



AUTOMOBILE NEWS



SALES OF BUICK CARS SHOW GAIN

Deliveries Ahead of February of Last Year, President Reports

A substantial increase in sales for the first twenty days of February over the same period last year is claimed by E. T. Strong, president of the Buick Motor company, to be an indication that his company and the industry in general are on the threshold of one of the greatest selling seasons the automobile business has ever enjoyed.

"Buick deliveries showed an increase during the first twenty days of February of nearly a thousand cars over a similar period of 1926," Strong said. "This fact coincides with the department of commerce which said that business for the third week in February exceeded any preceding week this year, and that the sharp increase in bank clearances indicated a favorable business outlook."

"We have found that automobile sales are an accurate index of general business conditions. The steady increase in Buick business during the past few weeks is a favorable sign."

Carbon deposits, low mileage per gallon, starting trouble, may all be accounted for by poor quality of gasoline.

Adapts Roadster And Coupe for Commercial Use

Dodge Brothers, Inc., announces that hereafter either the Dodge Brothers standard coupe or the roadster can be purchased equipped with a sliding drawer which will permit ready adaptation to commercial as well as other uses. The telescoping drawer is built into the rear of the two types of cars and can be pulled out to provide additional space for carrying various articles. When not in use it is left closed and the hinged top of the rear compartment is let down, giving the car the appearance of the ordinary coupe or roadster.

"The telescoping drawer," says L. C. Smith, local Dodge Brothers and Graham Brothers dealer, "can be used advantageously for a large variety of general purposes. Its unique design makes it particularly well suited for the photographer, plumber, paperhanger and others whose work make it necessary for them to carry tools and other special equipment of extra length. It can also be used very handy on hunting, fishing and camping trips. The drawer is made of steel and all joints are electrically welded. When closed it is entirely dust and rain proof. It is equipped with a nickel plated pull-to handle and is adjustable to three locking positions to facilitate loading and unloading. It is finished in lacquer to match coupe or roadster deck. "Because the tire carrier, when mounted in its normal position at the rear, would interfere with the sliding drawer, the spare tire is mounted on the left side of the car, well forward to permit ready opening of the door on the driver's side."

Jewett Thinks One "Don't" Is Better Than 12

"Don'ts for motorists" are one of the most numerous things in the world. They are written into the laws by the hundreds; manufacturers write them into their instruction books; policemen shout them at the passing driver, and wayward signs proclaim don't this and don't that. In short, the motorist is don'ted to death," declares Harris French, local Paige-Jewett dealer. "Now American drivers might well give a vote of thanks to H. M. Jewett, chairman of the board of the Paige-Detroit Motor Car company, who has just done his bit to diminish the flood of don'ts. "Don't don't" is Jewett's platform.

"A large national industrial association asked Jewett to contribute, for a safety campaign pamphlet, a list of a dozen or more things a motorist should keep in mind," suggesting that "a line of don'ts would be most effective. Here is Jewett's reply:

"There would be no use of my writing you a list of a dozen things a motorist should keep in mind—for the kind of motorist who can keep his mind on more than one thing at a time is not the kind that causes accidents."

"There is just one 'don't' that, if generally observed, would prevent most of the automobile accidents:

Don't Do Anything Suddenly
"Apply that to starting, stopping, backing, changing direction, turning, crossing railroads, entering street intersections, etc., and the causes of the accidents are eliminated."

MARIONETTE ARTIST INVENTS NOVEL TOYS

NE WYOMING—Tony Sarg, whose soldier marionettes have amused so many audiences, was once a soldier himself. He turned from a military career to open a studio in London in the Old Curiosity Shop made famous by Charles Dickens. Although Sarg is his own stage director, mechanic and playwright and is capable artist besides, his chief interest now lies in creating shows or objects that will please children. He has devised barber chairs in the form of animals and created small marionettes to give six minute entertainments to the youngsters while being trimmed. Tony Sarg also invents and designs children's toys and has formed a company to promote them.

Tire paint, applied two or three times a year, adds life and appearance to automobile tires. Most of this paint contains rubber that fills the small cuts in the sidewalls and renders the exposed fabric waterproof.

WILL CARE FOR NEW LA SALLES

Companion Car to Cadillac to Be Serviced by Every Distributor

The preparation of every Cadillac service station throughout the United States and Canada to render complete and immediate service on the LaSalle, is a feature of the recent announcement by the Cadillac Motor Car company, of its new companion-car to Cadillac.

The LaSalle is manufactured by the Cadillac Motor Car company entirely within its own plants, and embodies the same high qualities of workmanship and standards of performance that are typical of the Cadillac.

Under the direction of H. M. Stephens, general manager, and Nicholas Dreystadt, general service manager, preparations were carried on and completed for the rendering of prompt and efficient service in any locality, entirely in advance of the introduction.

Spare Parts in Stock
According to the announcement, reserve supplies of spare parts are already held in every distributing center, in case there may be need of accident replacements. Mechanics in every part of the country have been carefully instructed so they are thoroughly familiar with every feature of the new car.

A well-trained force of service representatives have, during the past months, visited every distributing center instructing the various maintenance managers as to the approved methods of servicing the LaSalle.

The announcement also states that all tools necessary to perform maintenance operations on the new car will complete instructions as to their use, are already in the hands of the service organizations of the distributors and dealers.

Men Well Prepared

Because the new engine is a 50-degree, V-type eight and embodies the same fundamental principles as that used in the Cadillac for the past 15 years, maintenance men, because of their past training, are even better prepared to give efficient service on the LaSalle.

According to Mr. Dreystadt, the same high standard of maintenance, which has always been characteristic of the Cadillac, will operate to its fullest extent with regard to the new product. Contrary to the usual procedure, the maintenance of Cadillac cars is an integral part of the activities of the sales division. The company maintains that the Cadillac or LaSalle owner has not only purchased a car but is entitled to the most highly satisfactory transportation service at all times. Because it is expected that a great many LaSalle sales will be made to persons who are already Cadillac owners, and because many more contacts are made with owners through service than in any other way, the recognition of this obligation as a sales activity is regarded by the company to be of extreme importance.

Price Reduction Of Packards Was Long in Making

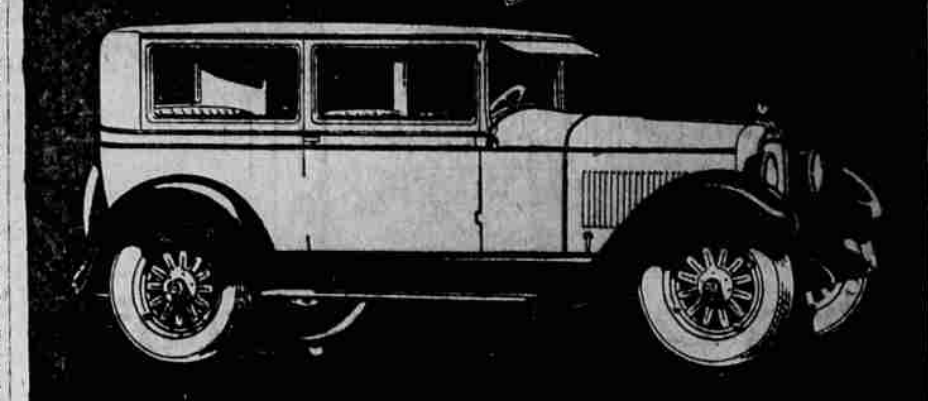
Officers of the Packard Motor Car company say that the price reductions on its cars recently announced had been in the making since before the war. It is a statement which gives an idea of the forethought and vision displayed in the automobile industry. Packard became convinced that the spirit of the American people in wanting better things would

grow. With this thought officers of the company decided that enough people would want a Packard of the type of the present Packard six to warrant making it and offering it at a price which would permit a large number of people to buy. The development of the Packard six was held up during the war but taken up again shortly after the war and the first car was produced in 1920. The spirit of wanting better things as quickly as they could be obtained actually has grown in this country. Following the definite policy adopted seven years ago the quality of the car was continually bettered and, at the same time, just as rapidly as possible prices were reduced until now a Packard six five passenger sedan sells for less than half what it did in 1920. "Packard knew that it must guard the quality of its car more jealously than ever as each reduction in price was made," said Trachsel and Treckel, discussing the evolution of the present car and the present reduction in price.

GENERAL MOTORS LATEST ACHIEVEMENT

The New and Finer PONTIAC SIX

SEDAN \$775 **New Beauty New Features New Low Prices**



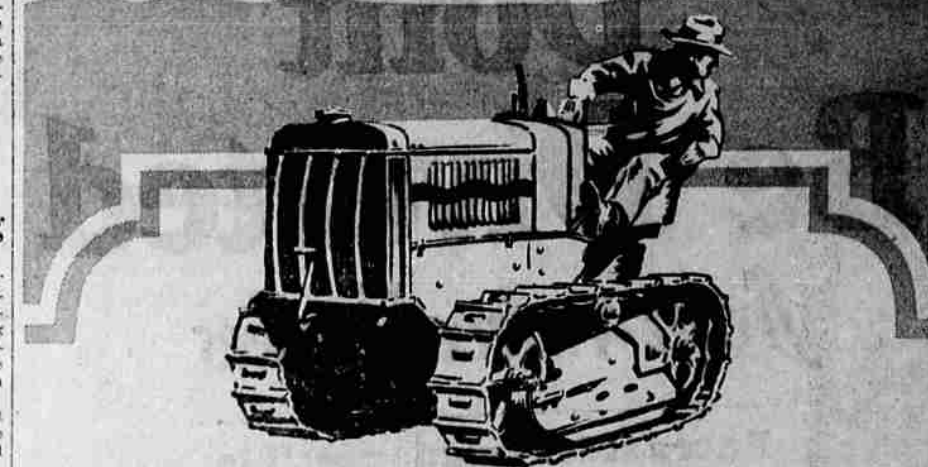
The moment you see the New and Finer Pontiac Six, you will realize that the Oakland Motor Car Company has taken extraordinary measures to insure the continuance of Pontiac value leadership in the field of low-priced cars. Here is the commanding beauty of new bodies by Fisher—lower, longer, finished in striking new Duco combinations with windows smartly recessed. Here is the substantial appearance of deeper radiator and new crown fenders of impressive grace. Here are all the advantages of numerous refinements, including narrowed body pillars, tilting-beam headlights with foot control, new transmission and brake levers, and the like. And, the most important of all, here is the electrifying value created by the phenomenally low prices at which all body types are offered.

AT NEW LOW PRICES		
Sedan \$775	Sport Roadster \$775	Sport Cabriolet (4-pass.) \$835
Coupe 775	Landau Sedan 895	De Luxe Landau Sedan 975

Oakland Six, \$1025 to \$1295. Bodies by Fisher. All prices at factory. Easy to pay on the General Motors Time Payment Plan.

CHAS. McCRARY
Washington Ave. Garage

CATERPILLAR



Ground-Gripping Traction

With slip-less tread, the "Caterpillar" Tractor delivers its power at the drawbar. Nor does it stop for mud, sand, hill or rough going!

To the farmer, "Caterpillar" track-type traction means getting important work done on time, even in fields too wet for any other source of power.

To the logger, road-builder, engineer, contractor—"Caterpillar" traction means time and money saved, profit protected.

Lightly laying its own broad tracks, the "Caterpillar" is sure-footed . . . on the job . . . anywhere . . . and asks no favors of the weather.

BUNTING TRACTOR CO.
La Grande — Boise — Pocatello



now only **\$595** f.o.b. Flint Mich.

The Beautiful Fisher Body COACH

- a host of improvements
- New AC Air Cleaner
 - New AC Oil Filter
 - New Heavy One-Piece Full-Crown Fenders
 - New Windshield Pillars (Narrower to provide perfect, clear vision)
 - New Bullet-Type Headlamps
 - New Tire Carrier
 - New Coincidental Lock (Combination Ignition and Steering Lock)
 - New Remote Control Door Handles
 - New Duco Colors
 - New Gasoline Gauge
 - New Radiator
 - New Bodies by Fisher
 - New Windshield on Open Models
 - New and Improved Transmission
 - New Brake and Clutch Pedal Closure
 - (Preventing excessive draft on floor of car)
- With the beautiful Chevrolet Coach reduced to \$595, you no longer need to deny yourself the luxury of owning a closed car of true distinction, fine quality and modern design. The Fisher Body is spacious, comfortable and finished in lasting lustrous St. James Gray Duco. And like all other Chevrolet models, the Coach provides Chevrolet's world famous smartness, power and dependability, enhanced by a host of new quality features and mechanical improvements. Come in! See the greatest closed car value of all time!
- amazing low prices**
- The Touring or Roadster \$525
 - The Coach \$595
 - The Coupe \$625
 - The Sedan \$695
 - The Sport Cabriolet \$715
 - The Landau \$745
 - 1-Ton Truck (Chassis only) \$495
 - 1/2-Ton Truck (Chassis only) \$395
- Balloon Tires now standard on all models. All prices f.o.b. Flint, Mich.
- In addition to these low prices Chevrolet's delivered prices include the lowest handling and financing charges available.
- The most beautiful Chevrolet in Chevrolet history!**

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

QUALITY AT LOW COST

Don't Throw It Away!

Your tire may have a cut or a stone bruise but don't throw it away. Bring it to us and get it vulcanized so you can get the balance of the miles left in it.

We guarantee all work to outlast the rest of the tire.

Get Our Prices.

JOHNS BROS.
Cor. Adams and Hemlock
"Service With A Smile"

TIRE SHOP FILLING STATION

STAGES LEAVE FROM LAGRANDE DEPOT [Phone 799]

Travel in our Modern Chair-Car Stages!

Leave—		
La Grande for Joseph . . .	9:00 a.m.	4:00 p.m.
La Grande for Baker, Boise		1:25 p.m.
La Grande for Baker only	9:25 a.m.	5:30 p.m.
La Grande for Pendleton	11:00 a.m.	3:30 p.m.

(Connections at Pendleton for Walla Walla and Pasco)

Leave La Grande
For Portland at 11:00 a.m.
Fare \$9.50, Round trip \$16.00

