

### WILLYS-OVERLAND EARNINGS HEAVY

#### Financial Condition Good - Car Shipments Break Former Records

TOLEDO, Ohio, Aug. 11.—Net earnings of the Willys-Overland company for the first six months of this year, after deductions for federal taxes but before preferred stock requirements, were \$5,641,517.27, according to the company's semi-annual statement given out here today.

After preferred stock dividends the earnings rate was \$2.91 per share on the common stock. Net earnings for the first six months exceed by 81c a share, the entire annual dividend requirements for common stock on the basis of the dividend declared by the directors at the June 21 meeting.

Net earnings for the six months period from January to June 1927, after federal taxes but before deductions for preferred stock dividends, were \$5,238,053.71, which, after deductions for preferred stock dividends gave an earnings rate of \$1.83 per share on the common stock.

**Excellent Showing.**  
This excellent showing was made despite the fact that the company

released \$1,431,795.28 to dealers on cars in stock at the time of the release but was made on the Whippet early in January and on the new Willys-Knight models introduced this year on which reductions were made a few months ago.

The company ended the first six months period with \$14,117,780.68 in cash and certificates of deposit. Current assets were \$45,741,206.84 as against current liabilities of \$14,361,728.97, a ratio of 2 1/2 to one.

On July 1 the Willys-Overland company announced that the total number of cars shipped in the first six months of this year was 252,191, which is 22,718 over total shipments for the entire year of 1927.

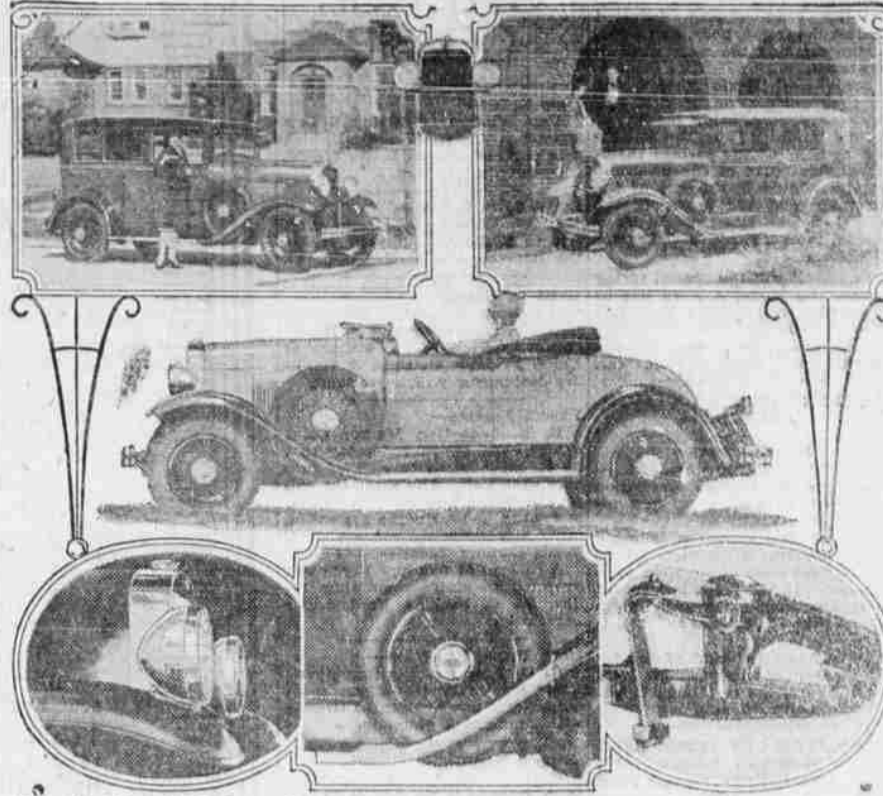
July volume established a new high July record. That this excellent business is continuing is shown in the company's statement that advices for delivery of Whippets and Willys-Knights this month indicate that it will be the largest August in the company's history.

In the export field Willys-Overland established a new all-time record in July when 5,556 cars were shipped, an increase of 165 per cent over shipments in July 1927.

Waste of words: "Daughter you must be back from the dance and in bed by 10 o'clock."

A bald head is no disgrace if the business is confined to the outside.

### Oldsmobile Adds Line of De Luxe Models



Upper left, Oldsmobile De Luxe 4-door Sedan; Right, Oldsmobile De Luxe Landau. Center, Oldsmobile De Luxe Roadster. Lower left, chromium plated headlamps and radiator shell on De Luxe models; Center, extra wide wheels carried in fender wells; Right, spring covers and Hydraulic Shock Absorbers.

### Color Aplenty In New Hudson And Essex Cars

A million dollars for greater color variety. Discussion of the great importance of color in motor cars has been ample and plentiful, but the Hudson Motor Car Co. has gone further in the investment of \$1,000,000 so that color schemes may be more attractive, and yet produced under standard production so that prices need not be advanced.

Hudson and Essex cars in attractive new color schemes are now coming from the plant and are available for immediate delivery, according to Ed Ledbetter, Hudson-Exssex dealer in La Grande. He said:

"The new Hudson cars in particular are distinctive because the fenders, the splash aprons and all the related units are now lacquered to match the general color scheme of the car. Instead of being finished in the black enamel

which has been motorist's traditional practice.

"Essex fenders continue in the enamel, but the Essex color plans are so arranged that the brilliant black actually assists the design.

"In the Hudsons the lacquering of the running gear creates an entirely new and impressive atmosphere. The car structure is brought into an effective unity. The fine sweep of the fenders is emphasized. The design is then brightened by special painting of the wheels and by striking on the body moldings. Our Hudson owners believe generally the appearance of the car is improved 25 per cent.

"When Hudson went into this color problem it had decided that the most modern and progressive facilities should be used. Those would permit the new designs without an advance in costs. So a two story plant more than two blocks long was erected, and into it were installed a huge and complete system of color-spray lines, conveyors and ovens. Nothing like it had been known in the industry. The processes are largely automatic. Uniform results are assured and production on a large and uninterrupted scale is possible. The million dollar investment is just an evidence of Hudson's determination to be in the forefront of motor for the public's demands."

leaders of all branches of the automotive industry attended a preliminary celebration and inspection of the building.

The building is part of the Chrysler Highland Park group, located in northern Detroit, and is believed by the men who planned and constructed it to be the largest and most extensive, single structure of its kind in the world. It is literally a complete motor car factory within itself—complete in all respects for every process of motor car design, building and testing. Included are the most modern instruments and equipment for testing, developing and research work covering every phase of automotive engineering. In the engineering department resides design and builds complete the original and experimental cars and parts for all Chrysler products—both motor cars and marine engines.

Four stories high, with provision for adding another, it contains

600,000 square feet of floor space grouped in many departments.

### Double Plea Is Made by Beitzel

LOS ANGELES, Aug. 11 (AP)—Classed as Clair Beitzel charged with two counts of murder for the alleged slaying of Barbara Maurer, 18, and the unwept woman's

newborn baby. Friday entered the double plea of "not guilty" and "not guilty by reason of insanity," against each section of the grand jury indictment.

### Petitions Filed By Socialists Legal

SATLEM, Ore., Aug. 11 (AP)—

Attorney General Van Winkle has examined petitions recently filed with the secretary of state for organization of the socialist labor party in Oregon and pronounced them legal. The law requires that the petitions be signed by not less than 5 per cent of the legal voters of the state. The secretary of state will make a further investigation to determine whether the signatures are genuine.

## There is a Veltex dealer close to you Get Acquainted

The following are ready to serve you Veltex Gas, Oils and Greases:

- La Grande:** R. E. Service Station, Peckins Motor Co., Blue Cross Auto Camp, Frank Haulen, Ole Huff Service, W. H. Bahnskamp Co., Ledbetter Garage, La Grande Filling Co., Mrs. E. S. Neeley, T. M. Harkin, Orchard Auto Camp, W. W. Hays, Helmer Johnson.
- Hilgard:** P. A. Young
- Alice:** Jay Rossen
- Imbler:** A. Page & Son, McLaughlin Garage
- Elgin:** Elgin Service Station, E. F. Hug
- Union, Oregon:** Gordon Trail Garage, Anne Garvin
- Minam:** Goff & Preece
- Palmer Junction:** Frank L. Baker
- North Powder:** Mike Corral, Auto Camp
- Cove:** L. F. Tomlin, Hardware Store
- Pondosa:** Grande Route Lumber Co.

# T. R. Maxwell

Distributor  
Veltex Products

**"SERVICE with a SMILE"**

Complete Car Service  
Tire Repairs and the Quality Pair  
Veltex Motor oil and Gas

La Grande Filling Co.

To All Owners of  
**DODGE BROTHERS MOTOR CARS**  
-PAST, PRESENT AND FUTURE  
by  
**WALTER P. CHRYSLER**

You, more than anyone else, are entitled to know the purpose behind our recent acquisition of the assets and facilities of Dodge Brothers, Inc.

For upon that purpose depends the security of your investment in Dodge Brothers products.

In acquiring Dodge Brothers, Inc. for the Chrysler Corporation, we have secured one of the largest and most modern automobile factories in the world and with it an organization of exceptional ability.

We intend that these facilities shall be utilized to increase the value and quality in Dodge Brothers cars and Graham Brothers Trucks and Motor Coaches.

We have secured, in addition, a dealer organization that has always been recognized as one of the finest in the industry.

It is our intention to deserve the continued loyalty of this group of substantial, progressive merchants by making it possible for them to enjoy increasing prosperity through the sale of Dodge Brothers products.

We have secured, moreover,

that which transcends in importance either Dodge Brothers superb plant equipment or Dodge Brothers splendid dealer organization. For we have become the lawful heirs of Dodge Brothers Good Name, with all the solemn obligation which that inheritance implies.

We have become the trustees of Dodge Brothers good faith to their customers, and it is our purpose to execute that trust with fidelity.

The priceless identity of all Dodge Brothers products will be preserved—as well as the sound policies that have made the words Dodge Brothers synonymous with Honest Value and Dependability.

Dodge Brothers Works will continue to produce Dodge Brothers Motor Cars and Graham Brothers commercial vehicles. Dodge Brothers dealers will continue to sell and service them.

The men to whose capable support the success of the Chrysler Corporation is due, unite with me in pledging perpetuation of Dodge Brothers ideals, to the end that a Good Name may be made still better.

*W.P. Chrysler*  
President Dodge Brothers Corporation  
Division of Chrysler Corporation

### Chrysler 4-Year Building Program Reaches Zenith

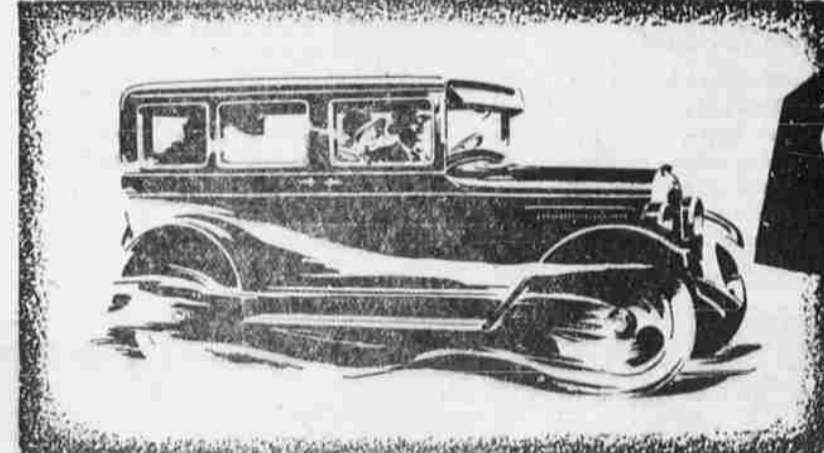
Chrysler's four-year building program reached its zenith recently when its new Engineering building—its tribute to its famous engineering department—was opened to the public. Walter P. Chrysler, president and chairman of the board of Chrysler directors, formally presented it to the engineering department at a special ceremony. Fred M. Zeder, vice-president in charge of engineering, accepted it on behalf of the organization he leads. Four thousand

### Consistent



Manager Donie Rush has had all kinds of trouble keeping his Pittsburg Pirates together this year but Marleah Grimes, the big right-hander obtained from the Giants in the Vic Aldridge swap, has been consistently at his best for Rush this year. Grimes seems destined to be the first National League home run to win 26 games this year if he keeps on the pace he has to date. And his effectiveness seems to be an example for the other players and there's going great now.

# The 2 GREATEST SEDAN VALUES



**WHIPPET FOUR SEDAN \$610**

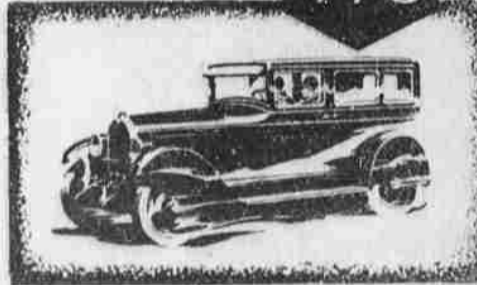
**WHIPPET SIX SEDAN \$770**

### WORLD'S LOWEST PRICED SEDANS NOTABLE FOR QUALITY AND PERFORMANCE

IN definite dollar-for-dollar value there are no 4-door enclosed cars on the market comparable to the Whippet Four and Whippet Six Sedans. This is true not only because these smart Sedans are the lowest priced in the world, but because they represent the most advanced ideas in automotive engineering, both mechanically and artistically.

The perfected Whippet Four offers such desirable features as full forced-feed lubrication, silent timing chain, extra leg room and powerful 4-wheel brakes. The new Whippet Six, in addition to these, provides a 7-bearing crankshaft, invar-strut pistons and many other advantages.

Four-cylinder Touring \$555; Roadster (2-pass) \$485; Roadster (with rumble seat) \$525; Coupe \$535; Cabriolet Coupe (with collapsible top) \$595; Whippet Six Touring \$615; Roadster \$685; Coupe \$695; Coach \$695. All prices f. o. b. Toledo, Ohio, and specifications subject to change without notice. Willys-Overland, Inc., Toledo, Ohio.



**WORLD'S LOWEST PRICED SIX WITH 7 BEARING CRANKSHAFT**

# FOURS Whippet SIXES

**Gettings & Hanks**  
Corner Fir and Jefferson