

### GENERAL MOTORS OUTLOOK BRIGHT

#### Corporation Expects to Distribute 1,700,000 Autos Next Year

DETROIT, July 14 (AP)—The General Motors corporation expects to distribute 1,700,000 automobiles at a total selling price of approximately two billion dollars during the next year, according to Alfred P. Sloan, President of the corporation.

Mr. Sloan disclosed the tremendous production of the organization in an address before the International Advertising association convention here this week in which he

urged greater efforts toward eliminating "waste in advertising." "Advertising men must find a more definite way of tabulating the results and increasing the efficiency of the present enormous advertising expenditures," he said. "The automobile industry is the greatest industry in the United States and as such must carry the burden of national prosperity. Therefore it is our burden to make efficient everything in that industry including that of advertising."

#### FRIEND IN NEED

Motor Tourist (describing trip): On the last day of our trip, I had my only trouble—a broken bench seat, and the Automobile Association loan car crew fixed me up in fine shape.

Old Lady (third of hearing): Broken appendix and he called a tow car. My, what won't those three A boys be taking care of next!—Motor Land.

### Graham Output Shatters Marks; Models Popular

Overtime schedules and record-breaking production are being maintained in all plants of the new line of Dodge Brothers trucks. In an effort to meet the unprecedented demand that is being made for the new line of six cylinder Graham Brothers trucks recently announced.

Still, in the face of this great plant activity, officials state they are finding it impossible to date to meet the dealer and public requirements. It is possible that it will be found necessary to operate the plants on both day and night shifts in the immediate future.

Reports show that unfilled orders on hand are among the heaviest in the history of the company. On June 27th, there were orders for trucks and commercial cars amounting to a book value of between \$1,500,000 and \$2,000,000. In view of the fact that the new line of Graham Brothers trucks was announced less than two weeks ago, the present situation is outstanding in the history of the truck branch of the industry.

Fulfilled orders at this time are the greatest in the history of the company, and set a new record for the manufacture of the heavier type truck.

Prior to this period, the truck division of Dodge Brothers, Inc., set its previous high mark for unfilled orders on August 15th of last year. The increase now shown over that date is better than 37 per cent while the business increase as of June 27th over the same time last year is approximately 166 per cent.

"Our schedules are now calling for more than 300 trucks and commercial cars a day, which is a high mark in the industry in the manufacture of a complete line of trucks," said John H. Lee, general sales manager, in discussing the situation.

### Headlights On Oldsmobiles Are Closely Adjusted

As a contribution to safety in night driving, Oldsmobile headlights are so closely adjusted that the light beam at 25 feet cannot vary more than a quarter of an inch. This adjustment guarantees a light that fully illuminates the road more than 200 feet ahead and across its entire width without glare or discomfort to approaching motorists.

Every headlight used on Oldsmobiles is tested and adjusted before it is accepted. The inspection takes place in a semi-dark room where the light beam can be accurately gauged and measured.

The headlights are placed on a permanent fixture which exactly duplicates the position of the light after it has been placed on the car. This brings the center of the lamp 27 1/2 inches above the floor. Twenty-five feet distance is a target with a vertical and horizontal line forming a cross in the center. The horizontal line is 24 1/2 inches above the floor.

When the headlight is placed in the fixture it is electrically connected and turned on. Inspectors adjust the focus to its brightest point by means of a screw in the center of the headlight. They then set the beam by means of a second screw so that the top of the beam just touches the horizontal line. The vertical line shows that the beam is correctly centered.

After the lights have been adjusted they go to the assembly line where a corresponding fixture is used to assure their correct position on the car. This method of testing and assembly by the use of companion fixtures does not permit the slightest variation. It is used by the local Oldsmobile dealer.

### Police Use Ford Model To Catch Thief in Canada

When a 28-year-old youth of Hamilton, Ont., recently stepped on the accelerator of a stolen car in Stratford, Ont., he had no fears of the police. They had a new Model A, but he believed his larger car would get away. Both cars sped to 50, 60 and then 85 miles an hour while Stratford people watched the chase.

From time to time the officers shot at the gas tank or tires of the car ahead. They could have passed it easily but feared it would crowd them into the ditch as they drew up alongside. The police chief kept his machine about fifty feet behind the fugitive, ready to start a pursuit should the car stop suddenly. The two cars tore through the village of Sebringville with such speed that all persons in the vicinity came running to the main street. The boy ahead fired three shots at the police machine, but they went amiss. Once more the race was on. The Ford rode easily; the car ahead jounced and bounced about. Finally it ran out of gasoline and the driver pulled up to await the officers.

A slower car or one less adapted to rough, rugged roads, would have been left hopelessly behind, the police assert. Police of all cities are interested in the new Ford, for it means much to an officer to be able to dodge in and out of heavy traffic with a small car quick to respond to the controls.

#### MOTOROTOSIS

Dyer: I understand your wife suffered from car sickness.  
Hyer: Yes, it makes her sick to think we can't afford as good a car as our neighbors.

### GARAGE GOSSIP

**Buys Chrysler**—A. J. Tucker, of Elgin, is the owner of a Chrysler 52 landau sedan which he purchased during the past week from W. E. Buchanan and L. W. Weeks, La Grande dealers.

#### Go to Lake

W. D. Hanks of the Gettings & Hanks garage and family and Mr. and Mrs. Sam Hanks and children, of Salt Lake city who have been visiting here, spent Wednesday at Wallowa lake. Thursday night the two families enjoyed all evening of swimming at 'Luxe'. The visitors went on to Portland Friday. They will also visit in Vancouver before returning to Salt Lake City. Mr. Hanks is in the insurance business in Utah.

#### Here From Seattle

H. G. Peterson, Oakland-Pontiac territory representative and Mr. Hastings, sales manager of the Seattle headquarters, spent Thursday in La Grande looking after business at the Jennings & Shumate garage.

#### Buys Whippet

Mr. Davis, of Enterprise, is the owner of a Whippet six sedan which he purchased from Gettings & Hanks.

#### H. L. Blangy Here

H. L. Blangy, territory representative of the Hudson - Essex company, with headquarters in Seattle, arrived in La Grande last night after spending a few days in Head. He was here earlier in the week. Mr. Blangy transacts business with E. L. Ledbetter, Hudson-Exess dealer here.

#### Receive Cars

M. J. Goss received a shipment of Studebakers this week. The carload included a royal dictator, a standard dictator, and a new funeral coach for Stodgrass & Zimmerman.

#### Driving Chrysler

Mrs. Norman Freese is driving a Chrysler 42 royal sedan. The deal was made through Weeks & Buchanan.

#### On Vacation

Mr. and Mrs. Bill Strong are spending their summer vacation at Mendocino. Mr. Strong is the chief mechanic at the Gettings & Hanks garage, Willys-Overland distributors.

#### New Mechanic

T. A. Berry, formerly of Yakima, began work here a few days ago as a mechanic at the Perkins Motor company.

#### Buys Chrysler

Carl Metaker, of this city is driving a Chrysler 42 coupe. The deal was made through Weeks & Buchanan.

#### Go to Enterprise

Vern Jennings, of Jennings & Shumate, and H. G. Peterson, district distributor for Oakland-Pontiac, made a business trip to Enterprise Wednesday.

#### Buys Chevrolet

Miss Maude Lamb has purchased a Chevrolet coach from M. A. Harrison, of the Blue Mountain garage.

#### Driving New Car

D. C. Maxwell is driving a new landau Chevrolet sedan. The deal was made through the Blue Mountain garage.

#### Went to Pendleton

L. W. Weeks, who is associated with W. E. Buchanan as Chrysler dealer here, went to Pendleton on business Friday.

#### Buys Chrysler

Charmie Wray, of Elgin, is driving a new Chevrolet coach which he purchased from the Blue Mountain garage.

#### Buys Chevrolet Truck

L. E. Standley, of the valley, has purchased a Chevrolet truck from M. A. Harrison, of the Blue Mountain garage.

**KEEPS UPHOLSTERY SAFE**  
Leather upholstery in the open car requires periodic cleaning and dressing, if it is to look its best and wear reasonably well in this

### AUTO Glass Work



We do all kinds of glass work on automobiles.

- Windshields
- Windows
- Doors

La Grande  
Construction &  
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cleaning process, some make the mistake of using gasoline and kerosene. These have the effect of drying and cracking the leather. The proper agent is household ammonia mixed with a generous quantity of water. Applied with a soft cloth, it will free the leather from spots. A good leather dressing then should be applied.

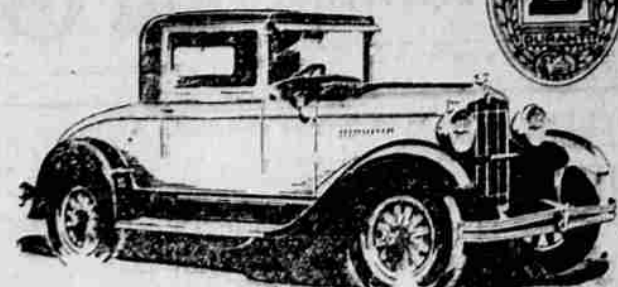
"I never knew until I got a car," said the bishop, "that profanity was so prevalent."

"Do you hear much of it on the road?"

"Why," replied the bishop, "nearly everybody I bump into swears dreadfully."—The Open Road.



**NOW!**  
Before it's too late—  
have your  
**4-Wheel  
Brakes**  
Tested and Adjusted  
on our  
Scientific Machine  
Rusco Station  
**Brandt and  
Jennings**



# DURANT SALES

continue to break all records

BY MORE than 12 per cent, Durant factory shipments during the first six months of 1928 exceeded the Total Output of 1927. This most remarkable production record has turned the spotlight of public interest on Durant Silver Anniversary Sixes and the Durant Star Four. Every Durant model provides unapproached beauty, style, comfort and power. The world has never before known such dollar-for-dollar value.

## DURANT STAR FOUR

The World's Finest \$495 Low-Priced

DURANT SILVER ANNIVERSARY SIXES  
MORELOCK AUTO CO.

J. P. Morelock 1115 Washington Ave.



# Women Delight in its marvelous handling ease

Offering smartness and distinction never before attained in any low-priced six and reflecting exceptional good taste in appointments and upholstery, the Pontiac Six is a car which invariably wins feminine admiration. And that admiration turns to sheer delight when they leave the back seat and drive the car themselves. They know the Pontiac Six is a dependable car. And they quickly discover an ease of handling that makes every mile a pleasure. The powerful four-wheel brakes answer the lightest touch. The big motor is smooth, quiet and responsive. The clutch and transmission are exceptionally easy acting. And the seats are pitched at that comfortable angle characteristic of bodies by Fisher. Every day you see more and more women at the wheels of Pontiac Sixes—because Pontiac provides, at a price within reach of almost every purse, everything that women demand in a motor car of their own.

\$745  
SPORT ROADSTER

JENNINGS & SHUMATE

# PONTIAC SIX

PRODUCT OF GENERAL MOTORS

# more than 300 TRUCKS a day

TRUCK operators know value . . . Since the announcement that Graham Brothers Trucks are now all sixes and all have 4-wheel brakes, sales records have been shattered . . . Production has passed the 300-a-day mark.

See these trucks . . . Drive one—the size that fits your business.

Phone now! We'll demonstrate.

|   |  |                                    |
|---|--|------------------------------------|
| \$665<br>MERCHANTS EXPRESS<br>-110" wheelbase | \$775<br>COMMERCIAL TRUCK<br>-120" wheelbase | \$995<br>1 1/2-TON-130" wheelbase  |
| \$1065<br>1 1/2-TON-140" wheelbase            | \$1345<br>1 1/2-TON-150" wheelbase           | \$1415<br>1 1/2-TON-165" wheelbase |
| \$1595<br>2 1/2-TON-150" wheelbase            | \$1665<br>2 1/2-TON-165" wheelbase           | Chassis for A. & D. Trucks         |

L. C. SMITH  
5th and Depot  
**GRAHAM BROTHERS  
TRUCKS**  
BUILT BY TRUCK DIVISION OF DODGE BROTHERS, INC.

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Buy It at the  
Sign of  
The Star

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# The Texas Co.

AUDMER PLAYLE, Agent