

OAKLAND-PONTIAC SALES SHOW GAIN

Company Sold 172,027 During First Ten Months of Year; Big Increase

PONTIAC, Mich., Special—Record-breaking October sales of 15,674 Oakland and Pontiac Sixes, 61.6 per cent greater than during October of 1926, are reported by W. R. Tracy, vice-president in charge of sales for the Oakland Motor Car company. Mr. Tracy also states that sales totals for the last ten months have made 1927 the company's most successful year.

The October record follows a September sales increase of 37 per cent over the corresponding period of a year ago.

The grand aggregate of Oakland and Pontiac Six sales during the months from January to October, inclusive, is 172,027, against 121,330 during the first ten months of 1926. This increase of 50,697 represents a gain of more than 41 per cent over the sales during the same period of 1926.

"The introduction of the improved Pontiac Six at lower prices early this year contributed substantially to the increased total of sales," said Mr. Tracy. "Oakland Six sales experienced a brief mid-summer interruption while the factory was being re-arranged for production of the new All-American Six."

"But the immediate public acceptance of the Oakland All-American models since their introduction early in August, together with the sustained demand for the Pontiac Six, have increased our business to the point where Oak-

land-Pontiac retail registrations ranked fourth among all manufacturers in the United States during August and September. "The factory expansion necessary to keep pace with the continued rise in our sales has been going forward steadily. The completion of the model factory for the Pontiac Six has been followed by an additional plan expansion program for the Oakland Six. This project, already under construction, involves the expenditure of \$3,000,000 which will provide the Oakland Six with a gigantic new assembly building and new shipping facilities duplicating those already in operation at the Pontiac Six factory."

HUPMOBILE 1928 SIX GETS BIG RECEPTION

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ago without use of demonstrator. Custom equipped models creating tremendous sensation."

Detroit reported 127 sales the first four days, approximately 1000 demonstrations and from 25,000 to 30,000 persons drawn to showrooms. Vanguard Motors, Inc., one of its larger dealers, reported that "1225 people visited showrooms yesterday, making 2389 for first three days. Enthusiasm at fever heat." Cleveland added 34 sales, 784 demonstrations and 9314 persons at its showrooms during the first four days.

Los Angeles wired that "new cars are having wonderful reception. We secured more than 25 orders from dealers for immediate delivery. Hundreds of enthusiastic buyers will place orders now if definite delivery can be promised. Recommend factory run day and night. Must have from 250 to 300 cars immediately. To this Atlanta added: "Opinion of 1458 persons who looked at the car today is that you have built finest and best value in the new Hupmobile 1928 Six in America. Have already sold 10 cars."

"More than 5000 people visited our displays Thursday," wired Sam Sheburne, from Oklahoma City. "I never saw such an enthusiastic reception given any car in my life. Ladies particularly complimenting on beauty of car. We received 135 models for immediate shipment. Expect to double all previous sales." To which W. L. Owen, of Little Rock, Ark., added: "All of the 100 persons in our showroom these two days admit that the car has certainly got 'it.' After driving one from Detroit here, can say personally that I consider this the most important event in Hupmobile history."

J. T. Stewart, Omaha distributor, reported that "the only jarring note among 1700 visitors to our showrooms came from the town cynic, who claims the car looks like too much for the money. Public opinion unanimous that this is best car. Hupmobile ever built. Can deliver every car in Omaha in five minutes. Need many more immediately."

Fred J. O'Neil, distributor at Syracuse, wired that "never has a Hupmobile been so overwhelming received here. A total of 523 visitors, who drove up in everything from Fords to Rolls Royces were amazed that so beautiful a car could be sold for the money." J. J. Williams, of Rochester, added: "The new car is the talk of Rochester. All sold out right now. Ship us all the cars you can build." And from Cincinnati, W. J. Fuller wired that "never before have we had such a reception, despite the fact that our main thoroughfare practically is closed to traffic."

Even Paris cabled its encomiums through H. J. Holder, factory representative. "Everybody marvels at new six, considering same outstanding car at Paris Salon. French coach builders declare it makes new step in automobile design. Has been inspected by European custom body maker and highly praised."

GOOD TASTE IN USE OF COLORS NEEDED

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lower and longer when they have a belt moulding—the lightest color or should be on the belt and the larger colors above and below. Striping should be on the belt above and below mouldings.

2—Coupes have a better silhouette when the dark color is on top and is brought down over the rear deck and the top of hood and cowl.

3—Open cars look longer and lower when the darker color is used above the lighter one.

4—Light wheels make a car seem higher off the ground—dark wheels make it seem lower.

5—A third color used on mouldings will give a distinctive note to the car.

6—Blues, blue greens, certain grays, and black are "cold" colors, and should be striped with orange, gold or yellow to "warm" them up, while the reverse is true when warm colors are used on the body.

It is surprising how a good restrained basic color can be made to express just what you want it to be, by the addition of one or two other lighter and more vivid tones judiciously placed. The refinisher

with his knowledge of color harmonies will be able to give you this guidance if you are afraid to trust your own judgment. In any event, if you follow this general idea of choosing colors that seem to express your own personality and combining them with taste and discretion, you will have a finished car that is beautiful and somehow different from your neighbor's, just as you are different.

The Idaho Light & Power company, operating in the eastern part of Baker county, is establishing a line from Richland to Robinnette.

REASONS FOR BUYING AUTOS NOW LISTED

(Continued from Page One)

least improper lubrication which sooner or later causes motor trouble. Oil lines in the Paige are encased in the motor, protecting you against freezing or congealing of the oil at any ordinary winter temperatures.

"Seventh, the new finish used on Paige cars is not affected by winter weather like the old style paint jobs. You need not wait until spring just to be sure of having a good looking car."

"Eighth, after all, the big advantage of having a new car for winter use is the greater comfort, security and enjoyment it affords. Why go without all this when you can obtain such high values in motor cars at present?"

HORSEPOWER

The Scientific American says that the horsepower of the 20,000,000 motor cars in the United States aggregates 300,000,000. But of course there are more than that, and greater horsepower.

Read the Classified Ads

Winter Safety Supplies

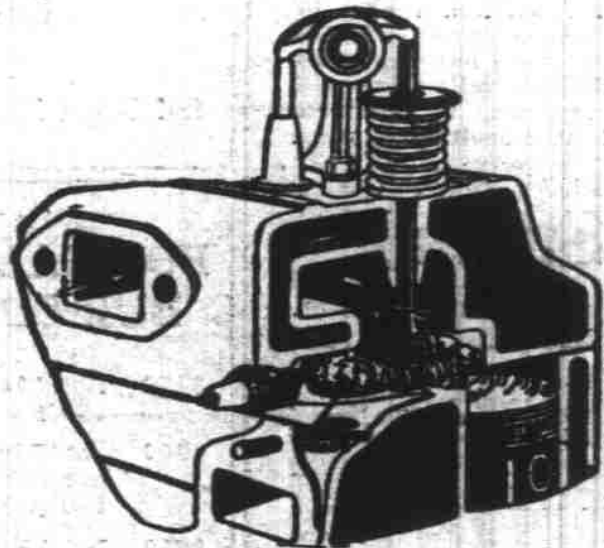
Let us suggest a few needed accessories which are needed for comfort and safe winter driving:

- WINDSHIELD WIPE
- SPOT LIGHT
- TIRE CHAINS
- HEATERS
- FLOOR MATS
- RADIATOR COVERS

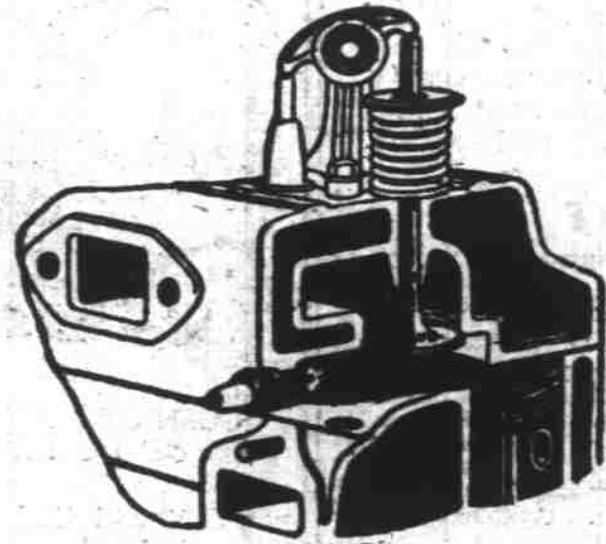
—Parts For All Cars—

C. & L. Parts Store, Inc.

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In the Hudson high-compression design, the raw gas enters through intake valve and falls directly on exhaust valve. The hot exhaust valve is thus a hot spot which considerably warms the gas, while the liquid tends to heat the valve cone. This makes a cold motor operate on regular gasoline with the snap which other types seek through special fuels. Crankcase dilution is prevented and fuel once wasted is turned to useful power. And there is more power, greater economy and longer life.



Note the special combustion chamber effect from the cylinder bore and the location of the spark plug with relation to the cylinder and piston. Instead of the violent initial explosion taking place immediately above the piston, it occurs at the remotest part of the special chamber, which cushions its severity and greatly increases its power. By the time the pressure reaches the piston, its violent harshness and roughness is entirely absent and the Hudson gas avoids with the dash and smoothness of a steam engine—and the desirable performance is accomplished with low-grade fuel.

This Leadership exclusive in High-Compression Performance

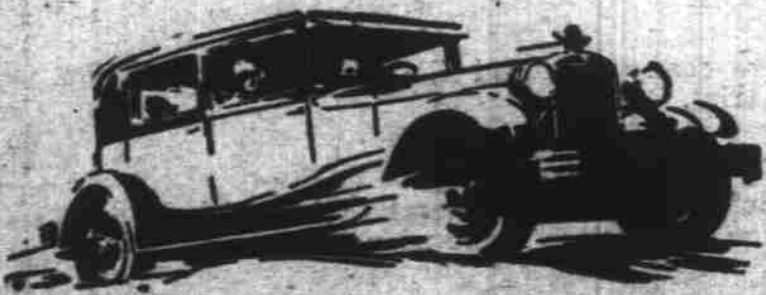
The almost universal trend to the high-compression motor only serves to emphasize the exclusive method, advantages and results achieved by the Hudson Super-Six in this development.

While conventional types depend upon special, costlier fuels to minimize roughness, the Hudson design uses any gasoline, delivering the extra power with the elastic smoothness of a steam engine.

Combined with the Super-Six principle this new invention makes Hudson the most powerful and economical car per pound weight in the world.

The extraordinary speed of Hudson getaway is but a single expression of the brilliant activity of the New Hudson Super-Six, which is carried on to every phase of performance. You see it in the rapidity with which it rolls into high speed; the effortless ease with which it sustains fast going; the long, reliable service through which it maintains its smooth and brilliant performance.

A single ride will explain why this has been the most enthusiastically accepted Hudson ever built.



HUDSON SUPER-SIX

- (118-inch wheelbase) Standard Models (127-inch wheelbase)
- Coach \$1175 - Sedan \$1285
 - Coach \$1285 - Sedan \$1385
- Custom-Built Models (127-inch wheelbase)
- Brougham \$1575 - 7-Pass. Phaeton \$1600 - 7-Pass. Sedan \$1850
- All prices f. o. b. Detroit, plus war excise tax

HUDSON Super-Six

Newton Motor Co.

Corner High and Chemeketa

Telephone 1000

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This is the first time this year that we have made this generous offer—and, it will probably be a long time before we do it again. You know the quality of our goods...you know our prices are always low...you know our reputation for honesty and fair dealing, and for backing up our guarantee of satisfactory service on everything we sell...SO, YOU know that this week you can make big added savings on tires that will give you long trouble-free mileage. Buy now, for present needs, and for the future.

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Wear-well
Balloon
\$7.65
Guaranteed 10,000 Miles
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Blue Ribbon Tubes—
with Wear-well Tires

Jumbo Tubes—
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FREE TUBE Makes These Low Prices Lowest!

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Guaranteed 10,000 Miles	Guaranteed 10,000 Miles
Full balloons...with tread, ribbed non-skid tread...and "Western Auto" guarantee of satisfactory service. Blue Ribbon Tube FREE.	These well made, standard cord tires have thick, tough, road gripping tread and carry our absolute guarantee. Blue Ribbon Tube FREE.
Our Low Prices	Our Low Prices
29x4.40 Balloons \$ 7.65	30x3 Cl. \$ 5.85
29x4.95 Balloons 10.75	30x3 1/4 Cl. Reg. 6.85
30x4.95 Balloons 10.95	30x3 1/4 Cl. O. S. 7.65
30x5.25 Balloons 12.35	30x3 1/4 S.S. Over. 8.85
31x5.25 Balloons 12.85	31x4 S.S. Overize 10.65
30x5.77 Balloons 13.95	32x4 S.S. Overize 10.95
33x6.00 Balloons 15.85	33x4 S.S. Overize 11.65
	34x4 S.S. Overize 12.35
	32x4 1/2 S.S. Overize 15.95
	33x4 1/2 S.S. Overize 16.65

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A CHRISTMAS IDEA
Nearly everybody has a car these days...so when you give Tires or Auto Supplies, not only do you give useful gifts, that are to the individual, lasting reminders of your thought, you also give pleasure to the entire family...

Greater Savings for You— in this Liberal FREE TUBE offer!

Western Giant Balloons	Western Giant Cords
Guaranteed 12,000 Miles	Guaranteed 12,000 Miles
Extra heavy duty balloons...with thick ribbed tread...that hold the road and wear like iron. Guaranteed of course. Jumbo Tube FREE.	Massive construction makes these extra heavy duty super-cords the most economical tires on the market today. Jumbo Tube FREE.
Our Low Prices	Our Low Prices
29x4.40 Balloons \$ 9.85	30x3 1/4 Cl. Reg Size \$ 7.55
29x4.95 Balloons 14.45	30x3 1/4 Cl. Extra Overize 8.85
30x4.95 Balloons 14.95	30x3 1/4 S.S. Overize 9.90
31x4.95 Balloons 15.45	31x4 S.S. Overize 6pb 14.45
30x5.25 Balloons 16.25	32x4 S.S. Overize 6pb 14.95
31x5.25 Balloons 16.65	33x4 S.S. Overize 6pb 15.85
30x5.77 Balloons 18.85	32x4 1/2 S.S. Overize 6pb 20.80
32x5.77 Balloons 6pb 21.95	33x4 1/2 S.S. Overize 6pb 21.50
33x6.00 Balloons 6pb 23.65	34x4 1/2 S.S. Overize 6pb 22.30
32x6.20 Balloons 6pb 23.65	33x5 S.S. Overize 6pb 28.20
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