

FORD PLANT NOW IN 26TH SEASON

Company Celebrates Its 25th Anniversary on June 16

DETROIT, June 21.—The Ford Motor company had its twenty-fifth birthday June 16. This silver anniversary comes at a time when the company has the largest number of men employed in its Detroit plants since it was first organized, on June 16, 1903. The end of the quarter-century finds the plant a host of remodeling the company's plants for the production of the new Model A car nearing completion, and with an increasing rate of production from day to day.

Within its existence of only 25 years, the resources of the Ford Motor company have grown from an original investment of a few thousands of dollars to hundreds of millions. The first little factory covered less than a quarter of an acre. The Detroit plant area of the company today is more than 1500 acres of ground. The 211 employees who operated that first factory have multiplied until today more than 200,000 people in many countries are to be counted on the Ford payroll. In the United States alone there are 36 modern plants. In South America, Cuba, Mexico, Europe, Egypt and Japan, foreign offices or associate companies are located. From the plant of the Ford Motor company of Canada, Ltd., the British Empire is supplied.

with the exception of the British Isles, where other great plants are located.

The company during its first year produced 1708 cars. But in nineteen years of production, of the Model T alone it made fifteen million cars of this one model, and as many as 9000 cars have been produced in a single day and more than 2,000,000 in one year. Henry Ford has stated, since the work of converting the plants for the manufacture of the new Model A began, that he confidently expects to produce more than fifteen million of the new model cars, in much less than nineteen years.

In the Detroit area alone, the company's plant expansion has been characterized as the world's most unusual industrial development. From the original little one-story building it has moved to the five-story Mack plant, where the radiator plant is located; as well as the Ford textile and rubber reclaim departments, the wire plant, machine shops, artificial leather plant, the drop forge shops, and the Henry Ford Trade School. At Fordson, where most of the production operations are now centralized, the company has its own blast furnaces, power plant, the world's largest foundry, the machine shop, motor assembly plant, coke ovens, open-hearth furnaces, steel plant and rolling mill, paper mill, cement plant, glass factory and other activities. Here are also the storage bins for coal, ore and limestone, capable of holding 2,000,000 tons. A wide variety of valuable by-products are also made in this plant, which is really one mammoth industry composed of many smaller plants, each one a huge example of its type.

Auto Makers Are Turning to Lake Transportation

DETROIT (AP)—The quest for economy in freight rates—one of the leading factors sought by Detroit's great motor industry—is turning steadily toward Great Lakes transportation.

Each new year sees an increasing number of automobiles shipped from Detroit docks by automobile ferries, freighters and ore carriers as competition with the railroads rises. This year, Great Lakes shipping officials say, will see the largest number of automobiles ever shipped moving through the lake regions to key cities on the lake shores.

The newest scheme utilizes "waste space" on freighters. It embodies a plan for loading deck space on ore carriers returning to Duluth and Superior points after the ore has been unloaded at Detroit. The boats will return from Detroit laden with automobiles, some of them carrying as many as 800 cars. Several companies have been organized to transport automobiles by this means.

Next to Detroit, Cleveland has become the greatest automobile distributing point in the world. More than 60,000 automobiles will be shipped from a single lakeside pier during the present navigation season, all of them ferried from Detroit via Lake Erie. One steamship company alone operates daily boats to Cleveland with a capacity of 500 cars. Overnight service is maintained and cars loaded onto the carrier at night are delivered to the dealers at the pier in Cleveland next morning.

Boats from Detroit have an average of eight and one half months' shipping time to Cleveland and Buffalo. On the northern lake routes to Milwaukee, Duluth and Chicago the navigation period is a month less. An average of four trips a week, with from 300 to 400 cars a trip, is made by one company over the northern route. Other carriers make weekly trips.

The dangers of shipping automobiles by water, always a great factor in the past, are being reduced by new loading and handling appliances. Only one loss has been reported this year in lake shipping, when a carrier ran into a wind and sleet storm early in the shipping season. Ice formed on the decks and in the gale and pitching of the ship 21 cars broke loose from their holdings and skidded over board.

has shown an increase over the corresponding month of the previous year. In the United States, May deliveries to customers were the largest in five years, and the last 19 days of the month the largest of any corresponding period in history.

Studebaker's May increase was attained despite the fact that deliveries for the automotive industry as a whole remained stationary and notwithstanding that many people withheld purchasing new Studebaker and Engine cars in anticipation of the tax reduction.

Oakland-Pontiac Sales 128,305 In Last Five Months

Sales of Oakland and Pontiac Sixes during the first five months of this year reached a record total of 128,305 cars, according to figures released at the factory this week.

This volume of sales shows an increase of 42,614 or nearly 52 per cent over the 77,256 Oakland-Pontiac sales recorded during the first five months of 1927 when the Oakland Motor company was moving up from ninth to fifth place in the automotive industry.

Oakland executives are making no predictions as to what position the company may attain by the end of the year. They merely point to the figures. One illuminating bit of data shows that when the year 1928 was only three months old, the sales of Oakland and Pontiac Sixes had reached a total of 74,118, which very nearly equals the sales registered by the company during the entire first five months of 1927.

W. R. Tracy, vice president in charge of sales, states that recently increased factory facilities now are adequate to take care of the growing volume of orders.

Traffic Cop: Come on. What's the matter with you?
Truck driver: I'm well, thanks, but my engine's dead.
—Detroit Motor News.

"It's all right then," said Mac, as he stopped politely out of way. "I got orders to let no traffic through, because of the rotten bridge; but seem' it's you, yer Honor, 'tis a pleasure—go right ahead, sir!"—American Legion Weekly.

Motorist: Is there any speed law here?
Native: Now, you fellows can't get through here any too fast for us.



Graham Trucks Are Changed To 6-Cylinder Line

A complete line of six-cylinder trucks and commercial cars with larger capacities, longer wheelbase, four-wheel brakes and many improvements in motive power, construction and appearance has been announced by Graham Brothers, Inc. Supplanting the four-cylinder trucks in all capacities, the new line ranging from the Package Express to the two-and-one-half-ton size, offers greater power, speed and flexibility to fill the transportation demands of 95 per cent of all business. The new designations are Merchants Express, Commercial Truck, one and one-quarter ton, one and three-quarter ton, and two and a half ton.

The new trucks are now on display and factory production has been speeded up to meet the increasing demand for six-cylinder engines in commercial cars. Fine appearance, regarded as a definite business asset for the truck owner, marks the construction of the new trucks throughout. Graceful lines of the engine hood and cabs, with bodies acquired in attractive colors, have been combined with sturdiness and dependability long associated with Graham Brothers trucks.

Four-wheel brakes on all models, radiator shutters operated from the dash and temperature indicators on the instrument board on all models except the Merchants Express are outstanding features. Adoption of an internal rear, four-speed transmission in the one and one-quarter ton and heavier capacities, insures two quiet high speeds, longer engine life and greater fuel economy.

224,094 Autos Delivered Last May By Dealers

NEW YORK, June 22.—During the month of May 224,094 cars were delivered by General Motors dealers to consumers, according to an announcement by Alfred P. Sloan Jr., president. This performance establishes a new high record for the third consecutive month and compares with deliveries of 171,364 for May, 1927, a gain of 52,730 cars, or 30.8 per cent. The best previous month was April, 1928, when 209,347 cars were delivered.

Sales by General Motors divisions to dealers totaled 297,325, or an output of 24,142 cars or 19.7 per cent. This figure also constitutes a new high record.

Deliveries Of Studebakers In May Sets Mark

SOUTH BEND, Ind., June 22.—Retail deliveries of Studebaker and Engine cars throughout the world during the month of May exceeded deliveries for the same period last year by 34.5 per cent, according to a statement issued by the Studebaker Corporation of America today.

May was the fifth consecutive month that Studebaker deliveries

GARAGE GOSSIP

Buyer Buick— Guy Patten is driving a new Buick coupe which he purchased from M. J. Goss.

Here on Oakland-Pontiac Business— R. G. Peterson spent Wednesday in La Grande in the interests of Oakland-Pontiac. He went on to Baker and stopped here on his way back to Pendleton Friday. Mr. Peterson expected to leave Saturday for California where he will spend a few weeks.

Buyer Dictator— Otto Hunter, of Enterprise, is driving a new royal dictator Studebaker. The deal was made through M. J. Goss.

Buyer Whippet— Ralph Hallgarth, of Elgin, has purchased a Whippet cabriolet coupe from Gettings & Hanks.

Buyer Commander— Ed Berland, of Enterprise, is driving a new commander Studebaker which he purchased from M. J. Goss, dealer for the two counties.

Garage Progressing Nicely— Construction on the new service station and show room which Gettings & Hanks are building at Enterprise is progressing very nicely according to W. D. Hanks who spent Monday at Enterprise where they have branch headquarters. He anticipates that it will be opened by July 1.

Buyer Chrysler— E. L. Allen is driving a new Chrysler 72 coupe which he purchased this week from Weeks & Buchanan, dealers in this section.

Brings Car Back— W. D. Hanks drove to Boise Tuesday, returning Wednesday with a car from the territory headquarters. Mr. Hanks and E. C. Gettings are joint Willys-Overland dealers for Union and Wallowa counties.

Goes to Pendleton— W. E. Buchanan, Chrysler dealer with L. W. Weeks, went to Pendleton Friday in the interests of business.

Expect Cars— A carload of Whippets and Willys-Knights is expected to arrive here next Wednesday, W. D. Hanks reports.

Territory Man Here— E. C. Rummel, territory man for Willys-Overland spent Thursday in La Grande, going on to Enterprise.

He returned and left for Boise where he makes his headquarters.

was purchased from the Oldsmobile Sales company here.

chased from M. J. Goss, La Grande dealer.

Buyer Oldsmobile— J. H. Stewart of La Grande is the owner of an Oldsmobile which

Forest Hyder, of Elgin, is driving a new Buick coupe which he pur-

Went to Enterprise— W. E. Buchanan, of the Weeks & Buchanan garage, was in Enterprise on Chrysler business Monday.



You Save from the Start

IN FIRST COST IN UPKEEP IN RE-SALE VALUE

COME IN!
See for Yourself Why Experienced Owners Demand Bodies by Fisher. Visit our showroom during the special Fisher Body Demonstration now being held. Don't miss this opportunity to gain a sound understanding of such an important part of your automobile.

From the day you take delivery, ownership of a Pontiac Six is an experience in economy. You save in first cost because the Pontiac Six gives you those advanced features usually found only in higher-priced cars. You save in upkeep, because of its oversize dimensions developed on General Motors Proving Ground—and

because of its basic design which results in low operating costs. And you save in resale value because used cars buyers everywhere are willing to pay more for every available Pontiac Six. If you value your dollars, you will drive a Pontiac Six and learn the full meaning of motoring economy.

2-Door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-Door Sedan, \$825; Sport Landau Sedan, \$875. Oakland All-American Six, \$1045 to \$1265. All prices at factory. Check Oakland-Pontiac delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

War tax removed—Delivered Prices Reduced
JENNINGS & SHUMATE
NEW SERIES
PONTIAC SIX
PRODUCT OF GENERAL MOTORS

Texaco Growth Must Be Earned!

From one state to all states. From a sectional product to a national product.

Texaco is sold from coast to coast. Wherever high quality gas and oil are sold, there you will find Texaco.

Such multiplied growth must have been well earned, well deserved.

The Texas Co.

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Expert Brake Testing

On a scientific machine. Adjustments and Re-lining.

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Extra Value REFLECTED IN RECORD DEMAND

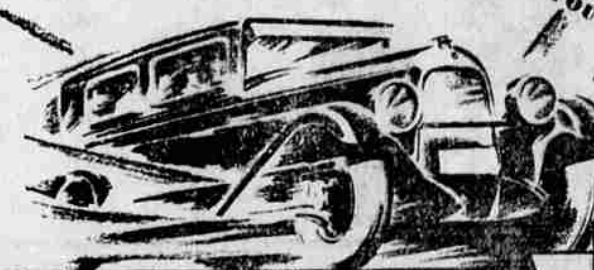
THE past five months—the greatest in Willys-Overland history—bear overwhelming testimony to the tremendous impression Whippet values have made.

The Whippet Four swept aside all previous standards of 4-cylinder performance. It introduced to buyers of light fours such mechanical superiorities as 4-wheel brakes, full force-feed lubrication and silent timing chain.

The new Whippet Six is the world's lowest priced Six. Yet it offers such fine car features as a 7-bearing crankshaft, full force-feed lubrication, invar-strut pistons and many more.

We invite you to see these popular cars.

IMPORTANT NOTICE!
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with 7 BEARING CRANKSHAFT
Whippet Six Touring \$845; Roadster \$845; Sedan \$875; Coach \$925.