

DODGE BROTHERS SEES GOOD YEAR

Newest in Line of Cars Offered Is the 6-Cylinder Victory Model

By E. G. Williams, president, Dodge Brothers, Inc. Leaders in the automotive industry are practically unanimous in their opinion that 1928 will be an active and prosperous year for the automobile trade. Many signs indicate that these optimistic forecasts have an excellent chance of being fulfilled during the New Year.

Certainly in the case of Dodge Brothers, Inc., we have every reason to hope for new high sales records. During 1927, Dodge Brothers, Inc., undertook the long and difficult task of completely revising its products. While a curtailment of activities necessarily took place, the work of readjustment was so organized that a shutdown of the Dodge factories was avoided. This work has now been completed. Dodge Brothers has successfully passed through this transition phase and stands in a unique position, with both manufacturing and distributing facilities in shape to handle a greater volume of business than ever before.

Instead of confining itself to a single type of passenger car in a single price classification, Dodge Brothers emerge from its period of preparation with an extensive line of models in three different price classes.

Newest in Line—Newest in the Dodge line will be the Victory, a six cylinder car embodying important features possessed by no other automobile. The Victory Six has been in production for several weeks, and stocks were shipped to dealers throughout the country for simultaneous display beginning Jan. 5.

Dodge Brothers' four cylinder car, which has more than 2,000,000 owners, has been brought up to the minute with 4-wheel brakes, an improved motor, and numerous betterments in body and chassis.

The Senior Six, added to the Dodge Brothers line a few months ago, has justified the expectations of our engineer and will be continued as Dodge Brothers' highest priced model.

Graham Brothers truck division, which attained new high sales records in 1927, is now producing a wide variety of four and six cylinder commercial cars and trucks.

OUT OUR WAY



By Williams

GARAGE GOSSIP

Cars Extended—A shipment of Oakland was received during the past week at the Jennings & Sturmate garage.

To Display Models—Investments have been issued to the display of the 1928 Oakland. The models will be on display at the Jennings & Sturmate garage when J. P. McQuay-Norris, territory agent, will show a number of the new cars and will explain their features. Models and parts of models and the engines will be on display. Among the novelties to be shown is the new truck with wire wheels and track.

New Whippet Coming—W. D. Hanks expects to receive two models of new Whippet's some time next week which will be ready for display and sale under the new price announced last week. Mr. Hanks declares that these are a number of refinements on the new car. The new will be equipped direct from the factory line.

Business Call—Senator H. H. Weatherman was a business caller at the Blue Mountain garage Wednesday.

Leave for Portland—M. A. Harrison and Frank Pitt will leave Monday for Portland to receive mechanic instructions and demonstrations of the new Chevrolet. Mr. Harrison is owner of the Blue Mountain garage where Mr. Pitt is chief mechanic.

Here From Elgin—E. C. Gettings, of the Gettings & Hanks garage, called in La Grande yesterday. He is from Elgin.

Large Crowd Visit—Hundreds of persons have called at the Blue Mountain garage since Jan. 1 to see the new Chevrolet models which were announced that day. Two thousand circulars, distributed to visitors, were gone in two days, according to the garage officials, who report that reaction of the new model is hearty and sincere. M. A. Harrison, owner, is delighted with the new Chevrolet and said that it exceeded all expectations. Much praise for the graceful lines of the car is heard. A coach, a coupe and two trucks were reserved for the first display and another car and is expected this week for show and sale.

Went to Elgin—W. D. Buchanan made a business trip to Elgin yesterday. He is of the Weeks & Buchanan garage, Chrysler dealer.

To Bring Home Ford—W. C. Perkins has gone to Portland to bring back a new Ford model which he will use for a demonstrating car.

Went to Haines—M. A. Harrison made a business trip to Haines and North Powder yesterday. He is owner of the Blue Mountain garage.

Home From Hunt—Andrew Haleson, mechanic at the Blue Mountain garage, has returned from a duck hunting trip in the Snake River country. He returned with a large number of birds.

Boys Willy-Knight—R. L. Smith, manager of the Shugart store in the east end of Adams avenue, is driving a new Willy-Knight coupe which he purchased this week from W. D. Hanks, of the Gettings & Hanks garage, local Willy-Overland dealer.

Boys From Baker—A. M. Sevier, of the Morelock-Servic Motor company, was a visitor here from Baker early in the week.

Many home-makers excuse themselves for not having a plan for spending by saying they are "poor at figures." Figures are not the important thing in a budget. It is not a matter of addition and subtraction. It is a matter of deciding upon what type, quantity, and quality of articles and services to spend one's income.

Use a thermometer in rib roast of beef and avoid guess work. The thermometer is thrust into the thickest part of the rib roast. Beef is rare between 120 to 130 degrees Fahrenheit, medium between 130 and 140 degrees, and well-done at about 140. Take the meat from the oven at once when the desired degree is reached.

which had 120,000 miles registered on its speedometer before he retired it two years ago. He is so attached to the car that he won't sell it, or give it away—and he can't bury it.

Writes Mr. Froebel: "We have all called it 'Old Faithful' for years, because it was always faithful and never laid down on me. I purchased the Studebaker in May, 1915. I have driven it over 120,000 miles and the upholstery is almost as good as new. I defy any man to tell the driver's seat from new. Not a spring has sagged, or gotten out of place.

"My wife objects to riding in it now on account of the seat being so high from the ground. But at a small cost this car could be put in good shape and would be good for an additional 120,000 miles easy. She is all there and only needs her face washed and nails polished to go out on the road and step with the 'high steppers'." That's just a typical example of what Studebaker builds into its cars!

"Old Faithful" Driven 120,000 Miles, Good Yet

Who said this mechanical war was killing sentiment? In the arduous days when Old Faithful roared out a career of faithful service he was rewarded with retirement in a green and successful manner. In the motorized year of 1927 James L. Froebel, Park, Pa., proved that the same bond of sentiment can exist between a man and "mechanical horse." Mr. Froebel has a Studebaker which he drove for 16 years and for the sedan, and the Senior Six, priced at \$1,225 for the sedan. In addition to the Victory Six, the Graham Brothers truck division, which has just completed the most prosperous year in its history, will continue to build commercial cars and trucks of five capacities: 2-ton, 1 1/2-ton, 1-ton, 3/4-ton and 1/2-ton. Tentative schedules for the year indicate that nearly three-fourths of Dodge Brothers passenger car production will consist of Victory models including a coupe at \$1,945, a coupe with rumble seat at \$1,885, a sedan at \$1,825, de luxe sedan at \$1,370, and a de-luxe brougham at \$1,170. Whatever you do in a smoking manner is not the right thing to do.

A BRIEF HISTORY OF A GREAT ACHIEVEMENT



IN THE Spring of 1925 Dodge Brothers undertook an important and gigantic task—which is now complete.

Since its inception in 1914 Dodge Brothers had specialized exclusively in a four-cylinder product. During thirteen years more than two million units of that product were sold to America and to the world.

It is unnecessary here to comment on the singular merits of that famous Four.

It was honored on the battlefields of war, and achieved equal distinction on the highways and byways of peace.

Its long life and complete dependability had become an adage.

Meanwhile, however, times were changing and tastes were changing with them.

While still as important as ever, dependability alone was no longer sufficient.

Greater speed and comfort, more style and luxury were the growing prepossessions of the hour.

Six-cylinder motors were gradually becoming practical at popular prices.

Progressive engineering dictated the revision and refinement of existing four-cylinder power plants.

Two years ago Dodge Brothers appraised its task and embarked upon a program designed to place it and its Dealer Organization in a position on January 1, 1928, second to none in the industry.

Quietly, with deliberation and dispatch, and without interrupting the regular course of production and service to customers, the new program went swiftly forward.

The astonishing results of this great achievement are now known to the world.

It is doubtful if industrial annals can cite, over a similar period, an achievement so outstanding.

A smart, swift, low-priced and immensely popular quality Four has replaced its famous predecessor.

The Senior Six, outstanding in performance, quality and luxurious appointment, has been created.

Graham Brothers Trucks and Motor Coaches (formerly exclusively Fours) have been supplemented by Sixes. Fifty new types have been added. The capacities are broadened to range from one-half ton to two-ton, all resulting in the most complete and capable line of work cars known, and with prices ranging from \$670 to \$4,290.

Then Thursday came The Victory—a Six for \$1,045 and up—the most spectacular engineering achievement of the decade.

These accomplishments, one following the other in steady progression, have now provided Dodge Brothers Dealers throughout the world with the most diversified and comprehensive line of passenger and commercial vehicles ever manufactured and sold by a single organization.

For every need and purse there is now a Dodge Brothers vehicle built dependably and in full recognition of the progressive ideals of today and tomorrow.

Adhering rigidly to the sound and honorable standards of a great past, Dodge Brothers have met the challenge of a still more exacting future.

THE VICTORY SIX		THE SENIOR SIX	
Coupe	\$1045	Sedan (leather upholstery)	\$1495
Brougham	1095	Coupe for Four	1570
Sedan	1095	Sedan	1595
		Cabriolet Convertible	1595
AMERICA'S FASTEST FOUR		GRAHAM BROTHERS TRUCKS AND MOTOR COACHES	
Coupe	\$855	A chassis and body for every conceivable kind of business. Capacities from 1/2-ton to 2-ton—fours and sixes. Prices ranging from \$670 to \$4,290	
Sedan	875		
De Luxe Sedan	950		
Cabriolet Convertible	955		

Tune in for Dodge Brothers Radio Program every Thursday night 8 to 9:30 (Pacific time) N.B.C. Pacific Coast Network

DODGE BROTHERS, INC.

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM

Everything that is BUICK for only

\$1195

You may have thought that you couldn't buy a Buick for as little as \$1195—that you would have to pay considerably more for Buick quality.

The truth is that you can have any one of three popular Buick models at this figure—a Sedan, Coupe or Sport Roadster—all of them, cars of true Buick quality.

All have smart, low-slung bodies by Fisher in beautiful color harmonies. All have the famous Buick valve-in-head six-cylinder engine—vibrationless beyond belief. All have Buick's Lovejoy hydraulic shock absorbers—providing the ultimate in riding luxury.

Needless to say, all offer greater satisfaction than is obtainable elsewhere at such moderate prices.

You have always wanted a Buick—today's Buick surpasses all previous creations. See it—drive it—and own the car you have long wanted.

SEDANS \$1195 to \$1995 COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525

All prices f. o. b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

M. J. GOSS

Adams and Fir

LOOK OVER OUR WANT ADS FOR BARGAINS

SLIP? SKID? SLIDE?



Not if you've got Fisk Balloons on the old bus to grab the wet or ice-covered road.

If you're riding on Fisks you can hit the ball on pretty bad roads and sail through without bothering with chains.

Fisks just "grab on and hang on" when grabbing and hanging are needed most. They're a big satisfaction to a fellow on a winter road.

And they wear the same way—always a few thousand miles more than you'd expect from ordinary tires—always cutting your cost below the anticipated figure.

It sure pays to buy Fisks when it's time to re-tire. If you're needing a casing or two, just try it. An absolute guarantee to protect every dollar you spend.

Playle Oil Co.

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

Fisk Tires and Tubes

Texaco Gas and Oil