

GENERAL MOTORS SALES INCREASE

Deliveries During July 181,851 Compared With 177,728 a Year Ago.

DETROIT, Aug. 24—During the month of July General Motors dealers delivered to consumers 181,851 cars, according to an announcement by Alfred P. Sloan Jr., president. This compares with 177,728 for the corresponding month last year. Sales by General Motors manufacturing divisions to dealers amounted to 189,428, or an output of 7,906 cars per day, as compared with 189,472 for the corresponding month last year.

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 to Users			
1929	1928	1927	
Jan.	164,455	167,278	81,940
Feb.	128,570	122,929	102,825
Mar.	205,118	183,706	146,275
Apr.	223,302	209,367	189,106
May	214,570	224,694	171,264
June	194,705	206,259	159,701
July	181,851	177,728	134,749

Divisions Sales to Dealers			
1929	1928	1927	
Jan.	127,580	126,181	59,567
Feb.	171,148	149,237	124,426
Mar.	226,381	197,821	161,610
Apr.	227,718	197,597	169,067
May	229,277	267,325	173,182
June	200,754	186,160	155,525
July	189,428	169,473	136,909

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

In the second quarter of 1929 General Motors sales to overseas dealers amounted to 92,979 cars, as compared with 80,533 in the corresponding period of 1928. For the six months ended June 30th, 1929, sales to overseas dealers amounted to 148,191, as compared with 137,470 in the first six months of 1928 or an increase this year of 7.8%.

The number of cars sold to overseas dealers is shown by quarters in the following tabulation:

Number of Cars and Trucks Sold			
1929	1928	1927	
1st Quar.	54,212	56,917	29,443
2nd Quar.	93,979	80,533	60,009
3rd Quar.	72,820	48,885	—
4th Quar.	71,587	52,493	—
282,151		193,830	—

GARAGE GOSSIP

Have New Buicks—William Wright recently purchased a Buick four-door sedan, and the Buick garage, Alfred Hill is the owner of a new Buick touring car. Louis Scott also recently purchased a four-door sport model Buick sedan, which is equipped with six wire wheels.

On Business—J. L. Shumate and Albert Correy, of the Oakland-Pontiac garage, spent yesterday in Baker on business. They returned to La Grande last evening.

New Mechanic—A. H. Potts has accepted a position as a mechanic at the Oakland-Pontiac garage. He has been working at the Smith garage for many years.

New Chrysler—Mr. Thom M. McDonald recently purchased a Chrysler "22" sedan. It is equipped with six wood wheels and a trunk. M. M. Christensen is the owner of a new Royal "27" sedan and Tuck Conley has a new Plymouth sedan.

Buy Oldsmobile—The Oldsmobile Sales company sold a coupe to the state highway commission this week.

Pleasure—The Perkins Motor company employees and their families spent last evening at Cove picnicking and swimming. They report a very pleasant evening.

Chevrolet—H. P. Bell, of Cove, recently purchased a Chevrolet truck from the Larson Chevrolet garage. The Oregon Trail garage, of Union, has a new truck and J. Halgarth also purchased a truck.

Going to Portland—W. D. Hanks left last evening for Portland, on a business trip for the Gettings & Hanks garage.

New Willys-Knight—Ed Snook, of Hot Lake, purchased a four passenger Willys-Knight coupe from the Gettings & Hanks garage this week.

New Position—E. H. Bean of Longview, has accepted a position at the Perkins Motor company. He was formerly employed by a Ford Motor company in Longview.

YOUTH RANKS HIGH IN CAR DEATHS, CLAIM

BOSTON (AP)—"P.L.M.N.E. youth," says a report by George A. Parker, registrar of motor vehicles, is having a disproportionate part in automobile casualties.

Parker's analysis is based on 436 fatal accidents in Massachusetts last year, costing 745 lives. It is made public by the Massachusetts Safety Council.

He said that although drivers 20 years old or less constitute only 2.6 per cent of licensed persons, their participation in fatal accidents is 5.7%.

Harmonizing Upholstery Protection



Attractive patterns and fabrics designed to harmonize with the prevailing color trend of car bodies and upholstery, are making seat covers one of the most popular automobile accessories, according to the Western Auto Supply Company. Pretty Jean Marlowe calls attention to the tailored covers she has installed on her car which protect summer frocks from touring grime.

Tires Only One of Many Rubber Uses In The Modern Automobile

A big motor car fitted clear of the ground by its front engine mounting—a piece of live rubber, two inches in diameter, mounted by a special process to steel plates—the rubber itself, in tension, carrying the whole load!

Rubber being aged the equivalent of ten years in ten days, by a series of unique testing processes. These are two of the interesting highlights developed in an interview this week with Carl Breen, Chrysler Motors' executive engineer, on the subject of the pioneer work which Chrysler has been doing in improving automobile performance through a wider use of new rubber devices.

Mention rubber to the average person and he is apt to think of the semi-savage jungle natives of Sumatra and Bantu, clad only in their loincloths, going from tree to tree, tapping them for their

able pride in our pioneer work of developing new automotive applications of rubber. Under the close supervision of H. K. Lee, one of our experimental engineers who has specialized in rubber research work for many years, our technicians have worked out the first rigid code of specifications covering all types of rubber adaptable to automotive uses to be established in the industry.

"Perhaps you will better realize the scope of this work when I say that over 450 different parts made of rubber are used in Chrysler Motors' products. So you see that mention of such features as rubber engine mountings, rubber spring mountings, fabricated rubber body skins, the special lead-impregnated rubber centrifugal rings on our impulse neutralizers, and wire insulation, only begins a long story of rubber's usefulness in the modern automobile.

120 Different Types
"About two and a half years ago—when we began our most intensive campaign for standardization of rubber parts—we found that there were a hundred and twenty different types of rubber in commercial use. Our first effort was to determine the exact type of rubber best suited for every automotive need, then, through close cooperation with sources of supply and rigid inspection, involving chemical analysis and many physical tests to establish proper standards of tensile strength, elongation, permanent set, hardness, flow and compression, we made practicable the use of a uniform high-quality rubber perfectly adapted for each particular purpose.

"One of the most interesting of all automotive applications of rubber is found in the engine mountings of the Plymouth. Through

ingenious design, metal-to-metal contact between the engine and the frame is entirely eliminated. "The Plymouth power plant is literally cushioned in rubber, and in such a manner that the rubber is not under compression. For the first time in rubber engine mounting construction we have eliminated the great compression of the rubber which, in mountings employed on much higher-priced cars, causes so marked a loss in flexibility, and consequent loss of capacity to absorb vibration.

"The Plymouth front engine mounting is amazingly unique in that there is no metal fastening whatever between engine and frame. The engine is cushioned upon a solid block of rubber which is bonded to brass-coated steel plates. The top plate is bolted to the engine, and the bottom plate to the front cross-member of the chassis frame.

"Adhesion of the rubber to the brass-coated steel plates (vulcanized by special process) is tested to a minimum of 200 pounds per square inch. Big full-size car that it is, the Plymouth car can be lifted off the ground by its front engine mounting without breaking the bond between the rubber block and the brass-coated steel to which it is vulcanized.

"The two rear engine mountings of the Plymouth (one on each side) employ a U-shaped plate which is encased between large rubber blocks vulcanized to brass-coated steel in such a manner as also to eliminate metal-to-metal contact entirely. Each rear engine mounting will hold up five tons. Thus an immense factor of safety is provided.

"The Plymouth is the only low-priced car that has rubber engine mountings of this perfected design

to absorb objectionable vibration and sound. They contribute in a large measure to the quiet smooth performance which is winning friends by the thousand for Chrysler Motors' lowest priced product.

"Among the many tests which we make of the various types of rubber are those by which we age rubber to the equivalent of 100 years in the same number of days.

"If rubber were placed in a vacuum, in a hermetically sealed can, it would last indefinitely. However, trees and other automotive parts are exposed to the air and its decaying, oxidizing effect, changing temperatures, perhaps the low cooking of the sun, as well as to abrasive contacts and constant flexing. To ascertain the quality and probable life of types of rubber under consideration we employ some very unusual tests.

"In the 'oxygen bomb' test we force the oxidation by placing the

rubber in a steel bomb under pressure of 200 pounds per square inch, at constant temperatures. In another test we heat the rubber in an oven, then also subjecting it to an air circulation which is the equivalent of a fifty-mile wind. Then there is our 'Cold Room,' where we subject automobiles to temperatures down to 25 degrees below zero, and have a compartment for testing parts at temperatures lower than 60 degrees below zero.

"The prime reason for our spending many thousands of dollars on this and other testing equipment is that we want to pass on the benefits of our research and inventive effort to the public promptly and yet confidently assure to buyers that the new improvements will stand the rigors of time and usage."

Polar Bear Food
Returning from the circus, Je and Ed were discussing the food eaten by different animals. When polar bears were mentioned, big brother Bob said: "There is nothing for them to eat at the North pole, except fish." "You forgot about Eskimos. Aren't they fit to eat?" asked five-year-old Jo.

Wood for Lead Pencils
The forest service says that the red cedar, from which lead pencils are made, grows all through the eastern part of the country. The lead pencils are made from the heart wood, and probably the trees suitable for this purpose are about fifty years old.

A stranded parachute jumper was pinned for operating a lottery game. This time it was the law that opened up on him.

NOTICE

Car Owners And Dealers

Contrary to any misleading advertisements, we are the

Official Service Station

on AUTO-LITE and NORTHEAST ELECTRIC

All genuine factory parts are distributed by us only. Have your inspections and adjustments made at the Official Station.

Burgess Battery & Electric Station
1308 Jefferson Avenue.



YOUR CAR Rides through a Sea of Accidents each day. Better insure it!

When you buy insurance for your car you are using your head. That's what your head is for. You have to use your head when you drive your car or you won't have a car.

Insurance takes the "maybe" out of the cost of having an accident. We proved that today when we delivered a check in the amount of \$360.00 to one of our customers the day he received a bill for repairs. That's service you always get at this agency.

Do the thinking for your car and get good insurance plus good service at

For Gold Seal Insurance see R.V. COPSEY PHONE 86 The La Grande Insurance Agency

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THE smart Willys-Knight "70-B" is the largest, most beautiful Knight-engined car ever offered at such a low price.

The new Willys-Knight Great Six is the most distinctively beautiful motor car that Willys-Overland has ever created. Its individuality reveals a new and higher standard of beauty, luxurious appointments, and performance.

GREAT SIX SEDAN \$1895

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"70-B" COACH \$1045

Coupe De Luxe \$1145; Sedan De Luxe \$1205; Roadster \$1205; Touring \$1265. Wheel covers included. Equipment above the standard, extra.



WILLYS-OVERLAND, INC., TOLEDO, OHIO.

Gettings & Hanks

Jefferson Ave.



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You had to run fast down a path filled with thistles. Would that hurt you?

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