

DIVERSIFICATION IS DODGE POLICY

Readjustment Program Is Complete with Victory Six Announcement

DETROIT, Jan. 14.—With the recent announcement of the Victory Six by President E. G. Wilentz, it becomes evident that Dodge Brothers, Inc., has definitely entered upon a policy of diversification after many years during which the company operated in a single price field. Mr. Wilentz stated that the announcement of the Victory Six was the final step in an extensive program of readjustment which the company has been undergoing for the last year and a half, conducting its present business without interruption in the meantime.

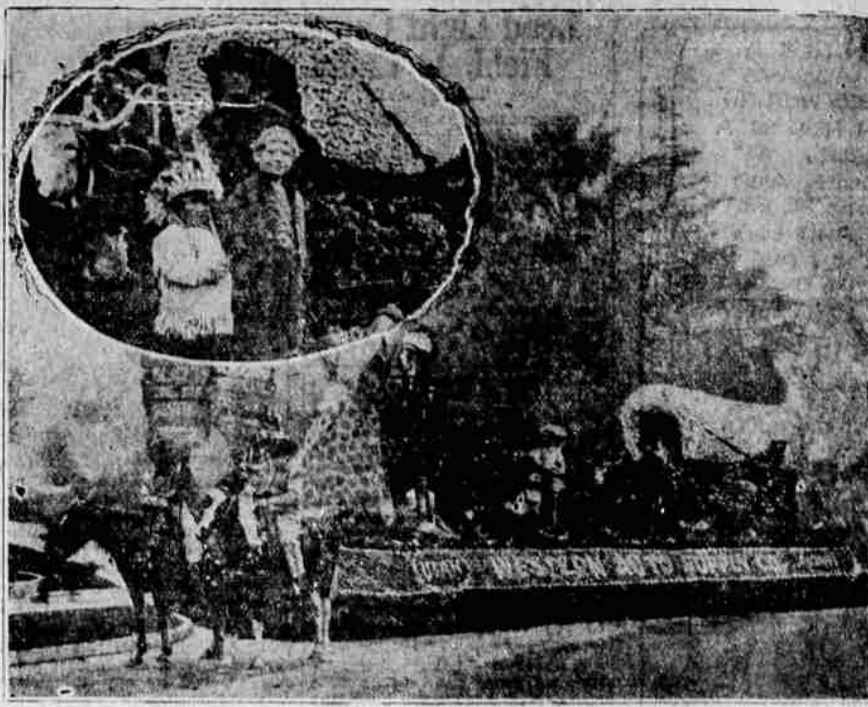
The 1928 plans of Dodge Brothers include production of more extensive lines of passenger cars. The standard four cylinder car starts at \$795 f.o.b. Detroit, the entirely new Victory Six line is priced at from \$1,045 to \$1,170, and the recently announced Senior

models range between \$1,495 and \$1,895. The Graham Brothers truck division, now fully owned by Dodge Brothers, Inc., will continue to manufacture a comprehensive line of commercial cars, trucks, in five capacities from 1/2-ton to 2-ton, and motor coaches. Part of the line is powered with four cylinder and part with six cylinder engines.

It has been estimated that the development and introduction of the new lines has cost Dodge Brothers, Inc., between nine and ten million dollars, including new plant facilities and machinery. Despite these expenditures and the reduction in sales which accompanied the transition from a single to a multiple-line of cars, the company has come through the first nine months of 1927 with all charges and preference dividend requirements fully covered and with \$3,252,244 earnings applicable to the common stock. Total earned surplus, as of Sept. 30, 1927, was \$28,823,632. Figures for the last quarter will not be available for several weeks, but there was nothing in the situation during October, November and December to indicate any considerable alteration, one way or the other, in the company's financial position.

Marked increase in the activities

DEPICTS COVERED WAGON DAYS



The Western Auto Supply company has taken first place in the division for commercial floats four out of five times they have entered the annual Tournament of Roses at Pasadena. The above entry depicting covered wagon days was this year's prize winner.

at the Dodge factories here has been observed during the last few days. It is current knowledge in Detroit that the working force is being augmented substantially, one of the local signs that production is being stepped up.

From official sources it has been stated that the competitive position of the Dodge organization has been materially fortified by the new and diversified lines of products, and that the 1928 prospects for large production in the Dodge plants are considered excellent.

GASKETS CAN BE SAVED

It is not always necessary to use a new cylinder head gasket when the head is replaced. If care is exercised in removing the part originally, it is not only possible but probable that the gasket will not be harmed in the process. If the motor owner, however, would be certain of not having to do a part of his repair work over again, it is advisable to use a new gasket.

The demand for Oregon scenery has increased in direct proportion to our supply of good roads.

Ford New York Exhibition Has Nothing Lacking

DETROIT, Jan. 14.—E. J. Ford, president of the Ford Motor company, is now presenting one of the largest and most comprehensive exhibitions ever staged by a single industrial organization at Madison Square Garden, New York, this week, by the Ford Motor company and is known as the Ford Industrial Exposition. Its purpose is to give the public an accurate idea of the multitude of industries and operations back of the Ford car and other products of the company.

"It is naturally difficult for most people to grasp the scope of the Ford industries, and the manner in which we produce and manufacture almost everything that enters into the construction of our cars, tractors and other products," Mr. Ford said. "The New York show is built around this one idea—a visual demonstration of the operation of the Ford industries, from the

raw materials to the finished product. We have stated frequently that we do not charge a profit on the materials from our iron mines, coal mines, glass plants, blast furnaces, rolling mills and other operations which enter into the construction of our automobiles, trucks, airplanes and other manufactured products. Our only profit is on the completed products. The Madison Square Garden exposition presents this whole idea in tangible form."

The show occupies the entire exhibition hall of Madison Square Garden. Almost every conceivable detail of the vast network of operations composing the Ford industries are presented in some form. The progress of automobile and tractor parts, from the iron ore, coal and limestone, through the blast furnaces and rolling mills, and on down to the completed machinery parts will be illustrated. Laminated, non-shatter windshield glass is made continuously during the show. Machinery is set up to manufacture certain parts of the Ford car. Electric welding operations, which play a very large part in the construction of the new Ford car, are performed with equipment identical with that used in the Ford plants.

Models Exhibited

Completed Ford cars and trucks, Lincoln cars, Fordson tractors and the giant three-motor, all metal Ford monoplane which has just returned from a round trip to Mexico, are on exhibit. There are also exhibits of Ford car details, such as bodies in various stages of completion, cutout motors, transmission and rear axle assembly in motion, and full displays of car parts. The exhibition of the complete line of finished products alone is a show of unusual size and completeness in itself.

The Ford steamship lines, and the Detroit, Toledo and Ironton, the Ford railroad, have representation. There is an exhibit of physical laboratory tests. The vast array of by-products and explanations of the processes are presented, including such items as Portland cement, charcoal briquets, tar, pitch, creosote and other oils, crude naphthalene, Ford benzol, ammonium sulphate and many others.

Ford officials state that attention has been especially directed to making the exposition of the greatest possible educational value.

TAKE THE ENGINE'S PULSE

When the engine overheats, do not be satisfied merely with filling up the cooling system with water. Overheating simply may mean that the system has been short of water or clogged, but it also may mean that serious trouble is brewing in one of the vital parts of the car. It is well to make absolutely sure of the cause before proceeding.

Headquarters of the American Automobile Association in Washington, D. C., reports the story of a Frenchman who, after touring the United States for the first time, voiced his praise of our system of highways in the following manner:

"Yoo-hoo!"



Helen Jones, 16, wore a pretty red coat and "yoo-hooed" to automobile drivers in Cincinnati. Then her 19-year-old husband relieved them of their taxi. At least, so say the police, who have arrested her.



with **A Push**

The New Winter Gasoline

LA GRANDE FILLING STATION
KUHNS & ZWEIFEL
Corner Jefferson and Hemlock
on Wallowa Highway

Chrysler PRICES

Effective January 10, 1928

- New Chrysler "52"**
- Two-door Sedan \$670
 - Coupe - - - 670
 - Roadster - - - 670
 - Touring - - - 695
 - Four-door Sedan 720
 - DeLuxe Coupe - 720
 - DeLuxe Sedan - 790
- Great New Chrysler "62"**
- Business Coupe \$1065
 - Roadster - - - 1075
 - Touring - - - 1095
 - Two-door Sedan 1095
 - Coupe (with rumble seat) 1145
 - Four-door Sedan 1175
 - Landau Sedan - 1235

- Illustrious New Chrysler "72"**
- Two Pass. Coupe \$1545 (with rumble seat)
 - Royal Sedan - 1595
 - Sport Roadster - 1595 (with rumble seat)
 - Four-Pass. Coupe 1595
 - Town Sedan - 1695
 - Convertible Coupe 1745 (with rumble seat)
 - Crown Sedan - 1795

- New 112 H.P. Imperial "80"**
- Roadster - - - \$2795 (with rumble seat)
 - Five-Pass. Sedan 2945
 - Town Sedan - 2995
 - Seven-Pass. Sedan 3075
 - Sedan Limousine 3495

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of their payments.

CHRYSLER

at *Sensational*
New LOWER PRICES!

Quality Unchanged

\$670

and upwards

40 Body Styles

Chrysler's sensational rise from 27th to 3rd place in sales in 42 months is the result of a phenomenal public preference that has continuously demanded a record-breaking volume of quality motor cars.

Chrysler's tremendous production and rapid growth are the direct results of public recognition of values and savings which only Chrysler Standardized Quality can provide.

You will then instantly recognize why Chrysler cars—by the most astounding price savings which result from a huge and rapidly growing public demand—are today more than ever the most marvelous motor car values in their respective price groups.

All Chrysler Models—"52," "62," "72" and New 112 h. p. Imperial "80," in the new chromatic color combinations—on display at the Auto Show and in all dealers' showrooms.

WEEKS & BUCHANAN
CHRYSLER

ASK FOR A DEMONSTRATION

NEW
Larger·roomier·more powerful

The American Edition of
**STUDEBAKER'S
ERSKINE SIX**

CLUB SEDAN \$795 f.o.b. Factory

The new American Edition of the Erskine Six was developed by the same engineering staff that designed The Commander—World's Champion car.

A bigger, roomier, more powerful Erskine Six. Designed to meet American standards of spaciousness and comfort. A handsome car you will be proud of! Luxuriously appointed. Modish in every line. Yet lower in price—unmatched in value at \$795 f. o. b. factory.

At the Atlantic City Speedway, an Erskine Six recently, went 1298 miles in 24 hours—better than 54 miles an hour! This record for sustained speed and endurance has never been equalled by any car selling under \$1,000!

Compare the new American Edition of the Erskine Six with any car selling from \$200 to \$500 more. Compare its beauty and speed. A spacious, comfortable car to ride in—doors nearly a yard wide—back seat 4 feet wide—36 1/2 inches from seat to ceiling. Plenty of leg and head room. Easy to ride in—easy to drive!

See this new American Edition of the Erskine—drive it—test it yourself. Find out for yourself motordom's biggest value at its new low price, \$795.

M. J. GOSS

LOOK OVER OUR WANT ADS FOR BARGAINS



BUILDER OF MODERN PROGRESS

Caterpillar Tractors have done much to develop our present-day highways; like a spider's web, they reach from north to south and east to west—highways that have developed a greater civilization.

Then, too, on the many farms throughout the United States, Caterpillars are used to turn the soil. They have proved to be an economy and a necessary help in the production of better crops.

We shall be glad to give you the details on this remarkable gift to modern progress.

BUNTING TRACTOR COMPANY
Boise, Idaho La Grande, Oregon Pocatello, Idaho

