

EXPENSE BILL IS TREMENDOUS

Bureau Report Estimates Cost to Average Car Owner at More than \$700 Yearly.

NEW YORK (AP)—America's automobile bill including cost of cars, insurance, upkeep, gasoline and numerous other items of expense, totals more than \$14,000,000,000 annually, the bureau of industrial technology estimates in a report made public here.

The figures were computed from statistics of the national automobile chamber of commerce, the Motors and Accessories Manufacturers' association, Tire Producers' organization, insurance companies, labor organizations and gasoline and oil distributors. The survey related according to the bureau, that the nation's annual retail investment in automobiles is twice as great as the annual investment in new buildings.

The average retail value of cars, including accessories, was found to be \$1000. Of the present output at the rate of four million automobiles annually, approximately \$250,000,000 worth are exported.

Demonstrating where the "automobile dollar" goes the bureau prepared a table showing that the costs of cars and accessories now stand at approximately \$3,750,000,000 annually; depreciation was estimated at \$2,500,000,000; upkeep, repairs, two billion dollars; drivers' wages \$1,500,000,000; gasoline \$1,200,000,000; garage, nine hundred million dollars; taxes \$625,000,000; interest on investment, five hundred million dollars; tires \$618,000,000; oils two hundred million dollars and insurance three hundred million dollars.

Big Increase Shown In Motor Exporting

Foreign acceptance of American made automobiles is increasing yearly.

Export records show a steady mounting of figures covering the number of cars shipped to foreign countries.

Taking one popular make of automobile, the Chevrolet, the following interesting statistics show the development of the motor market in other lands.

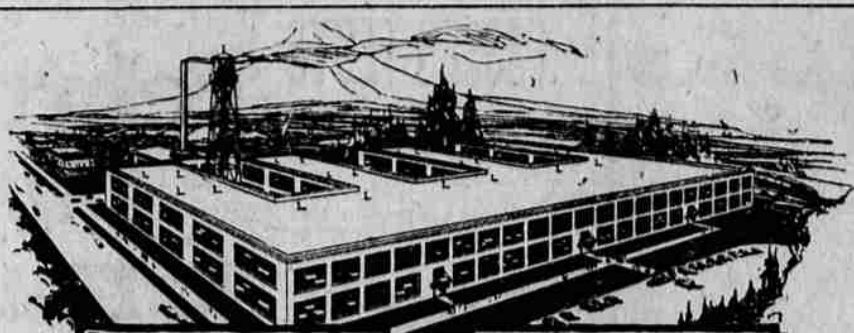
In 1922 a total of 11,588 Chevrolets were shipped; 1923 totaled 21,794; 1924 totaled 28,630; 1925 totaled 81,523.

The practice of attaching cardboard or leather over a section of the radiator core during cold weather has led to the variation of attaching the protector covering to the inside, so that the appearance of the car is not marred. But while this serves to keep the cold air from blowing over the engine, just as it would if attached to the outside, it greatly increases the chances of freezing the radiator. When the cover is inside, the core of the radiator gets the full blast of freezing ozone, without even an occasional puff of warm air from the engine.

The lubricant in the transmission, rear axle and other parts of the car solidifies during cold weather, and for this reason it requires greater energy on the part of the self starter to revolve the engine after the car has stood overnight in a cold garage or in the open long enough to become thoroughly chilled. Under these conditions throw out the clutch when using the starter, thus eliminating the drag caused by transmission gears plowing through the solidified grease.

A motor driven horn should be used at the ammeter bearings and at all other friction points. It is also advisable to clean the commutator, using the same method as when cleaning the commutator of the generator. A very fine sandpaper, 60 grade, is recommended, and in no circumstance should emery cloth be used.

Oregon Industry Scores



Above is illustrated the big \$1,250,000 C. T. C. plant of Portland, Ore., which has just received the Ford contract, and (left) R. A. Wurzburg, president of the C. T. C. corporation, and (right) F. H. Hull, Portland manager of the Ford Motor company.

Oversized rings cannot be fitted successfully in old and worn cylinders. The ends of the cylinders are practically round and unworn, as there is a short distance where the piston does not travel. New rings, to be fitted to the cylinder, must be made small enough to pass by these unworn distances and consequently will not expand to reach the worn part of the cylinder.

In Texas, the Fords are carrying spare-tires signs inscribed with the words: "Pardon me—Ma' did!"

FORD ADOPTS C. T. C. TIRES

A vast new era of success and prosperity is opened up for the entire Pacific northwest by an announcement just made by F. H. Hull, manager of the Portland branch of the Ford Motor company which states that a contract has just been awarded to the Columbia Tire corporation of Portland, manufacturers of C.T.C. tires, whereby the cars produced in the Portland Ford factory for the northwest territory will be equipped with C.T.C. tires.

For the first time in history an exclusively western built tire has been adopted as factory equipment on any automobile and business men in every line of endeavor in the northwest and throughout the Pacific coast are properly enthusiastic that western products are receiving the recognition due them.

According to R. A. Wurzburg, president of the Columbia Tire corporation, this Ford business will mean that the C.T.C. plant must immediately add a night shift to supply the tires needed by the Ford factory in addition to the production necessary to satisfy the ever growing demand for C.T.C. tires throughout the west and other markets.

The big C.T.C. plant has recently doubled its vulcanizing capacity in addition to adding new equipment costing thousands of dollars which was needed to allow for the greatly increased production necessary to supply tires in sufficient quantity.

If the engine in the car heats up excessively, check the ignition system for a late spark or look for poor water circulation. If the ignition is late, the engine will heat and lose power. It will also be impossible to get a spark knock with the spark control advanced on a hard pull. Overheating may also be caused by an air leak or by too lean a carburetor mixture.

Some cloudy knocks are caused by loose cylinder nuts or the nuts that hold the cylinders to the crank case and, in some cases, a knock has been caused by the engine being loose in the frame.

USE OF AUTOS ON INCREASE

Bureau of Public Roads Reports 20 Million Cars Operated in the United States in 1925.

WASHINGTON, Mar. 27. (AP)—More than 20 million automobiles were in use in the United States last year, the bureau of public roads reported Thursday. The total is equivalent to one car for every 5.8 persons, an increase of 13.4 per cent.

New York registered 1,625,583 cars, leading all the states, and followed by California, Ohio, Pennsylvania and Illinois in that order, all with registrations exceeding one million.

California led in the number of motor cars per capita, with one to every 2.9 persons. Iowa was second with 2.6 persons per car and Alabama was at the bottom of the list with 12.

The total from registration fees and permits was placed at \$260,619,621.

When installing a spotlight on the windshield of a car, either place it at a high or low point, so that it will not obstruct the vision of approaching cars. Adjust or focus the light so that the rays converge into a small distinct point where it strikes the road. This adjustment will make the light more efficient and protect approaching drivers from glare.

Avoid driving fast through deep slush or water puddles during cold weather. If the chassis is kept wet during the day and the weather turns cold at night ice will collect on many important units. Springs, spring bolts, shackles, steering rods, king bolts, universal joints, brake rod connections, etc., have a hard enough time struggling against odds as it is. To freeze them up needlessly is just another way to abuse the car.

A SPEEDER'S UTOPIA

"I say, my fine fellow, will you kindly pause a moment?"

No response. "If you do not comply with my request immediately, I shall be forced to re-monstrate with you severely for your apparent indifference to speed laws."

The car stops. "And, now—"

"Say, what's ailing you? What's matter?"

"Why you are guilty of exceeding the speed limit to a frightful extent."

"Aw, how do you get that way?"

"Now, now, please wait and talk over these little matters with his honor. Won't you please inform me of your name?"

"Aw, go take a jump off a flag-pole."

"Please don't report me, driver. Take this ten-spot and forget my

WHY HE WENT FASTER

"The officer is all wrong. Your Honor, I wasn't doing anything like sixty miles an hour."

"Were you watching the speedometer?"

"No, sir. I didn't need to. I wasn't in any hurry—I was just out for a spin. I wasn't going anywhere."

"Well, you're going somewhere now—ten days."—Huntington Motorist.

Parts -- Storage LA GRANDE WRECKING CO. Adams Ave.

Your Station - Not Ours

We make every effort to run this Filling Station in a way to make every motorist feel a sense of ownership in it. Whatever your needs, drive up to "your" station, and you will receive courteous attention.



MILLER TIRES -- RACINE TIRES La Grande Filling Station Kuhn & Zweifel

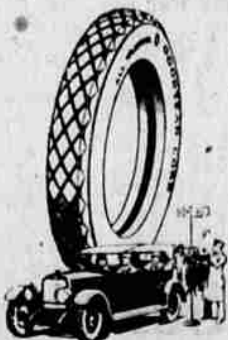
Attention! Ford Drivers

Starting -- Stopping -- Backing

Any operation of your Ford transmission will be free from grabbing and chattering if you use VELTEX Anti-Chatter Oil. Any dealer selling Veltex will return your money if it fails to give complete satisfaction. You CAN'T buy better oil, so why not support your own home company.

FLETCHER OIL COMPANY First Independent in Oregon.

REAL VALUE AT LOW COST



Never before have Goodyear Tires shown such outstanding value. Both All-Weather and Pathfinders are consistently delivering the finest of service, and the cost is very low.

COMPARE OUR PRICES WITH YOUR LATEST MAIL ORDER PRICES. WE'LL SAVE YOU MONEY.

W. H. BOHNENKAMP CO.

Growing Success of Clear Vision Coupe Regarded Significant

"There unquestionably is a trend to the personal closed car. Within the past year, ownership of more than one car by the family has increased tremendously."

This is the observation of Bird Lewis, local Franklin dealer, who sees in the notable success of the de Caussade-styled, clear-vision coupe other significant developments. For example, it is pointed out that there exists a partiality to types affording clean driving vision, Cabriolet-type top and London coachboot.

For a year the Franklin coupe has commanded an uncommon amount of attention in body design circles. It is a departure from all past enclosed body building standards, in that a revolutionary method of body construction is employed, which makes possible not only the clear vision feature, but the construction of a quality closed car at practically open car prices.

Steel tube up-rights, an ingenious arrangement, combine with the individual style features including lowness and the characteristic Franklin body lines to give the distinguishing appearance.

The car is selling four times as fast as the coupe of the old conception and ranks next to the sedan in point of volume, according to the local Franklin dealer.

A reckless man is the raw material for an accident.

"Pied Piper" Saves Town



J. B. RUSCHETTI By Sea Service FORT BRAGG, Calif.—This city isn't worried by young delinquents, rowdy dance hall youths, and bad boys.

It hasn't been since J. B. Ruschetti was employed as town marshal. Before that folks in Fort Bragg were harassed continuously by small boys who broke windows, stole their newspapers, "lifted" their milk, and played with "air-guns."

"You'll probably have to send them all to reform school, but give us peace," the citizens told Ruschetti when they hired him. Ruschetti arrested thirty odd boys. Then he talked to them. He got the boys to form a club—to go in for athletics, hiking and other "safe and sane" pleasures. Soon other boys, who were not bad, wanted to join.

And now the club has a membership of several hundred. And the burglars of Fort Bragg, unlike the burglars of Hamelin Town, haven't refused to pay the Pied Piper. They've increased his salary.

Ford

When You Trade Your Car—

Ford owners are continually being approached by automobile salesmen who wish to "accept" Fords as part payment on more expensive cars.

The amount of the trade-in allowance you can get is not the most important thing for you to consider. The big thing is the difference you have to pay. And remember, that the higher priced car will not be so easy to dispose of when you come to trade it in.

If you wish to trade your Ford for a new automobile, stick to the car that you know to be dependable, useful and economical. Go to your Ford dealer! He will give you a fair and liberal allowance for your present Ford and will gladly arrange payment of the balance to suit your convenience.

When the deal is over, and you have your new and improved Ford, you will have the satisfaction of knowing positively that you took advantage of the greatest automobile value the world has ever seen—and saved a lot of money, too.

It is perfectly logical that automobile dealers everywhere should be eager to trade with Ford owners. The Ford is the most popular automobile in the world. No other used car is so easy to sell as a used Ford—because everyone has confidence in Ford quality. And it is not expensive to re-condition, since Ford replacement parts are lowest in price.

Most automobiles carry greater discounts to dealers than the Ford—another reason why other dealers may offer the Ford owner a larger trade-in allowance.

But when you come to buy a new car, bear these facts in mind:

Original Ford Features that Today Make for Greatest Simplicity—Durability—Reliability

Table with 5 columns: TOURING, RUNABOUT, COUPE, TUDOR SEDAN, FORDOR SEDAN. Prices: \$310, \$290, \$500, \$520, \$565.

22 YEARS OF LEADERSHIP AND STILL LEADING IN PRICE-DESIGN-QUALITY