



AUTOMOBILE NEWS



NEW CHRYSLER IN PROSPECT

That there is a distinct trend in motor car buying that promises in the near future a development in the industry in the opinion of Walter P. Chrysler, motor car manufacturer.

According to Mr. Chrysler, people demand something more than simply transportation at a price; they demand in their cars all the excellence, proportionately, that a higher price commands.

Furthermore, he says, this demand is so insistent and so widespread that they are going to have what they want.

New Trend Important
"The purchasing of motor cars has taken a distinct trend recently that is of the greatest importance to the industry," says Mr. Chrysler, in an interview in Detroit.

"People are no longer satisfied merely with transportation at a price, however, that the new

price. They are insisting on the same things they find in higher priced cars; in due proportion to the investment, of course, and they are going to have those demands satisfied.

"They are most insistent on full-sized bodies which give all the occupants ample room. They insist not only on full-sized bodies, but on ease of riding as well as real comfort. And, of course, with this they want the best of performance with real economy of operation.

"All of these things can be built into a four-cylinder car at a reasonably low price.

New Car Coming
"It is to that end that we are shaping our manufacturing plans and we are very confident that the car of this type which we produce will enjoy a conspicuous success from the start."

Mr. Chrysler did not amplify his statement with any details of the new car which he is apparently about to produce.

It is the general opinion in the industry, however, that the new

WHIPPET IS COMFORTABLE

A study of the 23 important body dimensions of the sedan type of body in the light car field shows that the new Overland Whippet is larger, in seven dimensions, than any other sedan in its size class, the equal in 5 dimensions and smaller in 10, two of these ten being the height of the seats from the floor, giving the Whippet the advantage of low seats, one being the width of the body at the arch bar in front, giving an acceptable grace of body line, one being the height of the waist line. From the frame giving the low appearance which is a pleasing asset and the others being minor dimensions which have no reference to seating comfort or riding ease, says Gilling and Hanks, local distributors.

The dimensions in which the Whippet exceeds any other sedan in the light car class are interesting.

The total length inside the body, from dash to the back body panel is conspicuously longer than that of any other light sedan. This accounts for the striking leg room in both the front and rear seats. It is accomplished by the novel construction of the dash which curves outward under the hood adding a full six inches to the available inside body length.

The depth of the front seat is another dimension in which the Whippet exceeds any sedan in its size class.

Seven Inches Deeper
The rear compartment is seven inches deeper than that of any other light car sedan model affording the same amount of room in the rear compartment that is found in the average light six. The rear seat is also 2 inches wider in overall dimensions.

Through a unique and exclusive design of the steering column, it is possible to alter the distance between the edge of the front seat and the low point on the rim of the steering wheel by three inches. The heavy man who is ordinarily cramped, in the space between his lap and the edge of the wheel, can use this adjustment to get a highly satisfactory amount of room, while the man who likes the wheel close to his body, when driving, can make the adjustment to suit his personal comfort.

Plenty of Head Room
Head room is also a marked feature of this body. A man of average height can easily look over the top of the car when it is standing at the curb, yet a six foot man can sit in the front seat and have to stretch his legs to touch the dash, while he has ample room overhead permit riding all day without feeling that his head is going to touch the inside of the roof. A tall man, wearing the conventional type of hat, has about three inches between the top of his hat and the roof.

These comfort features have been attained by a scientific use of the room available inside the body.

Slack: "How do you get so many girls?"

Slacker: "Oh, I just sprinkle a little gasoline on my handkerchief."

Year by year they become man-nish enough to fool you, but they'll always go by a traffic signal.

Lady (to taxi driver): How much will you charge to take me to the cemetery?

Taxi Driver: One way?

Warm weather always simultaneously brings out automobiles and mosquitoes.

"Know Your Auto"
An inaccurate and faulty description of cars is responsible for many of the difficulties encountered in identifying and recovering stolen cars. Motorists everywhere are warned to use special care in recording facts about their cars, such as color description, license number, engine number and other secret marks.

Observe Warning Signs
Observe all warning signs on streets and highways. They are put there to warn motorists of conditions ahead. They will prevent many mishaps.

\$1,000⁰⁰
in cash
for just a
NAME

watch the
papers on
Monday

DELIVERIES OF TRUCKS DURING WEEK NEAR PEAK

Retail deliveries of 7460 new motor cars and trucks by Dodge Brothers dealers in United States and Canada during the week ending July 17, have established a gain of 269 cars over the previous week. Compared with the week ending July 13 last year, when 4,767 cars and trucks were sold, the gain is 2693 cars or 56.5 per cent.

The record of the best week last year when 14,152 were sold, was surpassed by 816 cars or 12.3 per cent.

During the three weeks ending

July 17 Dodge Brothers dealers in United States and Canada have placed 22,842 new cars and trucks in the hands of owners, a gain of 2,150 or 62.4 per cent over the corresponding three weeks last year when 14,152 were sold.

"Weekly sales holding up to figures so near those attained during the peak of the spring selling season and averaging over 50 per cent ahead of the figures for the corresponding period last year," said L. C. Smith, local Dodge Brothers dealer, "indicate how well the public recognizes the exceptional values represented by these cars."

A new cigar will be named "Ford," so perhaps it backfires.

Residents Must Use Buses, Commission Says

SALEM, Ore., July 31 (AP)—A petition of residents along the Southern Pacific Interurban line between Eugene and Springfield, protesting against the abandonment of electric car service and the substitution of bus service, is denied in an order of the public service commission yesterday. The commission holds that the bus service is a superior service for urban or interurban communities, and is "safe, adequate and convenient."

The Southern Pacific expects to use the rail line for steam trains when the Natron cut-off is completed.

MOTOR SHIPMENTS BY RAIL HEAVY

Rail shipments of motor vehicles handled 70.5% of the automobile business in 1925; 2% per cent of the automobile and trucks were shipped by boat.

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

NASH

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4-Door Coupe

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Delivered

You will find a distinctly new delight in the matchless power-smoothness of the big Nash 7-bearing crankshaft "Enclosed Car" motor. Try it today.

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See the--

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All steel, baked enamel finish

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Ledbetter Garage

Hudson - Essex Sales and Service
Phone 511-J



Your Car Called For And Delivered

Just step to the phone --- we do the rest when your car needs servicing. No reason to drive down if it's not convenient --- no waiting around while it is being serviced --- no second trip to the station to get your car. A phone call --- and your car is called for, serviced and returned to your door when you want it --- all without extra charge.

Car Washing that Takes All Road Oil Off!

Car owners who are anxious to preserve the finish of a good-looking car, who want to preserve high resale value --- these owners have discovered that there is no place in Eastern Oregon like Playle's for car washing. Our new car-washing machine (an \$1100 equipment) removes all this road oil, dust, grease, and grime. The engine cleaned as perfectly as the body. Try it --- then you'll agree --- "Only Playle's Service Will Do!"

Playle Oil Co.

"Playle's Superior Service --- As Near as Your Phone"
NEW LOW PRICES ON FISK TIRES!