

GOOD SIX MONTHS
AHEAD FOR CARS

First Half of 1928 Prosperous for Industry—Used Car Mart Sound

Looking forward to active markets in the motor trade during the last half of 1928, Alfred Reeves, general manager of the National Automobile chamber of commerce, expresses the view that this year will be one of the best which the industry has enjoyed, in his mid-year statement of conditions in the automobile industry.

The first six months of 1928 recorded a production of 2,426,877 being second only to the former high total of 2,438,462 for the first half of 1926. Mr. Reeves points out that this volume of business has given the industry a running start which may result in a record year and at least insure a highly prosperous condition. He points to the popularity of new models, the strong position of dealers, activity in the used car field, and the stepping up of Ford output as factors of prosperity for the next six months.

Even July is holding strong in production, with an estimated total of 422,000, which is almost equal to June. Production during the summer months usually shows a marked seasonal lull, but this year the pace has continued at very nearly the same proportions as this spring. In fact, production for this season of the year is proceeding at a record pace.

Light Car Field an Index

"One of the best indications of fundamentally sound business conditions," says Mr. Reeves, "is to be found in the prosperity in the light car field. When the mass of the people have money to buy that

means prosperity all along the line. It is encouraging to note that the four cars in the lowest price range, namely, Ford, Chevrolet, Overland and Durant-4, have all reported exceptionally fine business this year. The low priced field has always been the educator, the trade missionary, for cars in the higher price range. The mass of buyers have purchased the lowest cost trimmings, and have then advanced as customers for larger vehicles.

"Leaders in the industry believe that trade will continue strong throughout the year. Ford's total will mount rapidly, as he is just beginning to get back to normal production. This will have a marked effect on the size of the total for the last half of the year.

New Models High Values. "Style has continued to play an important role in the motor business. There has been a strong public interest in the new offerings which have been presented during the past few weeks. This has tended to make the public motorist more discriminating in his buying interest in the new up-to-date vehicles.

"The style element will always be a factor in the motor business and for this reason I believe that there will always be a place for small as well as large producers. Some people prefer to have automobiles which are like those of their neighbors, whereas others wish to have a motor car of a type that is different from the mass of vehicles on the road. Furthermore there is always an opportunity for the competent manufacturer who can develop an individual, beautiful car at a price which the public can afford to pay.

Used Car Values Reasonable

"The used car market has been strengthened by two conditions. The first is that many families are now on a two-car basis, and are adopting the policy of keeping the old car for secondary use. The second factor is that the public has gradually come to realize that it cannot expect to get high values in trade for a used automobile after three years of service. New cars are now sold on so close a price basis that there is no opportunity to give the buyer a bonus for his used automobile.

Merchants in Strong Position

"The position of most of the dealers in the automobile business is sound. The relatively good weather conditions compared with last summer have brought buyers to the show rooms, and the increase in prosperity due to the two-car family movement, have enabled dealers to move their merchandise without making heavy sacrifices on used cars.

Foreign Outlook Steady

"The purchase of \$6,000 U. S. designed automobiles in other countries during the month of May is an index of the growth of foreign trade, which is a mark of prosperity, not only abroad but also in industry here. This total represents nearly 15 per cent of American automobile output.

"Installment buying has been placed on a sound basis. Whereas formerly three-quarters of the cars were sold on time, this figure has dropped to 60 per cent. The difference represents the marginal number of dubious credit risks. With these risks eliminated, the burden of repossessed cars is down away with the manufacturer and the dealer are in a sounder financial position, and the industry is spared the cost involved in such operations.

"The strong first half of the year has given employment not only to automobile factories but to approximately three million additional workers in allied lines. This in turn has stimulated retail trade and has helped to strengthen the entire cycle of business with results which should prove favorable for the coming months."

"Humper," shouted the fender to the bumper on the front of the automobile as a fair pedestrian stepped into the street.

"Um afraid I might 'fender,'" replied the bumper.

Postscript: What's the shortest way to the emergency hospital?

Cop: Just stand right where you are.

—Wright Engine Builder

Shell Oil Co. Plans
Dog-Boy Handicap
Race At Round-Up

The Shell Oil company announces today that a feature race of the Pendleton Round-Up, under its auspices, will be a "dog-boy handicap" with a classy, speedster automobile to go to the winner. All details can be secured from the Shell Oil company but the details in brief are as follows:

The race will be open to all boys between 9 and 16 years of age and their dogs. The way the race will be run is for each boy to run with his dog, the dog being on a leash with the boy holding on to it. It makes no difference how big or small or fat or lean the dog is, just so it has four legs and barks.

The race will not be restricted to Pendleton boys but any who attend the round-up with their dogs may enter.

And the prize, one of these speedsters that every boy has desired—not a toy one—but a real engine, steering wheel, mud guards and everything.

The dates of the Pendleton Round-Up are not far distant and does who plan to enter are urged and advised to start training because it'll take teamwork as well as speed to win the speedster.

53,417 Orders
For Chryslers
Are On Records

Chrysler announced yesterday that it had received, as of September 1, orders for 53,417 cars for September shipment to Chrysler and Plymouth distributors and dealers. J. W. Frazer, Chrysler and Plymouth sales manager, says this is by far the largest single month's order for cars the company has ever received. It follows immediately after the two months of greatest previous demand in its history.

Demand for the "35" and "65" and the Chrysler-Plymouth share the day of their announcement. July 5, has surpassed everything the company has ever known before, reports Mr. Frazer. In response to it, he said, "we have enlarged our production facilities to the highest point yet attained without being able to fill the flood of orders that have come to us from every part of the United States, Canada and from overseas."

"The success of the new cars has been so tremendous that every Chrysler and Plymouth distributor and dealer continues today to be behind on orders. Many of our distributors have offered to take solid trainloads of cars. One came all the way to Detroit especially to request an entire day's output to permit him to fill his orders."

"We have been unable to do anything like this. The necessity for getting as many cars to everyone at the earliest possible moment meant splitting up each day's output into daily shipments to every possible distributing point in our utmost effort to keep every sales outlet on an equitable basis, and to keep cars moving everywhere as rapidly as we could."

Chrysler has consistently been upping its previous greatest records for production and shipments. Each week, practically, establishes a new high weekly mark. September output, while it cannot equal the orders received Mr. Frazer reports, will be the largest month the company has ever known. Its last previously announced high mark for a single day of 1221 cars was surpassed a few days later by one of 1254, to be exceeded later the same week by another of 1276.

DOLLAR VALUE
IN CAR TODAY
AT HIGH PEAK

With all the improvements that have been made during the past seven years, a Cadillac car of today sells for \$4500 less than the Cadillac of 1921. The new Cadillac is identical in quality with the new Cadillac but smaller in size, is actually larger and more powerful than the 1921 Cadillac and sells for exactly half the price.

These facts are used by Lawrence F. Fisher, president and general manager of the Cadillac Motor car company. In an interview regarding the increased dollar value of modern motor cars.

"Greater dollar value in automobiles today than ever before is an old fact of the automobile industry," Mr. Fisher states.

"Girls were happier to kiss in your days, weren't they, grandma?" "Well, maybe, but it wasn't as safe. I mean, I don't know if you and your son would get into a car and get stuck in a ditch, and then you'd have to get out and look at the car."—San Francisco Examiner.

"The you want gas?" asked the dentist as he placed the patient in the chair.

"Yes," said the dentist-nimble professor, "about five gallons—and take a look at the oil."—San Francisco Examiner.

Butler: Mr. Jones, your wife just eloped with the chauffeur.

Jones: Yes, but my lady! Just when I wanted to use the car to go golfing. —The Motorman.

Policeman: How did the accident happen?

Motorist: My wife fell asleep in the back seat.

—Everybody's Weekly

Court Won't Take
Car Worth \$5.00

NEW YORK, Sept. 8 (AP)—Benjamin Mackelsky was fined \$5 for violating a parking rule. "Judge," he protested, "I'd rather leave the car."

"How much did you pay for it?" "Four dollars."

"It's useless to the court. Sentence suspended."

Price-Cutting Of
Gas Is Desperate

TOLEDO, O., Sept. 8 (AP)—If price-cutting keeps up there soon will be free lunch with each five gallons of gas at filling stations, in the opinion of Charles McLean, Cleveland oil man. He so told the Petroleum Marketers' association.

A Minneapolis traffic cop at a busy corner saw an old lady looking to him one afternoon. He held up a dozen autos, a truck and two taxis to get to her side.

"What is it, lady?" he asked rather impatiently.

The old lady smiled and put her hand on his arm. "Officer," she said in a soft voice, "I just wanted to tell you that your number is the number of my favorite hymn."

A man in Maryland took his wife out once in 30 years. Well, she was a good wife, she deserved it.

League of Nations Sees Brighter
Future With United States Aid

By J. E. Sharker

(Associated Press Correspondent) GENEVA, Sept. 8 (AP)—With both major parties in the United States pledged to the doctrine of cooperation the League of Nations has acquired a new and vigorous confidence.

League officials take pride in the fact that there has been a steady increase in American cooperation with the non-political activities of the League.

Former Attorney General George W. Wickesham is the American member of the League's commission which is handling the codification of international law.

The one commission appointed by the League which allocates to itself complete independence of the League secretariat in handling its work is the commission for the progressive codification of international law. Already this body has arranged for the first international conference at The Hague in 1929, when it is expected that the United States will be represented.

Treaties will be framed on three specific subjects of international law. But the commission is planning for additional conferences and sent out questionnaires to all governments. A printed volume just issued reveals that the

A Scot named Macintosh had an argument over his taxi fare. "Do you know who I am?" he asked proudly. "I am a Macintosh."

"I don't care if you're a brand-new umbrella, I'll have my fare," said the driver.—Motor Life.

"How much speed in your car?" "Well, Jim, she has made 58 miles an hour without batting an eye. Pendleton. Between Pendleton and

HIGHWAY
NEWS

Head and touring conditions change very quickly. The information given below was correct as of date of issue, but the motorist, starting on a trip will do well to inquire at the nearest office of the Motor association or state highway office in order to get up-to-the-minute data.

Tourists in Oregon, like the birds, are working south and, with the opening of school, the tourist season in Oregon will be back to normal.

Highway conditions in the state have been excellent throughout the summer. Oiling work has been continued throughout the entire touring season with a minimum of inconvenience to the motorist.

Pacific Highway (U. S. No. 99): Paved. On account of widening of the highway, northbound traffic detours from New Era to Oregon City, 5 miles. Detour is a gravel road in good condition. No detour for southbound travel.

West Side Pacific Highway: Paved.

Old Columbia Trail: Columbia River highway (U. S. No. 20) Paved, Astoria to Portland and east to The Dalles. Good.

Old macadam from The Dalles to Pendleton. Between Pendleton and

La Grande at the summit of the Blue Mountains there is about 12 miles of construction making the road somewhat dusty. La Grande to Ontario and state line, all macadam.

Roosevelt Highway: (U. S. No. 101)—Astoria-Seaside, paved. Seaside to Molier, good macadam. Molier to Tillamook via Brighton, Rockaway and Garibaldi, some construction at Wheeler but good going all the way. Tillamook to Hobo, part pavement, part oiled macadam. Hobo to Newport, good macadam.

Readport—Lakeside-North Bend—Macadam. Free ferry across Coos Bay from 7 a. m. to 11 p. m. Marshfield-Coquille, paved. Coquille-state line, macadam and in good condition. Free ferry at Gold Beach. Runs on the hour and half hour.

The Dalles-California Highway: The Dalles-Bend-Klamath Falls: All good oiled macadam.

Tillamook Highway: Portland—McMinnville—Sheridan, paved. Good oiled macadam. Sheridan to Hobo, part pavement, part oiled macadam, Hobo to Tillamook.

Burns to Vale: Very rough and rocky. Best route is Canyon City via Senece, thence east over John Day highway.

Burns to Canyon City and John Day: Distance 70 miles. Semi-improved type. Narrow in places. Can be traveled in from 2 1/2 to 3 hours.

Would You Like to Forget
Your Car Has Tires?An Invitation to
"Tire Punishers"

You motorists who step on it
up to 60, 70, 80 miles per—

—who like to cover 400, 500,
600 miles a day on trips

—who show no mercy to tires
on destructive roads

—who drive several times farther
each year than most people do.

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- Important Features of the "GOODYEAR DOUBLE EAGLE"—the Tire of Tires
1. The finest, strongest, handstamped tire that money can buy.
 2. The deep-cut, treacherous All-Weather Tread is practically double-thick.
 3. The toughest and longest-wearing rubber compound in this tread. Goodyear has yet developed.
 4. The body of the tire is built of extra-heavy SUPERTWIST cord fabric, to a new over-
 5. size dimension both in cross-section and in tread diameter.
 6. More ply of cord fabric, more rubber between the plies.
 7. Lined with an extra layer of rubber to protect the cords from moisture.
 8. The finest materials, the finest construction, regardless of cost.

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And the chances against
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New records for long and
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for low per-mile cost service—these are now to be
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Come in, examine this tire
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Never have you seen anything like it. You'll also
admire its distinguished
beauty—a set of DOUBLE
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Similar endurance, proportioned to the needs of regular service, is found in regular Goodyears, which for most motoring requirements, are "The World's Greatest Tires."

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on the brake pedal.
And I can now stop in wet
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in dry. So my driving is
now safer and easier. It
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