



AUTOMOBILE NEWS



COAST DEALERS MEET IN SOUTH

Chevrolet Salesmen Clamor for Full Quota of Automobiles

More than 500 dealers and salesmen of the Chevrolet western retail organization gathered in San Francisco last week for one of the biggest meetings in Pacific coast automobile annals. The huge banquet room at the St. Francis hotel

Over 20,000,000 Automobiles on the road

Thousands will be burned, stolen, crashed, cause damage suits, and injure their owners. These are insurable motoring hazards covered by Etna Six Point Protection. Take no chances with your car this year.

Chas. H. Reynolds
Sommer Hotel Bldg.
"We Write Policies Right"

ETNA-IZE

Yes, It Was A Horse on This Motorist

ASTORIA, Ore., Nov. 13.—Horses, horses, horses. Out of the darkness on Columbia beach recently loomed a horse. A man was riding on the horse, holding aloft a gasoline lantern to light him—and the steed's way.

Out of the darkness also loomed an automobile. A single spot of light showed to the motorist. It wasn't a motorcycle—because it was too high in the air. It couldn't very well be an airplane, because the Pacific mail planes don't come over Columbia beach.

A single, glowing spot of light. The motorist could pass to the right of it—to the left of it—or under it.

He started to go under it. The horse was in the way.

The joke was on the motorist—in other words, it was a horse on him. But the cayuse got the worst of it. A broken leg—rewarded with a bullet through the skull.

The horse was ridden by Howard Smith of Warrenton, and the car was piloted by Roy E. Brown, also of Warrenton. Both reported the accident to the sheriff's office.

was filled with motor merchants and enthusiasm reigned throughout the session.

The affair resembled an old-fashioned political rally as delegations from Northern California, Nevada and Southern Oregon paraded with banners and executed special stunts.

Bidding for automobiles was hot and heavy. Dealers clamored for their full quotas during the remaining two months of 1926.

Fred N. Coats, Pacific coast regional sales manager for Chevrolet, presided at the meeting and marked up the car requirements of the dealers on a huge board. The total number of new Chev-

lets ordered will tax the big factory in Oakland for the next 60 days.

Plans Formulated

Some plans for the coming year were formulated during the session. George H. Wallace, sales manager for the Northern California zone, spoke on the outlook for 1927 and congratulated dealers and salesmen on their splendid showing during the past ten months. Chevrolet achievements thus far in the year compare favorably with 1926—the greatest year in Chevrolet history.

The Pacific Northwest was represented by W. J. Riehm, Chevrolet sales manager for that district.

UNION PERSONALS

UNION (Special).—W. A. Davis has moved to Union for the winter so his children will be nearer the school. The Davis family is living in the Siring property at North Union.

The entertainment committee of the commercial club staged another club dance at the Union hotel Monday evening. The dance was presided by a dinner.

Fawn Gwertz left for Portland Tuesday with her sister and brother-in-law, Mr. and Mrs. Earl Garrison, of North Powder. They will return about the end of the week.

The first quarterly conference of the Methodist church was held at the home of Mrs. Belle Wright last Tuesday evening. Dr. Harry Hamilton, district superintendent, was here from Boise to hold the meeting.

The Circle, sister lodge to the Woodmen of the World, held a meeting at the K. P. hall Tuesday evening. Besides initiating several candidates the members elected officers for the coming year. Afterwards they enjoyed a lunch.

GARAGE GOSSIP

Has New Coupe

Paul Couly has a new Chrysler 50 coupe, which he purchased from L. W. Weeks of the Chrysler company this week. John Inaeth bought a new Chrysler 50 sedan from Mr. Weeks this week.

At Wallowa Yesterday

W. E. Buchanan, of the Chrysler Motor company here, spent yesterday at Wallowa.

Home from Portland

M. J. Goss spent three days of this week in Portland on business. He returned to La Grande Thursday night.

Went to Maxville

Avery Harrison, Chevrolet dealer here, was at Maxville one day this week.

Ford Sales Good

Ford sales are good. The new slogan for the Ford Motor company is "6665 cars every day since the first day of May." The slogan is being displayed by large posters in the windows of the Perkins Motor

shop here. The boys in the football game a few weeks ago and were making their promise good. After the dinner the men and boys held a short meeting to talk over football matters.

John Martens, who has been seriously ill at the Hot Lake hospital for several days, is reported as some better at present.

Donald Wilkinson, one of the boys who made up Union high school's team that participated in the stock judging at the Pacific International Livestock show in Portland recently, made a showing that spoke well for the work done in the agriculture department of the school, in charge of Mr. E. Emmell. He made the second highest score for individual points of any one in the state and tied for fourth place among all who took part in the judging.

or company this week. In the La Grande territory one car has been delivered for every working day this year. According to the statistics from the motor registrations in the six Pacific Coast states the Ford car sales have increased this year 37 per cent over the same time last year.

Has New Packard

Mrs. Fred J. Holmeck has a new straight-eight Packard club sedan, which she purchased through Truesdel and Treckel local dealers. Grover Grimmett drove the new car home from Portland this week. It is finished in a blue-gray with upholstery in a harmonizing color.

Delivered Car to Pendleton

Avery Harrison delivered a new Chevrolet to Pendleton this week. Mr. Harrison is proprietor of the Blue Mountain garage here.

Went to Pendleton

Mr. and Mrs. H. I. Stoutemeyer and Mr. Stoutemeyer's mother drove to Pendleton yesterday. Mr. Stoutemeyer is Franklin representative in this territory.

Mr. Lambeth Here

L. D. Lambeth, Hudson-Essex territory man, whose headquarters are in Portland, is here for a few

days. He called on E. L. Ledbetter, local Hudson-Essex dealer. He came Thursday.

Front Painted

The front of the Hudson-Essex garage received a new coat of white paint this week.

At Baker Yesterday

E. L. Ledbetter, Hudson-Essex dealer here, spent yesterday at Baker on business.

BOOK BOARD MEETING

SALEM, Ore., Nov. 13. (AP)—The state text book commission, which meets Monday to select a third of the text books to be used in Oregon schools the next two years, will hold a preliminary meeting today for a survey of the books available from which selections are to be made and also of the price lists submitted by the publishers.

While complaints are general of business depression in Japan, the theatres apparently are prosperous. More than 400,000 persons attended theatrical performances in Tokyo during September, or about 20 per cent of the population.

Shepherds in Russia have been placed on a union basis. We wonder who'll go after the sheep that stays out overtime.

SCHOOLS WON'T BENEFIT

SALEM, Ore., Nov. 13. (AP)—Neither institutions of higher learning nor any other state activity which is supported by millage taxes may receive a share of the Oregon and California railroad land grant tax refund, says an opinion of Attorney General Van Winkle. He finds that the congressional act does not give these activities the

benefits of the refund and that there is no state law that would do it.

Headlines you never see: BRITISH ACCLAIM AMERICAN GOODS AS SUPERIOR TO THEIRS.

State highways in Michigan are laid out along old Indian trails.

Travel by Motor Stage
Safety Comfortably

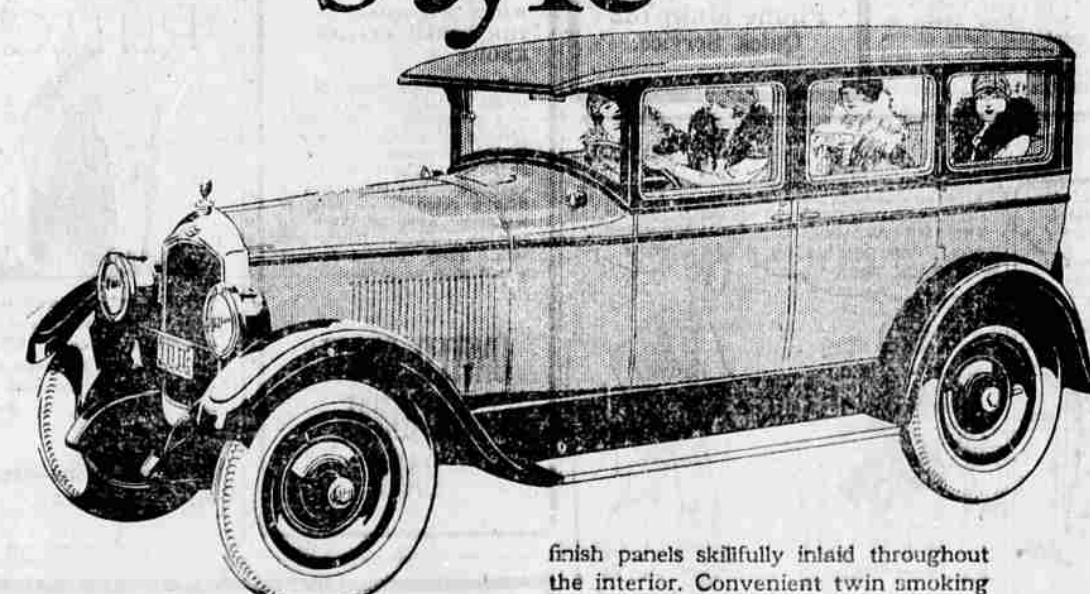
TRAVEL BY MOTOR STAGE

Leave La Grande for Joseph	8:00 A. M. - 4:00 P. M.
" " Baker and Boise	9:25 A. M. - 1:25 P. M.
" " Baker only	5:30 P. M.
" " Pendleton	11:00 A. M. - 3:30 P. M. - 6:15 P. M.

Connect at Pendleton for Walla Walla, Pasco and Portland; at Portland for South and North.

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A MASTERPIECE of custom design, decorated with that feminine touch as desirable in the interior of a Sedan close to perfection as mortals can come—the Studebaker Custom Sedan.

The greyhound grace of a long, low-slung custom body—resplendent with pin-striped du-tone lacquers. Sumptuously upholstered in Chase mohair with broadlace trim—and

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as in a home. And equally important—the security of the quiet Studebaker L-head motor, whose mileage records read like the figures of a Foreign Debt.

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M. J. GOSS

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