

GENERAL MOTORS SALES INCREASE

September Record Shows
132,593 Cars Delivered
to Consumers

NEW YORK, Oct. 22.—Continuation of the September sales of General Motors for 1927. 132,593 cars delivered to consumers.

The retail sales by our dealers in September were 132,593 cars compared with 118,224 in September 1926 and further with 132,519 cars in September 1925.

In September the sales by our divisions to their dealers totaled 148,607 cars compared with 138,560 in September 1926, and further with 135,012 in September 1925.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers' Sales to Users			
	1927	1926	1925
Jan.	51,816	52,658	55,092
Feb.	39,202	64,971	39,579
Mar.	146,272	100,951	79,594
Apr.	180,146	126,613	97,242
May	171,304	141,951	87,488
Jun.	159,791	117,176	75,864
Jul.	124,740	101,576	65,872
Aug.	158,619	122,389	78,695
Sep.	132,593	118,224	82,519

Here are the opposing field generals in the Chevrolet Motor Company's unique "turkey-bean" contest under way during October. On the left is M. D. Douglas and on the right D. E. Ralston, assistant general sales managers, who have charge respectively of Eastern and Western United States. When sales are totaled at the end of the month, one, with all his lieutenants, will eat turkey and the other, with his aides, will eat beans.

Divisions Sales to Dealers			
	1927	1926	1925
Jan.	99,357	76,222	39,642
Feb.	124,426	91,312	49,146
Mar.	161,519	113,241	75,927
Apr.	169,067	122,742	85,583
May	173,182	126,979	77,223
Jun.	155,625	111,330	71,083

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and Overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

Turkey or Beans—Which?



Auto Accidents Kill 70 Each Day

CHICAGO, Oct. 22 (AP).—A daily toll of 70 lives was taken by auto accidents last month, the National Safety Council has announced.

It was estimated that 2,950 men, women and children were killed in September.

COL. MELISH DIES
CINCINNATI, O., Oct. 22 (AP).—Colonel William B. Melish, 75, world figure in Masonic circles and one of the best known Masons in the United States died at his home here Friday.

Colonel Melish ranked at the top of high Masons who have served their orders in noteworthy offices both at home and abroad.

USE DISCRETION
SPRINGFIELD, Mass.—Ruby Bradley, of Holyoke, pretender to the world's flyweight throne, known when not to fight. Testimony in his successful divorce suit he told of encountering a rival for his wife's affections. "Did you fight him?" asked the judge. "No, sir," Ruby, "he was a heavy-weight."

Dodge Brothers Will Reorganize Service School

To maintain and improve the high quality of service to owners for which Dodge Brothers' dealer organization has become so well known throughout the country, the factory has completely reorganized its training school for service men.

The school has been in existence for several years, giving a comprehensive course in servicing Dodge Brothers four cylinder cars which has been taken by thousands for service men from all parts of the country, reports J. C. Smith, local dealer.

The reorganized course of study includes, in addition to the former instruction on four cylinder cars, detailed study of the company's Senior line. The school is modern in every respect and the instructors in charge are specially trained service engineers who know the proper method of performing every mechanical detail of service on both lines of cars.

how each is performed. A number of the more modern and highly efficient shop tools that Dodge Brothers recommend are shown and by actual demonstration the proper method to use them is fully explained.

Already approximately 100 service men have come in to the factory to go through the new course of study and during the next few weeks it is expected that many dealers from all over the country will send their men to Detroit to take the course of instruction.

In addition to the service school Dodge Brothers maintain field service men all over the country whose sole work is to maintain contact with dealers' service departments and keep them informed on the most up-to-date methods of servicing Dodge Brothers cars. Each of these traveling representatives is a trained service engineer whose work in his particular territory supplements that of the factory's service school.

The natives of the village of Kolumani in South India offer thousands of sheep each year as sacrifices to the goddess Mathumalai Amman. The animals are sacrificed after a special animal reared by the temple authorities, by those who have any ailment or unsatisfied want; but if an animal sneezes before the deathblow it is considered a sign that the goddess does not want it, and it is spared.

The Rev. Andrew Knox, a missionary in Alaska, returning from a trip into the interior, found that his dogs had exhausted their food supply of dried fish and had eaten

the walls of his church, which were made of walrus and reindeer hides.

A watch invented by an English watchmaker is wound by the movement of the wearer's wrist.

You Never Can Tell—

When you will have a broken windshield or sedan window—

When such an accident occurs remember that we can quickly replace it with new glass.

**La Grande
Construction &
Supply Co.**
1501 Madison

Commander Adds More Marks To Its Month List

The Studebaker Commander has again—for the fifth time within 36 days—made a conquest of time and space, according to M. J. Goss, local dealer.

This time a fully equipped stock Studebaker Commander Sport Roadster skinned around the beach of the Atlantic City speedway to bring up its new records—first and foremost of which was the record of 1814.96 miles in 24 hours—1440 minutes—at an average speed of 75.623 miles per hour. In so doing The Commander covered 142 more miles during the 24-hour period than did the car which previously held the record.

The second record was for 1000 miles—which The Commander etched off in 796 minutes, 74 seconds at an average speed of 75.265 miles per hour to exceed by 2,055 miles per hour the average maintained in the old record.

The Commander, which was the same one that placed first in the Atlantic City 75-mile stock car race on September 2, as well as first in the 75-mile stock car race at Charlotte, N. C., on September 26, was driven by Harry Hartz, Ralph Hepburn, and Jimmy Gleason.

Other Records
The four other records made by The Commander were: the five-mile run at an average speed of 74.877 miles per hour; the ten-mile record at an average speed of 75.062 miles per hour; the 50-mile record at a speed of 75.745 miles per hour and in addition the 12-hour record—75.134 miles per hour average speed for the 12 hours.

At the end of the 1815-mile grind, Ralph Hepburn stepped. The Commander around for more laps—15 miles—at a speed of better than 82 miles per hour average to show the perfect mechanical condition of the car. No pit stops were necessary other than those made to take on oil and gasoline.

Auto Pointers

The steering gear transmission, universal joints, spring shackles, bolts, king-pins and front wheel bearings must be oiled and greased at regular intervals if you want these parts to retain their life and operate quietly. This also helps to keep your automobile expenses at a minimum.

Should you lose a cap from the gasoline tank and have to use an improvised covering on the gas tank filler pipe to stop the gasoline from dripping out, be sure you allow an opening for air, otherwise the vacuum feed system will not operate.

Motor lubrication is about 2 per cent of your car's upkeep. Do not fail to drain the crankcase at regular intervals, and fill with clean, fresh oil and save unnecessary expense.

When tightening bearings or inserting piston rings, be sure that the oil level float, or cork, is firmly attached to the indicator shaft or wire before replacing the crankcase or pan.

When priming your motor be careful not to get an excess quantity of gasoline sucked up into the cylinders. It will leak past the piston rings into the crankcase and thin the lubricating oil. This deterioration causes undue wear and expense.

When grinding valves be sure and examine the valves carefully to determine that they have not been warped by the intense heat. A warped valve will cause that cylinder to lose its compression and must be replaced with a new valve.

If the car is equipped with a vacuum windshield wiper and the vacuum tank does not fill readily when climbing hills, examine the rubber hose to the wiper. If it is crumpled the air will leak through. Disconnect the hose at the intake manifold, plugging the hole with a piece of wood, until a new hose can be installed.

The military annals of the United States show that beginning with 1860 and ending with the World War of 1917-18 the United States Army has participated in fifty wars.

To obtain the skins of racoon coats more than a million racoons are killed annually.

They Come and Go

The tourists come and go—continually changing scenery and changing roads await them—but they see, and the wise ones have learned to look for the TEXACO signs which reach from coast to coast. The New Texaco Gas and that Golden Motor Oil are the only two petroleum products sold the country over under the one and same name. No wonder then that the tourists appreciate the uniform quality that is theirs wherever the Texaco sign is shown.

Join the ever-increasing number of local motorists who come to this friendly station for Texaco.

Heasty & George

Corner Adams and Second

Sales of Olds Break Previous Month Records

For the third consecutive month the retail sales of Oldsmobiles have broken previous records, both in domestic and export fields. The record for September showed a 14 per cent increase over that of the same month in 1926 and a gain of 21 per cent over September 1925. This September gain follows substantial increases in August and July, both months recording larger sales than any previous August and July in the 20 years' history of the company.

The increase in Oldsmobile export sales is going hand in hand with those in this country. During the first nine months of this year the export trade has increased 20 per cent over that of the same period of last year. This gain made by Oldsmobile is in line with the total increase of the export business of the General Motors corporation of which Oldsmobile is a division.

An English automobile driver is awarded a diploma by the National Safety Council if he has driven his car one year free from any blame-worthy motor accident.

CATERPILLAR

From seeding time to harvest--

The "CATERPILLAR" Tractor serves the grain grower. The farmer "plays tag" with the weather. A few days saved or lost may determine the success or failure of the crop.

The "CATERPILLAR" Tractor—by doing more work in less time at lower cost—takes much of the gamble out of grain growing—

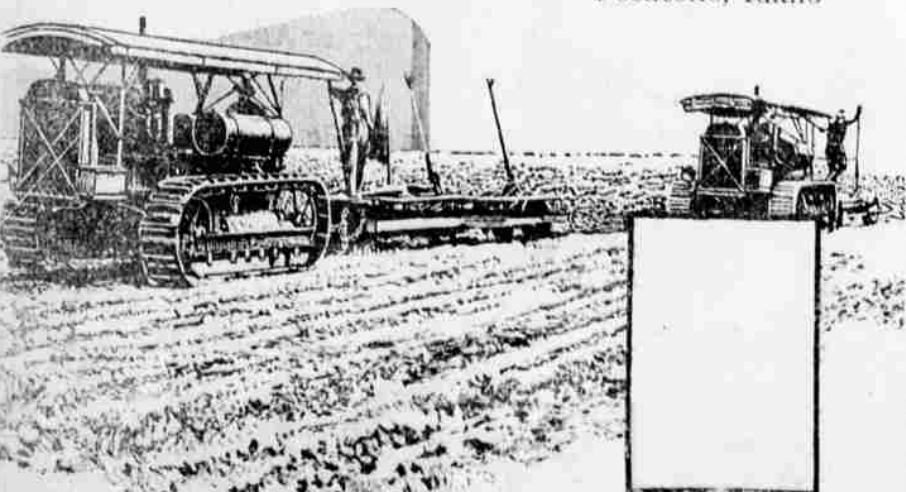
BUNTING TRACTOR COMPANY

La Grande, Oregon

Branch offices in

Boise, Idaho

Pocatello, Idaho



CATERPILLAR

Does It Make Any Real Difference With Your Engine?



Can you get along just as well with one oil as with another? Can you get the same performance out of your engine with cheap grades as with special grades? Can you get by with just as little repair expense?

Not if you've actually checked your oil and its work—not if you pay any attention to your engine and what it does for you.

Oil is just like coffee—there are good, bad and indifferent varieties. When you buy poorly blended coffee, you aren't surprised when the taste is all wrong.

Texaco isn't the only good oil in the world—but it IS ONE GOOD OIL. It has the right base—it is refined to preserve every lubricating quality of that base—it is cleansed to a beautiful golden color so that every bit of dirt, carbon, and foreign matter is kept away from your engine. And it's graded to do the job required by YOUR particular car.

Those are some of the reasons why a great many of our customers refuse to have any other oil in the crankcase. They have learned by experience. They know there IS a difference in oils—and that the difference is vital to the satisfactory and economical operation of their engine.

That's why we want you to test Texaco—try it out for yourself. Its fine golden color will intrigue you; its perfect lubrication will convince you.

Playle Oil Co.

"Playle's Superior Service—Always As Near
As Your Telephone"

Fisk Tires
and Tubes

Texaco
Gas and Oil