

GENERAL MOTORS SALES RUN HIGH

Cars Retailed in October
Totaled 153,833, Increase
of 55.3 Per Cent

DETROIT, Nov. 26.—Commenting on the October sales of General Motors cars, Alfred P. Sloan Jr., president of General Motors, says:

Retail sales of motor cars by General Motors dealers to consumers in October were 153,833. This compares with 99,073 in October, 1926, and further with 56,251 in October, 1925. The increase of October this year over last year is 55.3 per cent. Sales by General Motors to its dealers totaled 125,455 cars as compared with 115,845 in October, 1926, and further with 56,254 in October, 1925.

The purpose of issuing monthly statements of sales to consumers and sales to dealers is to keep the public correctly informed as to the trend of motor car sales throughout the world to the extent that General Motors operations makes that possible. To avoid misunderstanding, in dealing with the figures now being reported, specific attention is called to the fact that the October sales are larger than would normally be expected and in excess of the current sales trend having been influenced by aggressive sales campaigns, tending to advance into October business that would otherwise have been consumed in November. Therefore, sales for November may be expected to be adversely influenced this year and may even be less than the corresponding month of a year ago as similar campaigns were carried on last year in the month of November.

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

Dealers Sales to Users		1927	1926	1925
Jan.		81,010	58,898	25,529
Feb.		102,025	64,971	29,579
Mar.		146,275	106,063	78,594
Apr.		189,106	139,633	97,242
May		171,364	141,651	87,485
June		159,701	117,176	75,864
July		134,749	101,576	65,872
Aug.		158,619	122,305	78,638
Sept.		132,596	118,224	83,519
Oct.		153,833	99,073	56,251

Divisions Sales to Dealers

1927	1926	1925	
Jan.	99,367	76,222	36,642
Feb.	124,426	91,313	49,144
Mar.	161,919	112,341	75,527
Apr.	169,067	122,742	85,523
May	173,182	120,979	77,223
June	155,525	111,289	71,858
July	136,509	87,643	57,358
Aug.	155,604	124,231	76,462
Sept.	140,697	128,336	89,818
Oct.	128,469	115,349	96,264

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.

Hurry to School Results in Wreck



Four Mishawaka, Ind., high school students who lived in the country were late in starting for school. Driving at a 55-mile-an-hour rate, their car skidded and struck an apple tree, with the result the picture shows. Bernice Snyder, 15, driving, was thrown through the windshield and sustained fatal injuries, while the three boys riding with her were injured. Note how the tree was punctured by the car's frame.

NEW CHRYSLER '80' POWERFUL

Manufacturers Declare It
Is Best Car of Its Type
In America

DETROIT, Nov. 26.—Walter P. Chrysler and his engineers are now presenting what they declare is the most notable car Chrysler has ever produced—the new 112-horsepower Imperial '80.' It is the most powerful standard motor car in America, as well as Chrysler's conception of "the finest that money can build."

Overall length of the luxurious new Imperial is 191 inches. The long springs, anchored in blocks of five rubber, and the special Chrysler rubber mountings at the front and rear of the engine contribute to a restful softness and comfort of riding that are outstanding even among the world's most distinguished fine motor cars.

There are five Chrysler-built custom models. They are town sedan, five and seven passenger sedans, sedan-limousine and roadster. Custom models by Letourneau, Locke and Dietrich—three of America's foremost authorities in designing and building special bodies—round out the body choices.

In the new Imperial '80' are found all the features that have contributed so materially to Chrysler's outstanding success during the last four years. J. E. Fields, vice president in charge of Chrysler sales, who makes the new car announcement, stresses the many new features of the car which now comes into its own as the leader of the Chrysler line of "Four Great Cars in Four Great Markets" and as America's most powerful car.

"Improvements and refinements extend throughout the body and chassis," he points out. "They contribute not only to the car's finer appearance, but also to its performance. With full realization of the remarkable capabilities of the previous Imperial '80' this new car is from every point of view the finest we have ever built. We feel that those who appreciate truly fine motor cars will share our enthusiasm when they have had the opportunity to examine and drive this new model."

Many refinements. Inspection of the new car will reveal to the eye series of improvements. Others, in both body and chassis, can be noted only through its use or by a detailed study of its specifications. Innovations in manufacturing make each of the five Chrysler-built body models an individually custom-tailored creation, with new ideas and many options in both body trim and upholstery of broadcloth, Bedford cord, mohair and leather.

The custom idea is furthered by finishing all tenders to match the individual body tones. It is accentuated still more by matching the colorings of bumpers, radiator shells, trunk and even tire covers to fit each car turned out. The buyer has the option of having the appearing metal parts built into the backs of the front seats in each of the sedan models of slight extra cost. This feature converts these cars into either an owner-driven or chauffeur car in a moment. Outside finish is in a new and distinctive color blending, with narrow belt lines. One experience is a surprising sense of comfort in the long wide bodies.

New Carburetor Principle. The carburetor is especially designed to assure the greatest flexibility in meeting all power requirements, and to promote an amazing smoothness of engine operation. A new principle of positive injection of fuel for acceleration assures instantaneous response to every touch on the throttle, and overcomes the tendency toward stuttering that has characterized carburetors of the past when used with engines of exceptionally rapid acceleration ability. It has an extra gasoline needle lift for cold weather starting. The manifold, of course, is also constructed to handle the great power output.

Exports of Graham Brothers trucks in the first ten months of 1927 reached a new peak in the company's history, with a total of 3,616 vehicles sold and shipped to foreign dealers, an announcement by the truck division of Dodge Brothers, Inc., states. Export business in this period has been materially larger in proportion to

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Prize Poster



HE NEGLECTED TO
BE CAREFUL



The poster that won the \$500 prize in the national contest held by the National Safety Council is shown above with Thomas A. Keller of Dayton, O., the artist who submitted it.

Enforced Parachute for Planes Urged



Congressman Phil D. Swing, of San Diego, Cal., announces he will ask congress to require all commercial aircraft companies to equip both pilots and passengers with parachutes. Swing (left) is having a "chute adjusted by J. M. Russell, noted aerial jumper and designer of the "Toby" type worn by Swing.

GARAGE COSSIP

Went to North Powder.—P. A. Apling, manager of the Oldsmobile Sales company, drove to North Powder early this week on business.

Buyer Studebaker.—W. W. Stevens, of Union, is the owner of a Dictator coupe Studebaker.

It was in the corresponding for the company's total business than months of 1926, it adds.

Detailed figures show that the company made its greatest proportionate gain in sales to Canadian dealers, the total for the period being 1,997 units against 571 in the same ten months last year. This represents an increase of 13.5 per cent.

The result of the first ten months show that the company's foreign business is expanding rapidly in relation to its total output, the export sales and shipments this year comprising 18.9 per cent of the total volume compared with 14.5 per cent in the same period of 1926.

Graham Brothers has enjoyed an excellent business this year and in October sales shipments broke all records for the year with a total of 4,125 units. The same trend has carried through the first 12 days of November, sales shipments totaling 2,983 vehicles compared with 1,826 in the corresponding 12 day period last year, an increase of 63.3 per cent.

baker which he purchased this week from M. J. Goss, La Grande dealer.

Buyer Eskine.—The sale of a Eskine to L. C. Smith was reported this week at the Studebaker garage.

In Portland.—Mr. and Mrs. W. C. Perkins, of the Perkins Motor company, are spending a few days in Portland on business. They planned to attend the O. A. C. Carnegie game in Portland tomorrow.

Made Trip to Enterprise.—E. C. Gettings and W. D. Hanks made a trip to Enterprise Monday, where they spent the day transacting business.

Business Caller.—Mr. Bliss, of the Spokane Oxygen Company, was a business caller at Leighton's Welding and Machine shop this week.

Went to Wallawa.—J. P. Morelock made a business trip to Wallawa this week.

Transacted Business Here.—A. M. Service of the Morelock Service Motor company, was a business visitor at the local garages this week from Baker.

Went to Union.—R. R. Ledbetter went to Union yesterday on business.

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AS THE DEALER WHO SELLS IT

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