AUTOMOBILE NEWS

DODGE BROTHERS PRODUCTION BIG

Greatest Year in History for Auto Company Is Chalked Up in 1926

Dodge Brothers, Inc., has gone on record as having produced 1926 the biggest year in its history. The total now 1926, which was the company's best previous year, is 270 per cent. The 1926 money is remarkable as it surpasses the large output of 1924-25 cars and trucks by 71,000 units and has made without the sales assistance which many contributors gave from the Dodge Brothers of late months.

Dodge Brothers, Inc., sale of motor car gave more money than ever before to stand at the head of the automobile industry as a whole, which made a production gain of only 2.2 per cent over 1925. Figures released by the National Automobile Chamber of Commerce for 1926 place production of all automobile manufacturers at 4,621,000 cars and trucks.

Dodge Brothers, the sixth division of Dodge Brothers, Inc., has made a startling showing with a gain over 1925 of 91.7 per cent in sales for dealers. The sale of cars was approximately eight times as fast as that of the entire motor industry last year. National Automobile Chamber of Commerce figures show that the output for the whole trade increased only 2 per cent larger in 1926 than in 1925. Total sales of Dodge Brothers cars and trucks numbered to dealers in 1926 amounted to 57,842 units.

Purchased parts of Dodge Brothers commercial cars and Graham Brothers trucks to manufacturers last year totaled 41,236 units an increase of 32.7 per cent over sales of 24,228 units in 1925.

Dodge Brothers production and shipments to Dodge Brothers, Inc., of a record number of passenger cars and trucks in 1926, marks an increase further and to brand that 21 more substantially improve those of the year of the previous year.

GREATER EQUIPPED FOR PRODUCTION

Production facilities of Graham Brothers truck manufacturing division of Dodge Brothers, Inc., also expanded now at the end of 1926. The first full year of Dodge Brothers control of this company, according to its first full year under Dodge Brothers ownership and year over this time with the increase in manufacturing facilities.

Shipments of trucks and motor vehicles in 1926 totaled 27,602 units, a gain of 32.7 per cent over the 24,254 shipped in 1925. Graham Brothers had previous year. Shipments of 3-ton commercial cars totaled 20,000 against 25,000, a gain of 11.9 per cent.

One of the particularly bright spots in Graham Brothers record last year was the very large gain in the motor truck. Total shipments of trucks to dealers in the Graham during 1926 show an increase of 102.3 per cent over 1925.

SIMPLICITY AID TO LONGER LIFE

"Simplicity contributes to longer life" is the slogan of Walter A. J. Baker, chief engineer of Willys-Knight, Inc., manufacturers of the Willys-Knight.

"We especially hear of cases where Willys-Knight cars have been driven over 200,000 miles and there have been instances where Knight motors have gone 300,000 miles without a major overhaul," said Mr. Baker.

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Like Puzzle-Solve Motor

"Briefly, the operation of a Knight motor as far as mechanical, ignition, carburetion, cooling and power developing are concerned, is exactly like the poppet-valve motor.

"The difference comes in the control of the intake and exhaust operations. With Knight motors these are controlled by a pair of sleeves, reciprocating with each other and with the cylinder, inside and operating inside of the cylinder walls.

"These sleeves are actuated by connecting rods in much the same manner as the crankshaft is actuated by connecting rods.

"The sleeve connecting rods are driven by an eccentric shaft which corresponds to the cam shaft on the poppet-valve motor.

"The cam shaft revolves at exactly the connecting rods which in turn lift and lower the sleeves, one inside of the other.

"The rotary up and down movement of each sleeve is exact and duplicate, and they move in an alternate manner, when one is going up the

GARAGE GOSSIP

Now The Nash—

C. D. Lambert from the Nelson Motor company, with headquarters in Portland, was in La Grande this week and called on the E. L. Ledbetter garage.

New Salesman—

Jo M. Kunz has accepted a position as salesman with Freeman Motor company.

Delivered Chryslers—

The Chrysler Motor company delivered a Chrysler 70 sedan to Knight Motor Co. this week.

To Walla Walla—

W. H. Barbanis, of the Chrysler Motor company, is at Walla Walla today.

Lower Sunday—

C. C. Gallagher and W. D. Hanks will leave Sunday for Portland where they will attend a meeting of Willys-Knight and Overland dealers from all over the northwest. Gallagher and Hanks represent the Willys-Knight and Overland cars here.

New Model Cars Here—

The Blue Mountain garage has received their new model Chevrolet coach this week, a coupe, a sedan, a standard sedan and a landau sedan. The coupe has a rumble seat in the back. The standard sedan is finished in Marine blue with gold striping and the upholstery also blue, and the landau sedan is beige brown, with corresponding upholstery. All of the cars have five wheels and are equipped with a rear view mirror, stop light, cowl-mounted headlights, new oil filter, air cleaner and steering wheel lock and key. The body lines are also slightly changed adding to the attractiveness of the car. A new model coach, touring and roadster will be received later.

Salesman Ill—

Harry Gilbert, Ford salesman for the Perkins Motor company here, who has been ill for the past week, is expected to be better.

Here This Week—

R. H. Cook, from the service department of the Ford Motor company in Portland, spent three days of this week in La Grande.

Home From Portland—

W. H. Barbanis, of the Chrysler garage, returned Thursday night from Portland, where he has been since Tuesday on business.

other is coming down.

Will Interchange

"A ring like of oil between the sleeves and between the outer sleeve and the cylinder walls keeps them lubricated.

"The intake and exhaust ports are cut in the sleeves and are opened and closed as the sleeves pass by each other.

"The movement of each sleeve is even and continuous and there is no sticking or metal against metal, an interesting point in connection with the operation of the Knight motor is the fact that carbon seems to have relatively small the power plant against compression leaks and does not have to be cleaned out.

"With the poppet-valve motor the cam which carries the cams throw valves against the valve lifter rods which again strike against the cam follower to lift the valves from their seats in order to let the fresh gases in and the dead gases out.

About Valve Adjustment

"The valve stroking patterns is against a spring tension and the force necessary to lift the valve against its inertia is often close to 150 pounds per square inch, per valve.

"Carbon forms getting under the valve head and on the valve seat, cause leaks and the hot gases burning by through these leaks burn and pit the valve head and the valve seat. This is the reason why the valves must be frequently adjusted and the cylinders cleaned of carbon."

Frazer Is Advanced To Sales Manager

Continued growth in the sale of Chrysler cars throughout the United States has resulted in the announcement by J. E. Fields, vice president in charge of sales for the Chrysler Sales corporation, that J. W. Frazer has been made Chrysler sales manager for the United States, according to H. W. Weeks, local dealer.

Frazer joined Chrysler in 1924 after a dozen years of sales experience with companies both in the low cost and low priced fields and as an automobile distributor. His first Chrysler position was in a sales capacity from which he graduated to director of sales in charge of several of the country's most important districts. Since joining the company he has been an important part of the organization responsible for carrying on the sales program which resulted in Chrysler sales rising from 32,000 in 1924 to more than 170,000 for 1926.

Included in Frazer's duties are supervision over all the company's sales, service and advertising activities in the United States, including the direction of all domestic sales activities, including sales distributors and dealers together with the regional supervisors, distributors responsible for carrying out Chrysler sales policies.

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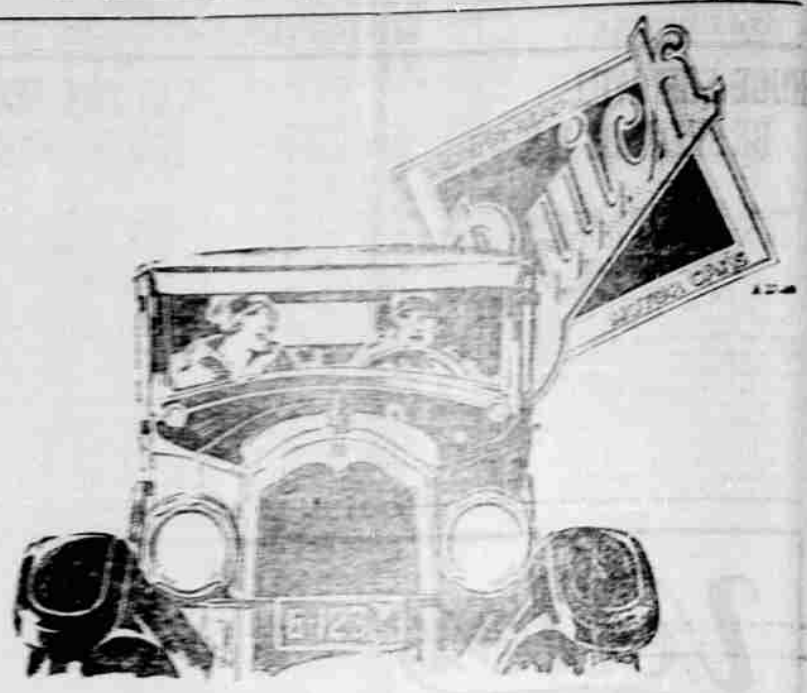

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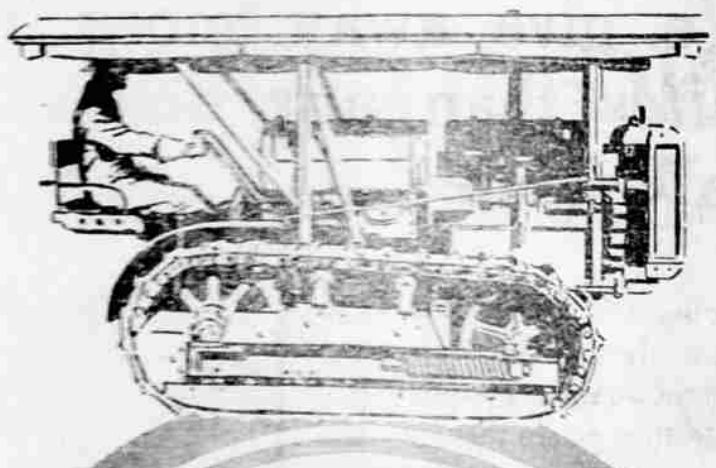

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