



AUTOMOBILE NEWS



SMALLER WHEELS VERIFY FORECAST

Chrysler Owners Confirm Benefits Originally Predicted

One of the most interesting engineering developments in up-to-date automobile design is the introduction by Chrysler of what is known as the 18-inch base type wheel, declares L. W. Weeks, local dealer. This measurement applies to the diameter of the wheel, from rim to rim.

The trend toward the low, graceful automobile lines, a vogue which has been steadily gaining ground in the industry since the Chrysler car riveted public interest by this tendency, is now further accentuated by the new type small wheels.

Among the positive benefits which car owners agree as having resulted from the use of the new 18-inch base type wheels are these: The new wheels give opportunity for using larger balloon tires. As a direct consequence, marked increases are noted in road stability and riding comfort, due to the greater volume of air cushioning. Braking efficiency has been in-

creased through the combination of the smaller wheels with the same sized brake drums, and also due to the fact that there is a larger area of the tire in contact with the road.

The new wheels not only lower the car's center of gravity but also lower the roof height, allowing easier access and egress for passengers and permitting the car to hug the ground more closely.

Improved ease of tire changing, because of the one-piece rims and fewer rim-lugs, has been the subject of warm appreciation.

The shorter spokes in the smaller wheels give more strength to take the side thrust on front knuckles and rear axles, with more power ability for the rear axles.

FINDS PLANTS GROW FASTER DURING NIGHT

BLOOMINGTON, Ind., Mar. 3. (AP)—Plants grow most in the darkness of night.

With a mechanism which he calls the auxanometer, Prof. F. M. Andrews, of the botany department of Indiana university, is measuring the development of plants.

The stalks, he discovers, attain more length in the night than during the day, although leaves show as much growth during the day as when the sun is down.

Sale of Graham Brothers Cars Show Increase

Graham Brothers, a division of Dodge Brothers, Inc., made and sold more trucks and commercial cars in the months of January-February than during any previous January in the company's history. This is a definite answer to questions raised at the first of the year about what 1927 holds for the motor truck industry, according to officials.

Trucks and commercial cars shipped from all Graham Brothers plants for the first month of this year totaled 4255, as against 3765 in January, 1926, which in turn surpassed all preceding first months.

Now, production has been increased to 275 units a day, nearing the record peak established in May, 1926. Demand is still growing, the company reports.

Graham Brothers' factories in Detroit, Evansville, Ind., Stockton, Cal., and Toronto, Ont., are all working full time with a full force of men. This means substantially increased employment over the first part of last year, since the total plant size grew 41 per cent during 1926 to take care of the constantly expanding markets.

GARAGE GOSSIP

All the Past Week—
Avery Harrison has been confined to his home, the past week due to illness.

Visited His Parents—
Mr. and Mrs. William Bailey spent the last week end with his parents at Hornblow. Bailey is employed by the Blue Mountain garage.

New Salesman—
H. Snapp, from Baker, has accepted a position as Chevrolet salesman for the Blue Mountain garage.

Trip to Cove—
Mr. and Mrs. O. E. Barnwell, Mrs. T. O. Barnwell and Mrs. J. L. McKinney made a trip to Cove and North Powder Friday. Mr. Barnwell, who is employed by the Nash garage, drove an advanced six—Nash sedan.

New Coupe on Display—
The Hudson-Essex garage is now showing the new super-six Essex coupe. This car is sold by E. L. Ledbetter local dealer for the Hudson and Essex cars.

Here on Business—
W. C. Bucklet, representing Childs Day and Churchill, of Spokane, and William Hucknell, for the Ballou and Wright company of Portland, were here on business this week.

Visitors Here—
Carl Walters and "Porky" Dalles called on their friend Mr. Treckell, of the firm of Trachsel and Treckell. They are former acquaintances from Spokane.

To Walla Walla—
H. I. Stoutmeyer, local Franklin representative, spent Friday and Saturday in Walla Walla on business.

Sedan Sold—
Tom Kahara, of Salt Lake, purchased an Essex sedan this week from E. L. Ledbetter, local dealer for the Hudson and Essex cars.

Pontiac Duc—
A carload of new Pontiacs will be in La Grande next week, Charles McCrary, local dealer, reports today. The models feature new body designs, new colors and lower prices.

Tractor School On—
The Ford Motor company is holding a free Fordson tractor school at the Perkins Motor company today. C. E. Wallin and R. A. Crane are two special representatives conducting this school, which will be of value to all farmers. A tractor will be completely torn down and reassembled, and every part will be explained in detail during the process.

Accepts Position—
H. G. Hettick has been employed by the Perkins Motor company to take charge of the used-car department. He was formerly employed in the same capacity in Kansas City.

To Portland—
H. M. Cason, from Perkins Motor company, is spending the week in Portland on business.

Representative Here—
H. W. Trueblood, state factory representative for the Star car, called on the Marlock Auto company Thursday.

Unloading New Model—
The Marlock Auto company is unloading a carload of Star cars today. The car consisting of a Star '6' coupe and coach, and in the four line a coupe, coach and a "collegiate." The "collegiate" is a new model—a sport roadster with rumble seat. It is leather upholstered and the color is a solid maroon.

Buy's Cabriolet—
Ted Klein has purchased a new Chevrolet cabriolet from Avery Harrison, of the Blue Mountain garage.

New Erskine Six Cars In—
M. J. Goss, local Studebaker dealer, has the new Erskine six on display. The model, in the newest colors, arrived here earlier in the week.

Joseph Man Buys Car—
F. D. Cully, of Joseph, purchased a Whippet four coupe Monday from Gettings and Hanks, local dealers.

Sedan Sold—
W. L. Hoyt, employed by the Imperial pool hall, bought a Whippet four four-door sedan from the local representative of the Willys-Overland, Inc., Gettings and Hanks.

City Buys Car—
The city of La Grande has purchased a new Buick coupe from Jennings and Shumate, local dealers. The machine will be used by the city manager.

On Business—
W. D. Hanks, from the firm of Gettings and Hanks, spent Friday in Walla Walla and Enterprise on business.

Sales Manager Here—
Mr. Rummel, district sales manager for the Willys-Overland Co., Inc., spent Thursday with the local dealers, Gettings and Hanks. Rummel's headquarters are in Boise, Idaho.

Chevrolet Men Optimistic in View Of Future Business in Northwest

Deeply impressed by the immense economic and industrial possibilities of the northwest, and especially optimistic as to the rapid development of smaller cities, towns and rural communities, E. W. Fuhr, Pacific coast regional sales manager of the Chevrolet Motor company, is now at work on plans to assist dealers in that line of automobiles to market them more advantageously and keep themselves in the forefront of business progress.

The Chevrolet sales executive, whose appointment to assume charge of a region embracing seven western states was recently announced by H. J. Klinger, assistant general sales manager of the company, has just completed a tour which took him through numerous industrial centers of Oregon, Washington, Idaho and Montana. He is now directing operations from his headquarters at the Oakland, Cal., factory.

"From my observation and investigation on this trip," said the regional manager to W. J. Richmond, northwest zone sales manager, who accompanied him as far as Spokane, "I am convinced that the outlook for business generally in this territory is excellent. It is my conviction that the most rapid growth in the near future will be seen in the smaller centers of population and the rural districts. The factory has come to attach a good deal of importance to the northwest as a sales division, and

I believe this is largely owing to the efficiency of the smaller dealer organizations and the adequate equipment which they all possess for providing their customers with a satisfactory service."

According to Avery Harrison of the Blue Mountain garage, the local dealer organization, Fuhr was generous in his praise of the scenic beauties of the northwest, declaring that "its rugged mountain chains, with their snow-capped peaks, its forests, its rivers and its plains combine to produce a grandeur unsurpassed on the continent."

MARGOT, LADY OXFORD, WRITES FIRST NOVEL

LONDON—Lady Oxford, who lecture-toured America when plain Margot Asquith, famous in England as "Our Margot of the Memoirs" is writing her first novel. It is all about Leicestershire and fox hunting, red coats and love on horseback. As a girl Margot was a beautiful, dashing figure in the hunting field. Lady Oxford has fled her quiet home in Bedford Square, tucked away in the Bloomsbury boarding house district of London, for Sutton Court, her place up the Thames, and her friends say she is sitting up at 5 o'clock in the morning covering page after page with brisk handwriting.

"A Little Bit Added to What You've Got Makes a Little More"

Apply this saying to motor oil and you'll see that one new quart of motor oil added to the old oil in the crankcase merely make a little more dirty oil.

It Is Economy

to put new oil in the crankcase frequently. Drive up today—we have the right grade of VELTEX for every type of motor.

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Quality, power, speed, ruggedness, fine appearance, low operating cost—dependability for day-in and day-out performance!

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Only great mass production enables Graham Brothers to build so good a truck at so low a price.

Graham Brothers Trucks are built in 3/4, 1, 1 1/2 and 2-Ton capacities. They meet 91% of all hauling requirements. They are sold by Dodge Brothers Dealers Everywhere.



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Packard Reduces \$335

THE prices of three of the most popular Packard Six models have been reduced \$335.

The Packard Six Five-Passenger Sedan now costs but \$2250 at the factory

—the Five-Passenger Phaeton \$2250

—the Four-Passenger Runabout \$2350.

Seven years ago these models were introduced as America's first fine small cars.

Seven years have seen the public accept these cars to an extent that now makes it possible to offer the sedan for less than half its original price.

Seven years have seen each car developed to meet the needs of the most discriminating fine car owner.

Today's Packard Six is with one exception—the Packard Eight—the finest car Packard has ever built.

You can safely follow it in its Seventh Year of Success.

Eighty horse power and 126 inches of wheel base assure performance and riding comfort.

Those who act now may have early deliveries. May we tell you about our monthly payment plan, and the ease with which you may have a Packard by applying the value of your present car against the cost of the new one?

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