

NASH EXPORTS SHOW INCREASE

New "400" Series Cars
Gain 38 Per Cent in
Foreign Countries.

KENOSHA, Wis., June 15.—C. H. Bliss, general sales manager of the Nash Motors company, announced today that export sales of the new "400" series cars in the first five months of 1929 were 38 per cent greater than were Nash sales in foreign countries during the same period a year ago. He added that this substantial increase in the overseas demand for the famous new type Nash cars has brought the export totals to 9.1 per cent of the entire factory production and compares more than favorably with the export business of American industry as a whole.

"This increase in the Nash overseas demand is another striking indication of the enthusiasm with which discriminating automobile buyers have received the '400's,'" said Mr. Bliss, "and of how perfectly the series meets all motoring requirements. European buyers,

hedged in as they are by almost prohibitive motor taxes and high fuel costs, watch values, operating costs and prices with extreme care; and their approval measures the extent of the Nash achievement in building fine cars at moderate costs. Reports show that car stocks in the hands of export dealers are normal at this time, despite the late European spring and consequently difficult markets.

Germany and Sweden were found to be two of the best Nash overseas markets, although the increased demand for the "400's" was felt in all parts of the world. Reports also showed that the Nash Motors company and its export organization is actively engaged in pushing its frontiers into new territories and opening up virgin markets.

Durability Passes

Style is a quality that must be considered in buying clothes new and style does not call for the old-time durability that appealed so strongly to our ancestors.—Woman's Home Companion.

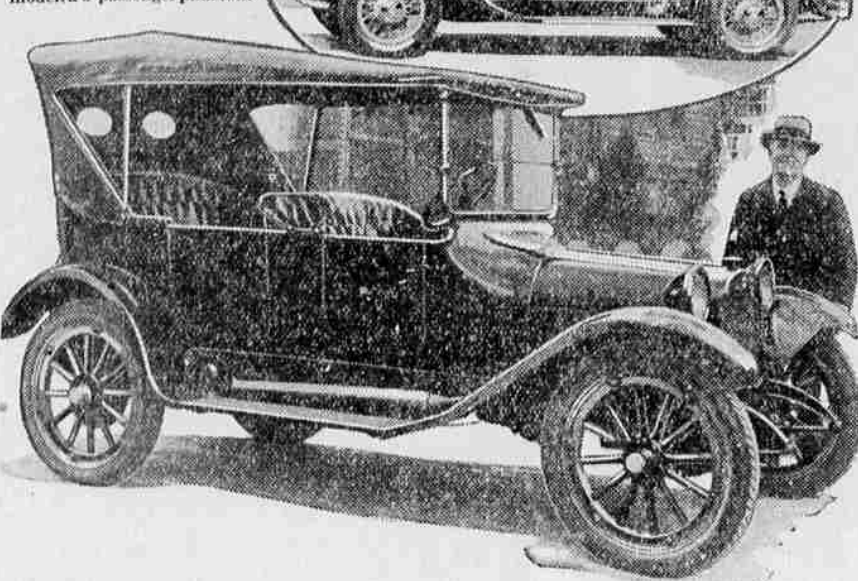
Aw, Gwan!

It is claimed in America that a sheep is learning to talk. London Opinion understands that the animal is being taught simple words and has already mastered the first syllable of "humana."

Evolution of the Dodge Car

The first car shipped to the first Dodge Brothers dealer has been in daily service at Nashville, Tennessee since December, 1914. It was sold by John Check, first Dodge dealer. George W. Lytle, owner of the car, is shown with the proud motor veteran.

Insert shows the latest Dodge model, a 5-passenger phaeton.



Special Train Of Dodge Trucks Heads For China

A special train, loaded with 250 Dodge Brothers trucks, left Detroit last week consigned to the Chinese government at Shanghai. The order is said to be the largest single truck shipment ever to leave Detroit, the Dodge truck factories working on overtime schedules to insure shipments in time to catch the S. S. President Taft, sailing from Seattle on June 15.

All trucks are one-ton capacities, and were crated and loaded on gondola cars on the special train. Bodies are now being built in Shanghai where the trucks are to be assembled. The trucks will be used in military service, being convertible to transport soldiers or supplies.

"China will be one of the most attractive export markets to American automotive manufacturers within a few years," said Mr. T. B. Bekkie, Dodge Brothers representative in the Orient, who has returned to the United States for a brief stay. "Military activities in China have been responsible for a great deal of road building, and when peace comes the country will have the start of a highway system."

"China is developing similar to the progress in the United States a century ago. The interior is still unsate just as our western frontier was before settlers pushed westward. In cities along the eastern coast, life and property are practically as safe as in any American city."

"Dodge Brothers motor vehicles have been popular in the Orient for years, many being used in business and in government civil and military service. The expeditions of Roy Chapman Andrews, representing the American Museum of Natural History, across the Gobi desert has added prestige to their record of dependability and performance under extreme conditions. Mr. Andrews has always used Dodge Brothers cars for those trips, and at present is in Peking ready to start another tour to unearth the mysteries in this 'Cradle of the World.'"

Speedy Camel

In a regularly supervised camel race held at Tunis, Africa, on March 6, 1928, one of four racing camels was clocked over a 3½-mile course in 12 minutes, averaging approximately 33 minutes 40 seconds to the mile.

The Eye and the Noak

A slenderizing effect in clothes may develop the eye, but it is probably as hard as ever to crowd into a breakfast nook.

GARAGE GOSSIP

Home From Portland—

Fred Burgess returned to La Grande Thursday from Portland where he attended the first auto light convention to be held in the Northwest. It was held at the Congress hotel on June 21. The Sunset Electric company of Portland had charge of the meeting, and a factory representative, Mr. Shanks, was one of the main speakers, talking on maintenance and kindred subjects.

Visiting Here—

R. B. Chisholm, of Boise, arrived in La Grande Monday on a business trip for the Hunting Tractor company.

Carload of Coupes—

The Blue Mountain garage unloaded a carload of four Essex coupes Monday of this week.

Chevrolet Sales—

Chevrolet sales for the last two weeks are reported by the Larson Chevrolet garage as including the following: Fred Smith, half-ton light delivery truck; Harry L. Myers, coach; Ross L. Perry, of Imbler, coach; Mrs. Elsie Collins, of Cove, coach; C. C. Boswell, of Innaha, coach; Willie Cook, coach; R. C. Stedman, of Hot Lake, roadster; A. E. Grimsby, of North Bowder, coupe; Bonnie Pontland, of Hot Lake, landau; Matt Nieu, of North Powder, sedan; and S. H. Welmer, of Cove, ton and a half truck for use on route between Cove and La Grande.

Boys' Pontiac—

Charles Karther is driving a two-door Pontiac sedan which he purchased from the La Grande Motor company.

Graduation Present—

The Larson Chevrolet company delivered a new cabriolet to Raymond Meyersick, at Walla Walla. The car was a graduation gift to Mr. Meyersick, who is completing his senior term in Whitman university, from his father Ed Meyersick.

Cars Due Today—

A carload of automobiles was to arrive in La Grande today for the Chrysler garage, consisting of two Chrysler "62's" and two Chrysler Fargo trucks—a half ton panel body and a three-quarter ton sedan body.

Factory Men—

Jack Murphy and R. M. Johnson, of Seattle, were visiting the La Grande Motor company this week. They represent the Oakland-Pontiac company and have their headquarters in Seattle.

Why Airmail Pilots Get Gray



If motorists had all these instruments and controls to watch and operate, our streets would be as free as the air. Yet this is just what the modern airmail pilot has to worry over while he's in the air—struments of all descriptions and controls enough for a four-armed man. This cockpit happens to be one of a new type Boeing transcontinental mail plane.

With Far More Casualties

Three-fourths of our explosives are used in mining operations, we read; and add, and the other fourth in elections.

Watch the Man

The man you are dealing with is always more important than the deal you are trying to make with him.—The American Magazine.

Obsolete

The day's gone forever when we could get a line on a fellow's earning ability by the way his family lives.—Farm and Fireside.



LEADERSHIP for Firestone takes another great stride forward with the coming of the NEW FIRESTONE SUPREME BALLOON. Here is the ultra quality tire for you who want to match the new developments of fine cars. Its very appearance impresses you with leadership, mastery of all that Firestone has introduced for the motor world. It is larger, stronger, more enduring than even the famous FIRESTONE GUM-DIPPED TIRES that today hold all records for speed, safety,

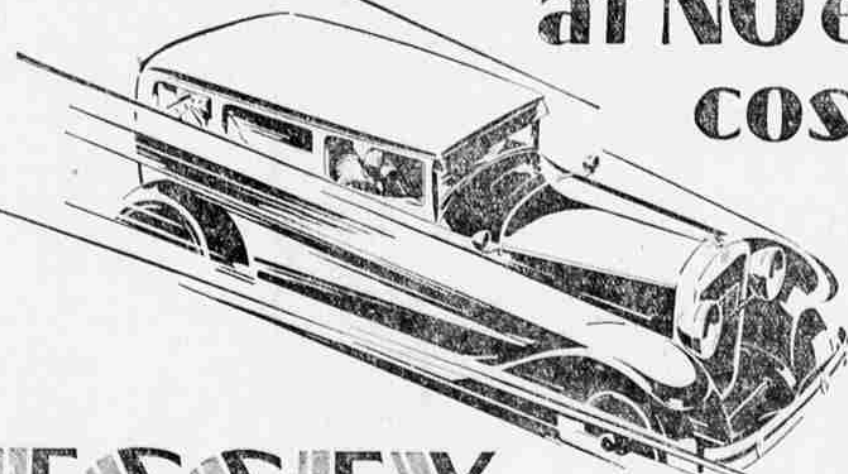
endurance and mileage. It is made with added plies of Gum-Dipped Cord fabric, designed for larger air volume, has increased non-skid features for protection and safety in driving.

By all means come and see this new tire. You will want a full set on your car. We will make a liberal allowance on your old tires because you will want the satisfaction of riding on FIRESTONE SUPREME BALLOONS at once. Come in today.

Perkins Motor Company

4th and Adams. Ph. Main 509

Choice of COLOR at NO extra cost



ESSEX the Challenger

VISIT our showrooms and see a remarkable display in motor car color design—a variety so wide as to give almost individual distinction, at no extra cost. It is a new industrial achievement!

More than 225 different color combinations on various models were delivered last month by the Hudson Motor Car Co. That is why, although nearly 200,000 Essex the Challengers are in service; there is a sparkling variety and individuality about each car, instead of the monotonous sameness expected in big production.

The tremendous buying swing to Essex the Challenger—with nearly 200,000 in service in five months—is the popular answer to

how it upholds its sweeping challenge to motorroom. Hydraulic shock absorbers and new type double-action 4-wheel brakes are standard—they do not cost one cent extra. The same with radiator shutters, air cleaner, windshield wiper, safety lock, chromium-plated bright parts. All valuable features—all features you want. Add up for yourself the extras Essex offers at no added cost and you will see above \$100 in extra value in those items alone.

Your present car will probably cover the entire first payment. The H. M. C. Purchase Plan offers the lowest terms available on the balance.

\$695
AND UP... AT FACTORY

BLUE MOUNTAIN GARAGE

M. A. HARRISON, Mgr.

Opposite P. O.

Automobile Insurance A Vital Necessity

There were 800,000 automobile accidents in 1928—1½ per minute—ninety-one an hour for the 8,760 hours in the year.

These accidents involved an economic loss of \$850,000,000.00—an average of more than \$97,000.00 an hour for every hour of the year 1928. A single accident could wipe you out financially. The several kinds of automobile insurance are a vital necessity if you would protect your estate.

Let us tell you all about it.

United States Investment Co.

O. W. Warnock, Mgr.

113 Depot St.