



# AUTOMOBILE NEWS



## NEW CHRYSLER IS ON DISPLAY

The Chrysler corporation is making a new four-cylinder motor car—the "50", at the lowest price for which a Chrysler has ever been sold. It comes in three models—coupe, coach and four-door sedan.

Better riding comfort, greater roominess, a full sized car in which modern space engineering has been surprisingly utilized, easier handling, speed with comfort up to the car's maximum, the economy of 25 miles per gallon of gasoline—these and other features, notably the apparent great value built into the car, are expected by the Chrysler organization to make the new car an immediate outstanding success in the small car field.

The car is now on display at the Chrysler garage, L. W. Weeks, local Chrysler dealer, received the new model Thursday.

Announcement of the new "50" marks the fourth and final step in Walter P. Chrysler's quality

standardization plan of building four quality cars to supply the four greatest motor car markets—under one name, by one manufacturing organization, engineered by the same group of men to one quality standard, built in one group of plants, and economically marketed by one unified distributing organization.

**Prices Are Lower.**

Prices of the car indicate strongly the tremendous advantages of group manufacture under Mr. Chrysler's quality standardization plan, with its practical advantages of low-cost production of each Chrysler model.

The new car is being built in the company's Highland Park plant, where the "40" is also manufactured. Special facilities for its manufacture, including extensive buildings and equipment, have been provided under a construction program that was started last December.

The new "50" gives the company a complete line embracing one four- and three six-cylinder cars. These cars are this brand new "50," the "40" announced last May, the "70" and the Imperial "90." Model numbers in each case mean the speed capacity of the car in miles per hour.

## OSBORN WOOD—THE WORKER



Osborne C. Wood, son of the governor general of the Philippines, who "cleaned up" \$500,000 in Wall street a few years ago, spent it all and returned from a trip abroad dead broke, is working now, for \$125 a month, in a refrigerator plant at Evansville, Ind. He says he is proud of the fact that he is working, because it enables him to tell his critics to "go to hell." This picture was snapped on his way to work.

The difference between a traffic officer and a woman, is that when a traffic officer says "stop" he means it.

If something must be juggled, let it be the curve, not the driver. The smaller the town, the more girls can crowd into a jitney.

An example of silent salesman-ship is the decrepit look the old car has with a new license plate on it.

Any fool can be careless.

**When Radiator Overheats.**

Motorists should make a habit of holding the back of the hand on the radiator and so get accustomed to how hot the radiator should be. In this way they will often observe when there is a tendency to overheat, in time to investigate and make the necessary repairs.

Fire destroys an average of 300 homes, 24 farm buildings, 75 hotels, 6 department stores, 5 churches, 5 school houses, 4 warehouses, and 1 hospital each day in this country.

## BUYERS SCORN PLAINER CARS

The trend of taste in automobiles is toward cars of enhanced beauty and superior finish, both inside and outside, and the American motorist is determined to have these features in his automobile and is quite willing to pay for them.

The Paigo-Detroit Motor Car company, maker of Paigo and Jewett cars, has arrived at this conclusion through a comparison of sales statistics covering the whole country, declares Harris French, local dealer. The Paigo company produces both "standard" and "de luxe" cars of identical models, the latter priced considerably higher than the standard models, carrying superior finish and trim, and additional equipment. It is, therefore, in a position to judge accurately the demand of the American motorist as between utility alone and utility plus beauty.

**Appearance Foremost.**

"We have found," declares H. M. Jewett, president of the Paigo company, "that the American motorist demands more than ever before, and in increasing degree, automobiles that are distinguished in finish, style and comfort. Formerly, the buyer's main consideration was mechanical excellence, and he selected his car on the basis of performance. Today, while he has not by any means ceased to require high-grade performance, he is giving his attention to appearances, for, with mechanical excellence generally assured because of the great advances that have been made in automotive engineering, he is free to pick and choose on the basis of beauty."

**De Luxe Models Popular.**

"Our findings, based on our sales records, are that the 'de luxe' or 'special' models are in far greater demand than the standard, or plainly finished models. As between two cars of identical body lines and chassis, the buyer prefers the car with the handsomer interior trim, the more costly exterior finish, and the expensive additional equipment for comfort and ease, and he does not hesitate to show his preference by cheerfully paying the additional price charged for these features."

their belief. The other is treated enough, is found.

But the cure will come when he is brought to see that he is not a liar and a faker, rather a man sincere but in error. One cannot correct a mistake until he knows it to be one and is shown how he made it. The doctor's task is to show the hypochondriac where he is mistaken and how he has fooled himself.

Hypochondriasis like many mental diseases is but an exaggeration of mental faults seen in all of us. We laugh at small boys who develop stomach ache at school time; but when a child repeatedly

evades his duties by ill health, it is time to find out whether any organic trouble exists. If it does not the child must be shown, in all calmness and kindness, that such dodges are shameful. The parent will break up a dangerous tendency which, if neglected, may become so fixed by the merciless shackles of habit that in manhood it cannot be altered; and thus save the child from a life of inefficiency.

In a single year General Motors reduced the variety and type of a group of minor parts from 13,000 to 2,100, thereby cutting production costs, and reducing the stock a retail dealer must carry to protect his customers, besides eliminating a large proportion of the wear and tear in unnecessary parts.

If you don't enjoy these hot days, be good and go to church.

## FRANKLIN

TAKE THE WHEEL— THEN YOU'LL KNOW

Drive wherever you wish—over a rough stretch—up a hill—through heavy traffic.

After an hour, note the mileage—it will astonish you. After a day, note your freshness—it will delight you.

Finer performance, uncompromised quality, and style leadership have made the Series II the most popular of all Franklin models.

Drive one yourself today—and be prepared for a revelation.

McCLURE'S

## Complete Tire Service

First—We sell you service in C-T-C CORDS—many miles of trouble free service.

Second—We are experienced and equipped to repair all sorts of damaged tires and tubes.

We suggest that you have us repair those damaged casings now before they are further damaged by wet weather.

La Grande Tire Shop

"The House Of Bargains" 1517 Adams Phone 638-W

## NO GUESSING

Even inexperienced buyers can tell that our prices are fair, because we have an unerring method by which they themselves can determine the age and value of any Dodge Brothers Used Car in our stock. Facts are better than guesses.

L. C. Smith  
5th and Depot Sts

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT.

## HEALTH

THE HYPOCHONDRIAC (By Charles E. Kely, M. D., Cincinnati, O.) Member Gorgas Memorial Institute

Everyone is familiar with the man who only "imagines" he is sick.

When he reaches the doctor's office certain things become apparent. First his physical condition is either entirely good or his organic disabilities are trifling and quite incapable of producing the symptoms he recounts. Complaints are all sensations and so incapable of actual disproof.

It is significant that hypochondriacal complaints are almost always of a type defying actual disproof. It is obvious that these patients wish to be sick. They frequently leave the doctor who dares to hint they are not the pitiful victims of serious organic disease.

People want to be sick because, by and large, it either gets them into something they want or out of something they dislike. The something wanted is usually sympathy. There are few humans who do not like it. There are some whose craving is abnormal. The things disliked are uncountable. Any illness always has been a valid excuse for neglecting duties.

Two extremes must be avoided in getting such patients righted. The first is, of course, too much sympathy or actual encouragement in



LUCKY CAT: A palatial residence, best hotel room and good food is the lucky heritage of Midge, pet of Florence Maebeth, Chicago opera star. Midge goes on all trips with her mistress.

## "at Playle's"

When you are busy but you need gas and oil, air in your tires, water in your radiator and everything all set for a drive (without your bothering to drive the car down)—where is the job done quickly, easily, efficiently?

## --at Playle's!

When you've had a blow-out or a puncture and need repairs—or when your tires need to be replaced—where do you naturally turn for superior service and Fisk Tires, famous for extra miles and guaranteed by us as well as the manufacturer?

## --at Playle's!

When your car is dusty or muddy or spotted with grease and oil, and when the engine is caked with dirt and grease, when the body has lost its bright, new finish—where do you insist that the job of washing and polishing be done by special equipment and skilled labor?

## --at Playle's!

It's Always the Safe and Satisfactory Place to Come!

## PLAYLE OIL CO.

"Playle's Superior Service—As Near As Your Telephone"