

### GENERAL MOTORS' SALES INCREASE

#### Total Of 177,728 Cars Delivered To Buyers During July

NEW YORK, Aug. 18.—(UPI)—The month of July General Motors delivered to consumers 177,728 cars, according to an announcement by Alfred P. Sloan, Jr., president. This compares with 174,745 for the corresponding month last year, a gain of 3.15 per cent.

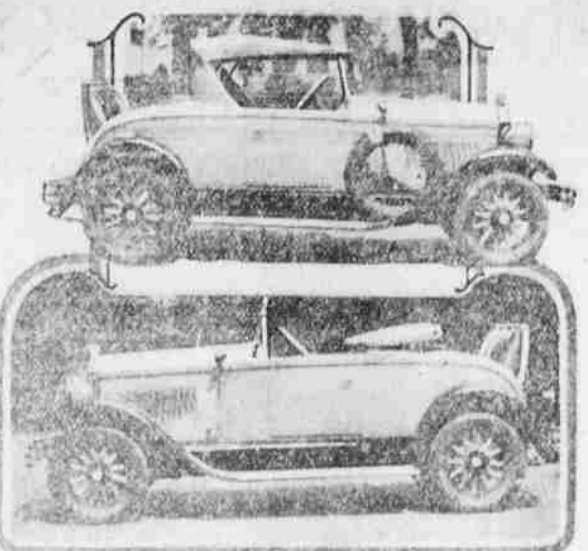
Sales by General Motors July, 1928, totaled 177,728 cars as compared with 174,745 for July, 1927, a gain of 3.15 per cent.

The following tabulation shows monthly sales of General Motors cars by dealers to ultimate consumers and sales by the manufacturing divisions of General Motors to their dealers:

Dealers Sales (1928)			Dealers Sales (1927)		
Month	1928	1927	Month	1928	1927
Jan.	187,278	181,018	Jan.	187,278	181,018
Feb.	182,623	180,925	Feb.	182,623	180,925
Mar.	183,798	186,272	Mar.	183,798	186,272
Apr.	249,287	236,186	Apr.	249,287	236,186
May	224,984	217,244	May	224,984	217,244
Jun.	196,252	185,733	Jun.	196,252	185,733
Jul.	177,728	174,745	Jul.	177,728	174,745

These figures include passenger cars and trucks sold in the United States, Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Oakland, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

### New Willys-Knight Roadster



Unusually smart and racy lines mark the new Willys-Knight Standard Six Roadster, just introduced by the Willys-Overland Company. The spare tire carried in a well on the right forward fender adds to the smartness of the new roadster. The folding rumble seat in the rear deck provides ample room for two additional passengers. The top can easily be folded back and when in this position fits in a trim waterproof boot.

When parking in your own garage, be sure that the door is fastened securely, as many machines are stolen from private garages. If you are to be away from home for a prolonged period, notify the policeman on your beat and ask him to keep an eye on your home and your car, if that is left behind.

### Appearance Of Car Big Factor To The Public

Appearance! With the buying public demanding more and more every year and auto designers bending their best efforts to give them what they want, the battle for supremacy has resulted in the development of cars that include style, beauty, durability and safety.

The cars of today are as much different from the old-timers with their big high backs, as are the short skirts of feminine fashions (from the old-fashioned hoop skirts and laces of our great-grandmothers' time).

Time and experience have proven that the car that doesn't keep up with the trends in fashion is abandoned. The public today demands appearance as well as performance. It demands both and plenty of them. In the design of Oakland and Pontiac cars, Fisher craftsmanship has been employed to bring about beautiful appearance plus performance. In the design of the chassis, itself, the factor of safety was as rigidly adhered to as in the design of an airplane. And the body has been developed to fit in with this to bring about a combination of safety, beauty and sturdiness.

As the buying season wears in to its stride, this is particularly noted in both the Oakland and Pontiac cars. Long, low and road-hugging, they embody comfort and safety.

### Will Announce New Cadillacs In A Few Days

The automotive industry is looking forward for the first time to simultaneous announcements within a few days by the Cadillac Motor Car company of two complete new lines of cars—Cadillacs and LaSalle—and special Fleetwood models on both classes.

The expected announcements will follow by less than 15 months the presentation of Cadillac's companion car, the LaSalle, on the heels of which came the introduction of a year ago of the present line of Cadillacs. During the past three years, since the advent of Lawrence D. Fisher as president of the company, the Cadillac Motor Car company has played a leading role in establishing the present trend in motor car design, and many of its innovations in beauty and body lines have permeated later developments throughout the industry.

The company's production two years ago of the new traditional "48 body types and styles and color and upholstery combinations" marked a new high point in the refinement and individualizing of body designs. Officials of the company state that the introduction of a second car designed, like the Cadillac, for motorists in the quality field has greatly enlarged the organization's market. Sales of the LaSalle at the outset surpassed the company's expectations and have been constantly growing.

### NEW FORD CAR SMOOTHER ON ROUGH ROADS

One of the things for which the new Ford car has already become famous is its exceptionally easy riding qualities over rough roads. Many factors contribute to this, especially the low ratio of unsprung weight to sprung weight, the flexibly transverse springs, Hondaite hydraulic shock absorbers, etc. but perhaps more than the so-called torque tube drive, this principle of taking the thrust from the rear axle was first introduced into automotive practice by the Ford Motor Company on the Model T car and has later been adopted on many of the finest European and American cars including the Lincoln.

The torque tube is a vital business in the driving shaft. It takes the driving thrust from the rear axle and carries it to the universal joint housing, a point well forward on the chassis so that the car is really pulled rather than pushed over the road. This construction also reduces the wear of any function except that of supporting the load. This principle of the torque tube is made flexible and shackled at both ends, resulting in free and normal action and an easy absorption of road shocks.

### Demand For New Olds Results In New Output Plan

Production has been ordered increased on the new line of Oldsmobiles, which were introduced only two weeks ago. Orders received from dealers when the first of the Oldsmobile models were delivered equalled the entire production schedule for the remainder of the year, making necessary the production increase.

The new Oldsmobile line, as its name implies, consists of specially designed and finely finished body types on the new Oldsmobile chassis. It supplements the standard line of body models which with the chassis remain unchanged.

Going to the large and continuing demand for the standard Oldsmobiles, which has resulted in breaking all previous production and sales records this year, factory officials set up a modest schedule for the Oldsmobile models. The flood of orders during the past fortnight, however, has caused them to materially revise their plans to accommodate the demand for the Oldsmobile line.

Dealers report that the Oldsmobile body types are meeting the demands of a new and growing field of Oldsmobile buyers. These are buyers of higher priced cars who have tested Oldsmobile performance and wanted a new car, yet desired the distinctive appearance given by the Oldsmobile models.

### GARAGE GOSSIP

**Home From Newport**—Mr. and Mrs. L. W. Weeks and their sons are expected home today from a week's vacation trip to Newport. Mr. Weeks is the LaGrande Chrysler dealer.

**Here From Pontleton**—A LaGrande visitor during the week who looked after automotive business interests was A. H. Foster of the Foster & Kieby Studebaker distributor company of Pontleton.

**Went to Wallawa**—W. D. Hanks spent Wednesday in Enterprise and Wallawa on Willys-Overland business.

**Is in Portland**—Mrs. E. C. Gettings and two children of Elain are in Portland on a vacation trip. Mr. Gettings is associated with W. Hanks as Willys-Overland dealer for this territory.

**In Idaho**—Cyde Bunting of the Bunting Tractor company is spending several days in Idaho on business.

**Returns From Pocatello**—C. W. Bunting of the Bunting Tractor company returned Friday morning from Pocatello where he transacted business.

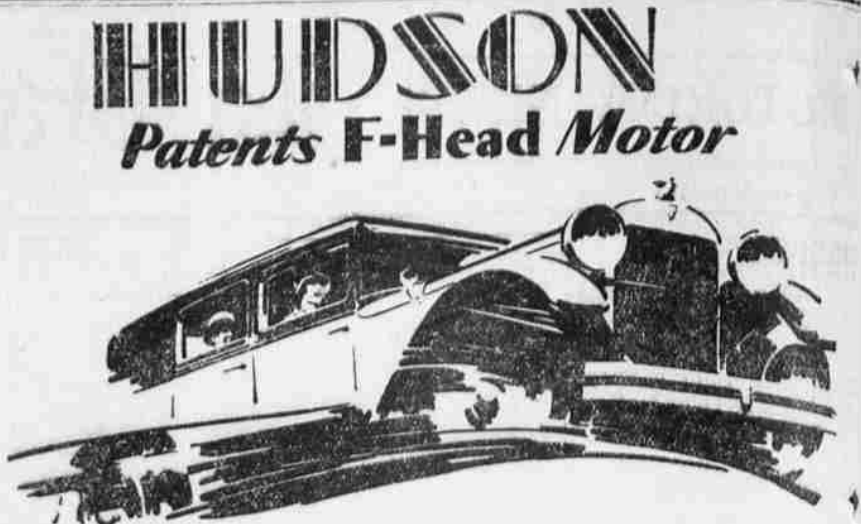
**Busy Whippet**—Mr. Dixon of Enterprise is driving a new Whippet coupe. He is with the Skaggs store there.

**Has Lincoln**—J. C. Macpherson, manager of the Wallawa Lake wonderland is the owner of a Lincoln sedan purchased from the Perkins Motor company.

**Unload Cars**—Two new Chevrolet trucks and two new Chevrolet coaches were unloaded this week at the Blue Mountain garage.

**Returns From Trip**—M. A. Harrison, Chevrolet dealer here, returned last Saturday from a fishing trip on the Little Minnato. He was with J. E. Allen, of Union.

**Busy With Sales**—The Perkins Motor company is busy this week with their cash and carry life sale.



The U.S. Patent Office has granted patents to the Hudson Motor Car Company on the "F-Head" high-compression motor. The patent—No. 1,656,051, relating to internal combustion engines—covers the entire arrangement of valves, spark plugs and combustion chamber. With the new patented design Hudson motors now are built with a compression ratio of nearly 6 to 1—or 20 per cent above the average—with correspondingly high standards of acceleration, fuel economy and power. It is practically impossible to make the motor knock under even the most adverse operating conditions. The motor is the liveliest, most powerful and economical Hudson has ever built.

**\$1250 and up**  
All prices f. o. b. Detroit  
Buyers can pay for new car in installments at lowest available charge for interest, handling and insurance

### LEDBETTER GARAGE

Adams Avenue

### Locking Device Makes Theft Of Auto Difficult

Statistics of automobile thefts show that many vehicles are stolen because the owner fails to utilize the locking device placed on it by the manufacturer. The Oregon State Motor association has determined, and urges that every motorist be certain that his car is adequately protected at all times.

"There is no surer way to have a car stolen than to make everything so easy that all the thief has to do is to seat himself at the wheel, step on the starter and drive off," said P. C. Weather, director of the motor organization. "No man who owns any property worth more than two thousand dollars or more could be so careless of its safety. He would lock up the same amount invested in bonds or jewelry, yet he will leave a valuable automobile standing so that it may be stolen easily."

Mr. Weather cited the following statistics for the motorist's protection: "Park on a well-lighted street, if possible, as the thief would much prefer to work in the dark. Lock the transmission or ignition carefully, and then, if the car is a closed model, close the windows and lock the doors.

### SETTING A TERRIFIC PACE



## DURANT SALES

continue their increasing gains. January, February, March, April, May, June, July, August... each month sees new Durant sales records created.

**TODAY** Durant presents a selling spectacle unparalleled in the motor car industry.

### DURANT STAR FOUR

THE WORLD'S FINEST LOW-PRICED CAR  
DURANT SILVER ANNIVERSARY SIXTY

# \$495

MORELOCK AUTO CO.  
J. P. Morelock 1115 Washington Ave.

### HAS NEW PLAN

ATHENS, Aug. 18 (AP)—Undaunted by the failure to prevent repealing by linking a voter's fingers at the polls, a federal reformer proposed that each voter have his forehead shaved as he leaves the ballot box. The alternative plan was received as humiliating.

Automobile dealers are advertising "Safe Cars." The cars are all right and always have been; what we need is safer drivers. It's a short line that has no road hog.

Let's wife had nothing much on Mrs. Iava Kirk. The former, looked back and turned into a pillar of salt. Mrs. Kirk looked back and turned into a telegraph pole.

"I wrote a firm to find out how I could get better mileage out of my gasoline."

"What did they answer?"

"They told me to push the car uphill and coast down the other side."

A young man who had taken his Ford out on a cold wintry day was covering the engine with a blanket.

Little Boy (looking on): "Don't cover it up, Mister, I saw what it was."

## "SERVICE with a SMILE"

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

La Grande Filling Co.

# "ALL ROADS LOOK ALIKE TO ME"

Steep hills, rough roads, loose gravel, difficult detours—they're all in the day's work to Oldsmobile.

A great new 55-h. p. engine provides power for any need and speed to meet any emergency. A new-type cylinder head of General Motors Research design gives the pep and snap of high-compression performance without the use of special fuels.

And fine-car design—evidenced in such details as four Lovejoy hydraulic shock absorbers and deep-cushioned, form-fitting seats—assures complete riding comfort.

Come take a drive. See why thousands of Oldsmobile owners are saying "All roads look alike to me."

TWO-DOOR SEDAN \$925  
L. E. B. Lansing Sport Type Extra

## OLDSMOBILE

PRODUCT OF GENERAL MOTORS

### OLDSMOBILE SALES CO.

1428 Adams Ave.

THE FINE CAR OF LOW PRICES