motor, the most powerful in any car of its size and weight.

And on the radiator the silvered figure of Atalanta in flight, symbolizing the futility of pursuit.

Ask for a demonstration—that's all Studebaker asks!

Equipment

No-draft ventilating windshield, bumper and bumperettes, engine heat indicator and gasoline gauge on the dash, coincidental lock, oil filter and air purifier, automatic windshield cleaner, automatic spark control, rear vision mirror, and two-beam acorn headlights, controlled from switch on steering wheel.

M. J. GOSS

Studebaker Sales and Service