



AUTOMOBILE NEWS



GENERAL MOTORS SALES RUN HIGH

Show An Increase in December 1927, Compared with December 1926

NEW YORK, Jan. 28.—Alfred P. Sloan Jr., president, General Motors, in a statement regarding the corporation's sales of cars for December, says:

"Retail sales by General Motors dealers to consumers in December were 53,769 cars, as compared with 52,725 in December, 1926, and with 56,129 in December, 1925.

"As pointed out in comments made at the time the October and November sales were announced, the trend in those two months also in December, is confused and ad-

versely influenced for various reasons, particularly by reason of the fact that the new Chevrolet, Pontiac and Oldsmobile models were then in process of development. "In December, sales by General Motors dealers to General Motors dealers totaled 60,071 cars, compared with 44,130 in December, 1926, and with 54,117 in December, 1925. These figures also are not comparable on account of the new models being injected into the situation, and production and sales schedules influenced, thereby.

Yearly Figure High

"In view of the fact that this report completes the year 1927, it is interesting to point out, as shown in the detailed tabulation below, that General Motors dealers sold to consumers in the year 1927, 1,554,577 cars, as compared with 1,215,826 cars for the calendar year 1926, and again compared with 827,056 cars for the year 1925, an increase in 1927 over 1926 of 28 per cent. It is also

Keen Interest Shown In Late Whippet Models

Unusual lines of beauty and design are characteristic features of the perfected Whippet, which is being presented at the lowest prices in the entire history of the Whittier-Overland company. The cent price reduction in the Whippet places this modern car in direct price competition with the lowest priced models in the light car field.

Although the basic principles of Whippet design are retained in the perfected models, certain refinements have been made which add materially to the beauty and grace of the car. Each model is distinctive for its rich exterior color combination while the interior appointments have a distinct luxury tone.

The perfected Whippet retains the low swung body, a type of design that has since been adopted by many other manufacturers, not only in the light car field but in cars that sell in the higher price ranges.

The long, sweeping lines of the Whippet from the nickel-plated radiator to the rear are accentuated through the employment of full crowned fenders. In place of the old type sun visor, which was formed by a continuation of the roof line, a cadet-type sun visor is used on the perfected Whippet. This imparts a smart military effect to the cowl section and also provides a wider range of vision. The unusual reception being accorded the perfected Whippet in every city, town and hamlet of the nation since the price reduction was announced, indicates that this modern light car has quickly reached a position of quality leadership in the light car field.

BOY, PAGE CLYSSES

Jasper—My little race with that motorcycle cop was costly. The judge deprived me of just one hundred dollars.

Chasper—Well, history proves that sirens have put many a man on the rocks.

Interesting to note that notwithstanding the material increase in volume of General Motors business, cars in the hands of dealers at the close of 1927 were practically the same as a year ago, indicating a more favorable turnover, as evidenced by the close relationship between dealers sales to consumers and General Motors sales to dealers for the year 1927.

GARAGE GOSSIP

Goes to Wallawa—
L. W. Weeks, of the Chrysler garage here, made a business trip to Wallawa county on Monday.

Checking Stock—
F. L. Lichold, chief roadman for the 16th and branch, spent Thursday in La Grande checking the local Perkins Motor company parts stock. The Ford company is continuing the manufacture of old parts for the model T and is not allowing any dealer to let his stock of the old parts fall down, so that owners of the model T cars may still receive parts, and Mr. Lichold's visit here to check the department to see that it is in line with this policy.

Here for Meeting—
Among the out-of-town dealers for Chevrolet cars who were here for Thursday's Chevrolet meeting were Chas. Kirkpatrick, of Baker; John E. Simpson, of Pendleton; and James Rogers, of Enterprise.

Conducting School—
O. L. Hlan, special truck representative from the Portland branch of the Ford Motor company, is in La Grande this week holding a school of instruction in the servicing of the new model AA one and one-half ton trucks. The mechanics of the garage have completely dismantled one car and have had a thorough schooling in servicing the new models. "This is in line with the Ford policy of having the mechanics experiment either on a dealer or a company car, rather than on the customer's," said W. C. Perkins, Ford dealer here. The company here, Mr. Perkins says, expects to be servicing the cars within the next 30 days.

Working in Postoffice—
Howard Ginn, who has for some time been the bookkeeper at the Blue Mountain garage, has accepted a position with the post office.

Went to Wallawa—
J. P. Morlock with Bruce Pollock, factory representative for the Buick car, from Oakland, Cal., made a trip to Wallawa the first of the week.

Here for Meeting—
W. J. Richmond, from the Chevrolet headquarters at Portland, has been in La Grande for the last few days superintending the Chevrolet meeting which was conducted Thursday at the La Grande hotel. E. R. Morris, distributor for the company, who now makes his headquarters here, was also in charge of the meeting. Both have been visitors at the Blue Mountain garage.

Drives New Ford Home—
H. M. Maughan, Ford dealer at Enterprise, passed through here yesterday on his way home from Portland with a new Ford.

Here on Essex Business—
H. L. Hlangy, factory representative for Hudson-Essex, from Seattle, has been in La Grande for several days this week on Hudson-Essex business with E. L. Ledbetter, local representative.

Here From Pendleton—
J. E. McConnell, territory distributor for Oakland-Pontiac, spent Wednesday in La Grande transacting business with Vern Jennings and Elmer Shumate, local representatives.

Boys Whippet—
Cecil McKinnis, of Imbler, is driving a Whippet coach which he purchased this week from Gettings & Hanks, territory distributors.

Expects Carload—
The Jennings & Shumate garage is expecting a carload of Pontiacs and Oldsmobiles this coming week.

Here From Elgin—
E. C. Gettings, of Elgin, was a La Grande business visitor during the week.

Went to Union—
Mr. and Mrs. W. D. Hanks went to Union Thursday night where they attended a banquet of the second quorum of elders. Mr. Hanks is president of the Union state of the L. E. S. church. A number of visitors from Baker attended the banquet. Holger Larson, formerly of La Grande, but now of Pendleton, was also among those who attended. Mr. Hanks is Whittier-Overland dealer here.

Goes to Idaho—
James Stuart, who has been spending the winter here, has returned to Rose Lake, Ida., where he makes his home. He was called there by the illness of a sister. Mr. Stuart is a cousin of J. W. Strong, mechanic at the Gettings & Hanks garage, and has been working with Mr. Strong in the shop department of the garage during the winter months.

Cars Unloaded—
Carload of Chevrolets were unloaded today by the Blue Mountain garage. They will display the coach, coupe, sedan and imperial.

Gone to Portland—
Mr. J. Goss and young son, Billy, accompanied by William Hanch, mechanic at the Studebaker garage, Frank Appling, Oldsmobile salesman, Gray Ellis, local barber, and Ed Stravens, of the C. J. Fisher company, left Thursday for

Portland. Mr. Goss, Mr. Ellis and Mr. Stravens will go on to San Francisco for the auto show which begins there today. Mr. Goss and son, Billy, are expected back Feb. 5.

Gets Erskine—
L. H. Irwin, Studebaker dealer of Baker, delivered a new Erskine sedan to Jack McGhean of this city this week.

Firestone Man Here—
O. V. Horn, of Portland, representative of the Firestone Tire and Rubber company, is in La Grande this weekend on business. Mr. Horn is a business visitor at the Perkins Motor company.

Mr. Buchanan Here—
Roe Buchanan, formerly of Enterprise, is in charge of the Studebaker garage here while Mr. Goss spends some time in California. Mr. Buchanan, who has been in the garage business at Enterprise, will now be here permanently as a salesman at the Studebaker garage.

Butler: Mr. Jones, your wife just eloped with the chauffeur. Jones: I can't find my luck! Just when I wanted to use the car to go golfing.—Ghost.

Oakland Autos Sales Jump To Fifth In Year

The Oakland Motor Car company, which advanced from the position of ninth in point of sales volume during 1926 to fifth place in 1927, has expanded its already extensive sales organization to handle an expected further sales increase during 1928. It is announced by W. R. Tracy, vice-president in charge of sales.

"The most important development so far has been the appointment of six regional sales managers in key cities to direct the 22 district offices stationed throughout the United States. The present eastern and western sales managers, W. B. Sawyer and E. M. Luback, each has supervision over three of the regional managers.

All of the district sales offices are being expanded and moved to larger quarters and the number of representatives traveling among the dealers from the district offices has been increased. Many more dealers are being added to the present total of more than

4,300 which now is nearly five times the size of the dealer organization in 1925. The six new regional managers and their headquarters cities are as follows: New York, F. R. French, formerly special eastern sales representative; San Francisco, L. M. Drees, former Pacific Coast supervisor; Chicago, Harry Mahaffey; Cleveland, L. J. Marsh; Atlanta, W. A. Sullivan; Kansas City, Edson Smith. The four last named have been promoted from the position of district manager in their respective cities.

Dodge Brothers Are Increasing Victory Output

Production schedules for the new Victory Six recently announced by Dodge Brothers are to be materially increased, according to John H. Lee, general sales manager, to make possible reasonably prompt filling of the telegraphic orders which are being received from dealers in constantly increasing volume. "Factory production and scheduled allotments for shipment to

dealers during the first three months of 1928," Mr. Lee said, "were planned in expectation of a very generous demand for the new car, with its advanced engineering features, but the wires asking for immediate shipment and for increased allotments indicate that by the end of January a decided enlargement of our production plans must be completed so that all purchasers of the new Victory Six may be sure of prompt delivery." Dodge Brothers immense manufacturing facilities, and orders which have been placed for raw materials, however, are such that it is possible to increase output of this popular type to such volume as will insure cars for buyers without any long delay.

GENERAL OVERHAUL
A dentist says that he had an absent minded motorist in his chair the other day: "Will you take gas?" he asked. "Yeah," replied the A. M. patient, "and you'd better look at the oil, too."—Boston Transcript.

WHERE, OIL, WHERE
Officer—You were making forty-five. I'll have to pinch you. Martha—Oh, if you must, please do it where it won't show! —Pipe Progress.

STAGES LEAVE FROM LA GRANDE DEPOT

For information call Main 799

Travel in our
Modern Chair-Car Stages!

Leave—
La Grande for Baker, Boise 11:55 a. m.
La Grande for Baker only 4:35 p. m.
La Grande for Pendleton 10:15 a. m. 3:00 p. m.
(Connections at Pendleton for Walla Walla and Pasco)

Leave La Grande

For Portland at 10:15 a. m.

Fare \$9.50, Round trip \$16.00



So ORIGINAL AND DIFFERENT that Comparisons are Impossible



FRANKLY, The Victory has left current practice so far behind that comparisons are impossible.

Conservative drivers will never really discover the car's astonishing resources.

They will delight in its pick-up and low gas needs—its comfort and streamline beauty.

But the magnificent, all-day speed of the car—its faultless smoothness over clouds and cobbles—are thrills that await the adventurer!

Six powerful cylinders are six powerful reasons for this.

*A seventh vital rea-

\$1095

4 DOOR SEDAN F. O. B. DETROIT

Tune in for Dodge Brothers' Radio Program every Thursday night, 9 to 9:30 (Pacific time) NBC Pacific Coast Network.

L. C. SMITH

5th and Depot Phone 175-J

The VICTORY SIX

DODGE BROTHERS, INC.

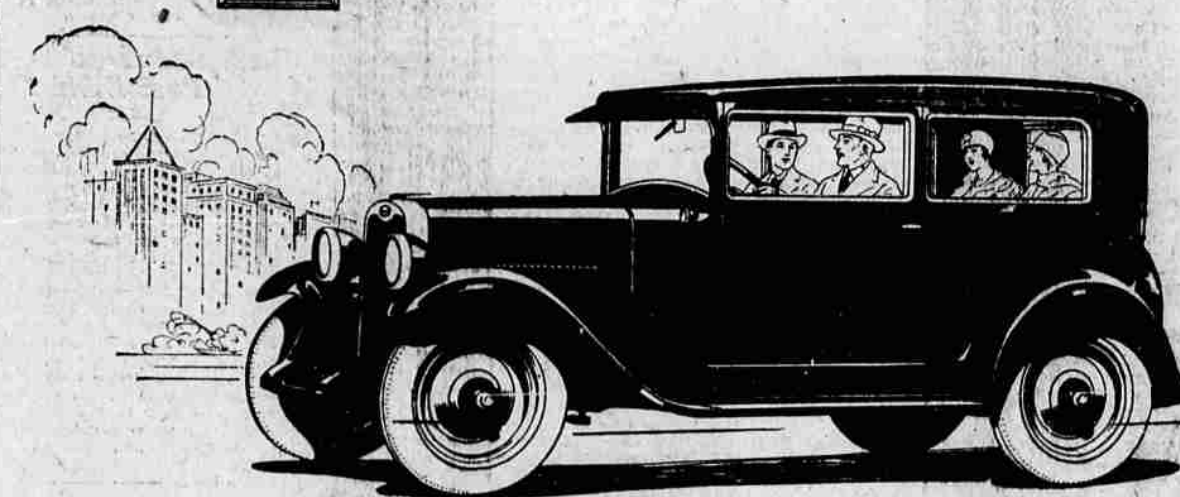
THE SENIOR SIX AND AMERICA'S FASTEST FOUR ALSO ON DISPLAY

son is the basic Victory ideal

For the first time in motor car history, chassis and body are a unit. Floor and seats are built in the chassis. The wide Victory chassis frame replaces the customary body sill—and eliminates the customary body overhang. The body itself has only 8 major parts!

The result is 175 less pounds, 330 less parts; standard road and head clearance, yet a car that is extremely low, steady and safe—with a power plant stripped for instant and brilliant action!

And the smartest car at the price ever created!



New Beauty-New Comfort New Performance!

*an amazing revelation
in a low-priced car*



Prices
Reduced!
The Coach
\$585

The Roadster	\$495
The Touring	\$495
The Coupe	\$595
The Four-Door Sedan	\$675
The Sport Cabriolet	\$665
The Imperial Landau	\$715
Light Delivery	\$375
Utility Truck	\$495
(Chassis Only)	
All prices f. o. b. Flint, Mich.	

In presenting this great new car, Chevrolet has eclipsed all previous achievements in the development of truly luxurious transportation at low cost. Built on a 107-inch wheelbase, 4 inches longer than before—

—offering new Fisher bodies whose distinction reveals the world famous mastery of Fisher craftsmen—

—providing the safety of four wheel brakes, a new measure of comfort, and thrilling new power, speed and smoothness—

—the Bigger and Better Chevrolet is being everywhere acclaimed as an amazing revelation in a low-priced car!

See this truly sensational automobile! Note how the hood lines stream back from the higher radiator and blend gracefully into the body contours. Note the deep

lustrous tone of the new color finishes in genuine Duco—the interior atmosphere of richness and elegance. Check the chassis—and discover every feature of advanced engineering design and the completeness of detail demanded in the finest motor cars. Then go for a ride!

Experience the flashing get-away and the marvelous smoothness of the improved valve-in-head engine with its new alloy "invar strut" pistons, new hydro-laminated camshaft gears, new mushroom type tappets and steel enclosure. Travel rough roads and observe the cushioning effect of the new semi-elliptic shock absorber springs.

Do that, and like tens of thousands of others, you will be amazed to learn that such a car can sell at such low prices!



Blue Mountain Garage

M. A. HARRISON, Mgr.

Opposite Postoffice

QUALITY AT LOW COST