

GRAHAM-PAIGE CO. FRANCHISE TAKEN

Cars to Be Handled in La Grande By the Jennings Motor Company

The new Graham-Paige representative, the Jennings Motor company, located at Greenwood and Jefferson, has secured the automobile franchise at an auspicious time in the industry, according to observers. Vern Jennings, of the company, has a model 615 on hand now for demonstration purposes and is expecting a carload of cars about the 15th of March.

With the backing of the three Graham brothers, who retired from the automotive industry for a short time after having scored one of the outstanding successes in the light truck field, and then acquired the Paige plant in June, 1927, the Graham-Paige has risen rapidly in popularity. Although the cars were not introduced until January, 1928, they took hold so rapidly that on May 2, the factory's output for 1928 passed the total for all twelve months of 1927. The 50,000th car was shipped August 8. For the first year, production totaled more than 73,000.

The Graham-Paige Line
The Graham-Paige line comprises three six-cylinder chassis of 112, 115, and 121 inches wheelbase, and two eight-cylinder chassis of 127 and 137 inches. A wide variety of body styles is offered. The price range, based on five-passenger sedan models, runs from \$385 to \$2395.

Inspection of the Graham-Paige models reveals many interesting details. Mechanically, the cars have numerous exclusive features, and in appearance and design, they are of the most appealing style.

Foremost of the many up-to-date Graham-Paige features is the internal-gear four-speed transmission used in the eights and twos of the sixes. In combination with a high geared rear axle, the new gear set results in a marked decrease in engine speed. At high road speeds, the engine turns over at a low rate, as compared with the average automobile. Not only does this produce marked smoothness of running, because engine speed and vibration are reduced, but it effects important economy in fuel and oil consumption.

High gear is direct drive, as in all American cars. Third speed, because of the internal-gear drive, is not only quiet, but also more efficient than external gearing. Most driving, even in traffic and hill-climbing, is done in direct; third gear is used for rapid acceleration and for climbing unusually steep grades at high speed. First gear is seldom required, being a reserve for extraordinary difficult pulls in deep sand or mud. The gear-shift is standard, for the car is regularly started in second, high is in the same position as first in three-speed cars.

Another Improvement
Another important improvement is the use of a mechanically driven fuel pump for gasoline feed on all models. It is driven by an eccentric on the camshaft; its speed therefore varies with the speed of the engine, and under any conditions of speed and load the capacity of the pump exceeds the engine's demands for fuel.

Many other advanced features of construction, for ease of operation, economy, and smoothness, are a part of the basic Graham-Paige design.

In general, all Graham-Paige chassis this year are of longer wheelbase and increased power, with superior flexibility, smoothness and stability by power plant refinements. Hydraulic shock absorbers and internal (hydraulic) brakes are regular equipment on all models. A noteworthy feature of the largest six and both eights is centralized chassis lubrication.

Features of Five Chassis
A notable feature of the line is the consistent similarity of design and equipment in all chassis. Items found in all chassis are internal (hydraulic) brakes, totally enclosed; cam and lever steering gear, coincidental steering and ignition lock, frames with additional cross members, hydraulic shock absorbers, new style head-lamps, combination tail and stop light, sweeping one-piece crown fenders, crankcase ventilator, a new rubber engine suspension, gasoline feed-pump and filter, air cleaner, thermostat control of cooling system, rubber-covered tread-type accelerator, and adjustable brake and clutch pedals, and seven-bearing crankshaft (in all six-cylinder chassis).

This uniformity of design and equipment in all chassis has many advantages in manufacturing, permitting more economical purchasing, production, and assembling, with corresponding advantages to the dealer in facilitating maintenance and servicing, greatly enhancing the value to the owner.

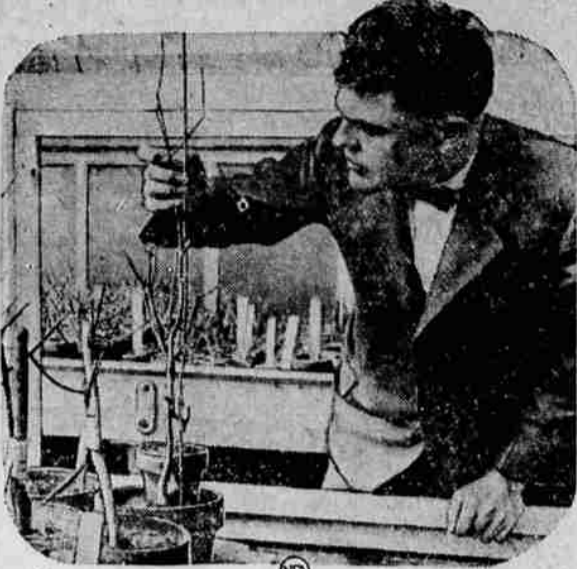
New construction features in the bodies were planned to make them inherently silent. They have a steel reinforced front end, in combination with extra diagonal bracing of the frame-work, to prevent motion between parts.

Details of Five Models
The complete Graham-Paige line, summarized, is as follows:
Model 612—Six cylinders, 112-inch wheelbase; 3-inch bore, 4 1/2 inch stroke, 62 horsepower; seven body types.

Model 615—Six cylinders, 115-inch wheelbase; 3 1/4 inch bore, 4 1/2 inch stroke, 77 horsepower; four-speed transmission; seven body types.

Model 821—Six cylinders, 121-inch wheelbase; 3 1/2 inch bore, 5

May Produce Future Tires



Twenty-three plants, each a potential source of commercial rubber, have been brought back to this country from the island of Madagascar by Dr. C. F. Swingle of the U. S. Department of Agriculture. The plants are now growing in a quarantine greenhouse in Washington. Dr. Swingle is shown here watching the growth of some of them.

Auto Facilities Drop One-Fifth During January

CHICAGO, Mar. 16 (Special)—There were 2,160 automotive fatalities during the month of January according to the monthly nationwide checkup of the national safety council. The figure represents a big drop in fatalities over December, when there were 2,700 motor vehicle deaths. During December there were 87 deaths daily while the January figure represents a daily average of 70 fatalities.

The reduction shown for the first month of the year may be a good omen for 1929. On the other hand the 20 per cent decrease over December may be partly due to extreme weather conditions which usually mean less traffic.

While the reduction in fatalities was pretty general throughout the country, there are several rather outstanding examples of improved conditions. Chicago, with a record of 168 deaths in December, reduced its January list to 42. The state of Texas cuts its fatalities from 128 in December to 66 in January.

1,425 Pedestrians Killed
Pedestrian tragedies were by far the most important item in the January toll, accounting for 1,425 of the total of 2,160 deaths. There were 151 deaths caused through collisions of autos with fixed objects and 86 fatalities resulting from auto and street car collisions.

In more than half of the 1,425 pedestrian cases the victims were over 55 years of age.

Nine cities of more than 100,000 population completed the month without any auto fatalities. These cities were: Bridgeport, Conn.; El Paso, Texas; Fall River, Mass.; New Bedford, Mass.; Somerville, Mass.; Spokane, Wash.; Waterbury, Conn.

LITZ AFTER SPEED
"Deacon" Litz, a giant in size and popular on eastern dirt tracks, hopes to pep up the car which brought him into the limelight for the first time on the speedway last year. He is having a new supercharger and cooler built for his car at the Miller engine works in Los Angeles. Litz may use Lloyd Barnes, one of Miller's star mechanics, as his regular aide this season.

MEYER-BRETT TEAM PREPARES
The team of Louis Meyer and Riley Brett, driver and mechanic respectively, who bronch home the championship in 1928, are busily engaged getting the car Meyer drove last year ready for the coming season. The car is owned by Alden Sampson III, whose family has been associated with the automobile industry for a generation or more.

JUST RIGHT
"What we want is a candidate who isn't too radical nor yet too conservative, in short a middle-of-the-road man."

"Then Jimkins is the man to nominate. He's been a bus-driver for years."

300 OLDSMOBILES, PLEASE



Miss Edna Schuller, manager Schuller Motor Sales Company, Oldsmobile dealers in Chicago gives her 1929 order to H. A. Trevelyan, manager Oldsmobile Chicago branch.

STYLE TREND IS INTERNATIONAL

American and European Designers Closely Approach Their Ideas

By John N. Willys (Pres., Willys-Overland Co.)
Cultural advances made by the American people during the last fifty years have evoked interest and surprise among the older nations. Prior to the Civil war an American who called himself an American or who called himself an artist of art, was regarded as abnormal; or perhaps subnormal would be the better word.

In the last half century, however, Americans have abundantly achieved their necessities. Food, shelter, and clothing have been won in plenty. Of recent years the American people, as a nation, have come to emulate older civilizations. Having gained their necessities, they have turned to luxuries and culture. The comparatively new appreciation of art, in its best and truest sense, is reflected everywhere in the national life; in the homes, the gardens, the furniture, the dress, in everything that American people use.

Proudest Possession
Among the proudest possessions of the typical American family is his motor car, or cars. A man is known by the car he keeps, and by the way he keeps it. Little wonder, then, that art has fairly burst its way into the intensely practical and mechanical field of the auto-

mobile industry. The mechanical genius is as much of a prize on an automobile engineering staff as he ever was; but in these days a genius in artistic design is one of the star contributors to the success of an automotive creation. Practical America wants cars that will perform. But further, America insists upon having performing cars of beautiful and artistic design.

During a recent tour of Europe, as chairman of the Foreign Trade Committee of the National Automobile Chamber of Commerce, I was struck by a note of internationalism that has entered the field of automotive design. This is something new.

Not so long ago, a person only casually familiar with automobiles could identify an American car, a French car, an Italian or a German car, an English or a Belgian car at a glance. Now, however, the cars of practically all countries closely conform to the fundamental principles of sound design. And fundamentals of good design are no different in one country than they are in another.

Achieved an Ideal
This international conformity means, to me at least, that the world's automotive artists have achieved an ideal in proportion, in balance, in the execution of lines and curves, in the handling of colors.

Conformity to an art ideal does not mean that all cars must look alike, any more than that all paintings must look alike or that all pieces of good music must sound alike. The internationalism in automobile style trend does indicate, however, that American and foreign designers have come to a mutual basis of understanding of what is beautiful in a motor-driven vehicle. As ugly furniture and un-

International Demand Brings Third Increase

KENOSHA, Wis., Mar. 16—Continued and increasing international demand for the new Nash "400" series cars brought about an increase in shipments of exactly 23 1-3 per cent in February, 1929, over the same month a year ago. It was revealed today when final sales and shipping tabulations were made at Nash factory headquarters.

The official figures showed a total of 12,076 of the popular new type Nash cars shipped during the month as compared to 9,957 shipped in February a year ago, the orders already received for March shipments indicated that this month, too, will show a substantial business increase.

This steady and ever increasing demand, it was also revealed, has sent Nash shipments for December, January, and February—the first quarter in the fiscal year—to a total of 45 per cent over and above the shipments of the same period a year ago. The actual figures show 27,627 cars for the first quarter of the present fiscal year as compared with 19,042 for the first fiscal quarter a year ago.

"We feel that this great sales record for the month of February, when general weather conditions slightly grim-cracks are rapidly vanishing from American homes, so are all but the truly beautiful automobile designs going to disappear from the factories of America and Europe."

throughout the United States and in many European countries proved a real handicap to automobile buying, is a notable accomplishment," C. H. Bliss, sales manager of the Nash Motors company, said in commenting on the record. The '400' cars proved to be leading features of the great automobile shows during the two months just past, and their acceptance by the motoring public promised new sales records for 1929 even over the banner months in 1928 which set new high marks in Nash manufacturing history.

"Nash dealers and distributors in the great marketing centers of the United States continue to report substantial gains in sales and retail deliveries and prospects everywhere hold a glowing promise for continued Nash success in the year to come."

AIN'T IT —!
Why is it a man can find an insurance receipt, a money order blank, a lodge membership card, a fishing permit, a book of postage stamps, a rain check, a newspaper clipping, one or two snapshots, half a dozen theater ticket stubs, a lottery ticket, some assorted business cards, stock market literature, a blank check, an I. O. U., a post card and at least three unpaid bills, when he is vainly trying to produce his driver's license?—Life.

ANOTHER ROCKET CAR
The "rocket mania" has been extended to other sports than automobile racing. A sledge has been equipped with a battery of rockets and driven over a frozen lake in the Bavarian mountains at speeds above 100 miles an hour.

FORD SAVING OF SURPLUSES IS IMPORTANT

DETROIT, Mar. 14 — What Henry Ford has accomplished in manufacturing economy by the saving of factory surpluses is disclosed in a report on the sale of by-products made public by the Ford Motor company.

Supplementing a recent statement on the volume of by-products obtained from the Ford organization in 1928, the report given out today shows an increase in value of \$3,758,132.91 over 1927 sales. Total by-product sales for 1928 aggregated \$18,774,672.69 while the total for 1927 was \$15,016,539.65.

Officials of the company pointed out that the careful attention given to the disposition of Ford by-products and their utilization for the development of commodities having the greatest market value have become important factors in the economical production of the Ford automobile. Nothing was thrown away at the Ford plants. Everything that could not be used in motor car building was sold or devoted to the manufacture of marketable products. Investigations were conducted to determine new uses for Ford by-products.

Savings at the Ford plants ranged from platinum to floor sweepings.
Salesman: This Speedee coach has just been reduced one hundred dollars—
Prospective Buyer: "I don't care anything about the price—how much is the first payment?"

Today... we begin with
GRAHAM-PAIGE

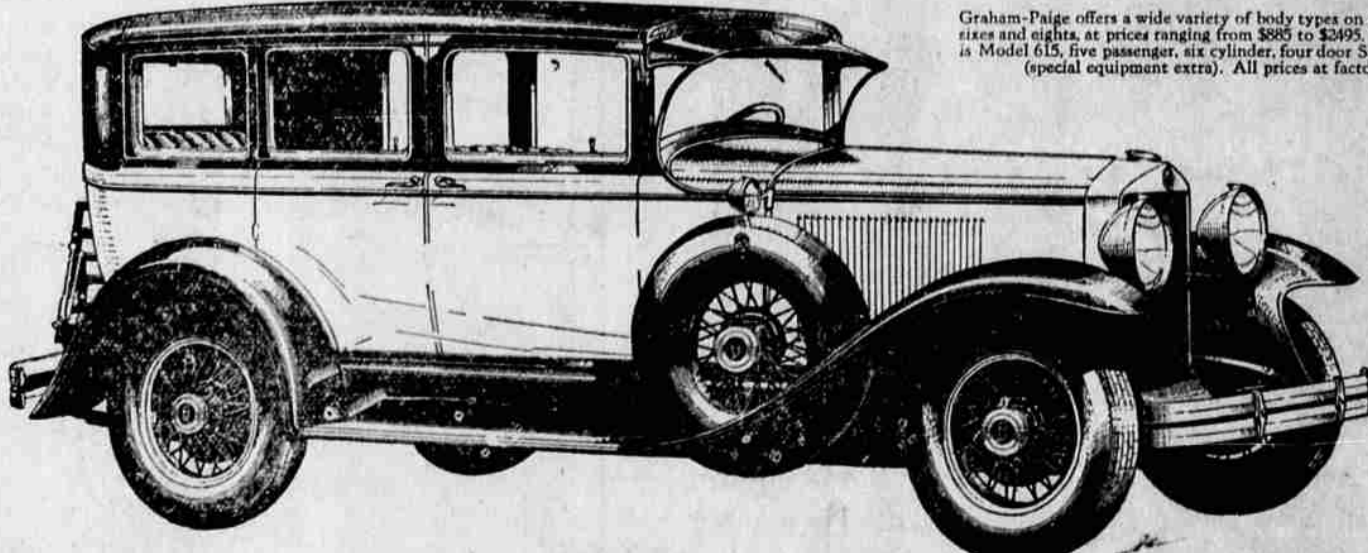


We take pride in announcing our appointment as Graham-Paige dealers in this community.

New Graham-Paige sixes and eights, with refinements and improvements, and the time-proved four speed transmission (two high speeds—standard gear shift), are now on display at our showroom—and we shall strive to offer you service facilities which measure up to the Graham-Paige standard.

We believe you will appreciate the beauty, modern design, sound construction, fine performance, and substantial value of these motor cars. You are cordially invited to see them, and to enjoy a demonstration.

Graham-Paige offers a wide variety of body types on five chassis, sixes and eights, at prices ranging from \$385 to \$2395. Illustrated is Model 615, five passenger, six cylinder, four door Sedan, \$1195 (special equipment extra). All prices at factory.



JENNINGS MOTOR CO.

Chas. Harris Bldg. La Grande, Ore. Cor. Jefferson & Greenwood