



AUTOMOBILE NEWS



CREDIT BUYING NOT OVERDONE

Installment Purchasing Is
Studied by Buick Mo-
tor Co. Official

Installment buying, either of automobiles or other goods, is not overdone, in the opinion of C. W. Churchill, Buick Motor Company general sales manager. Churchill

draw findings of the national bureau of economic research in support of this statement.

"While there has been a large increase in credit buying in the past few years," he said, "the condition does not necessarily indicate credit inflation. We find that the purchasing power of the assembly employed is increasing at the rate of about 100 cents per year, and this does not mean that the total income is now \$4.00. There are about 4.7 millions in the year 1926.

"Thus while there has been a steady increase in installment buying, income has kept pace with it. Income has increased over 50 per-

DODGE BROTHERS MAKE NEW MOTOR

Snappier Acceleration,
More Speed and Pow-
er, in Late Engine

Dodge Brothers, Inc. is announcing the most outstanding and important improvement in its present line of four-cylinder motor cars since the first Dodge Brothers car was built in 1914.

It is a new motor-rugged and dependable like the former Dodge Brothers engine, but snappier in acceleration, faster and more economical on the open road, and more powerful when power is needed.

In explaining the far-reaching motor betterments, which Dodge Brothers engineers declare will make a new chapter in Dodge Brothers history, L. C. Smith, of La Grande, Dodge Brothers dealer for Idaho and Wallawalla counties, stated that a preliminary performance tests reveal an outstanding increase in flexibility and smoothness of operation throughout the entire range of speed.

"The new motor," declared Mr. Smith, "is fully twenty per cent quicker in acceleration than that of the old motor. It develops fifteen per cent more power. It is twenty per cent more economical in gasoline consumption, and it is faster on the road."

Standard Shift

"The new power plant is fitted with a standard shift transmission which is more rugged in construction and easier and quicker to shift."

"The fifteen per cent increase in power has been brought about by improved carburetion. Both carburetor and manifold have been redesigned to insure complete vaporization of the fuel and easier passage into the cylinders. A section of the intake manifold above the carburetor is heated by exhaust gases. A section of the intake manifold above the carburetor is heated by exhaust gases. The shorter travel from the new carburetor to the cylinders and the effect of heat vaporizing the fuel, together with a redesigned cylinder head, increases the power of the engine."

"Twenty per cent more acceleration, giving an immediate and pulsing response to throttle action, has been secured by the faster entry of gas into the combustion chamber, further resulting in greater speed on the road and an increased gasoline mileage, due to complete vaporization."

"Another flow of power resulting from the changes in the engine itself has been augmented by increased rigidity of the engine supports. In addition to the recently announced improved method of fastening the rear of the engine to the frame at two points, the front of the motor is now securely bolted to the frame in two places. This reduces vibration to a minimum and permits much smoother operation at all speeds and under all driving conditions."

"The distributor on the new motor is mounted on top of the engine, thus eliminating the possibility of trouble from dirt and water which might enter through the radiator or the louvers in the side of the hood."

"The location of the water pump has been improved by placing it at the rear of the motor. From the pump the water goes directly to the rear end of the motor which is always the hottest part. From there it flows forward to the radiator where it is cooled."

First Aid Stations On French Highways

PARIS, Apr. 30 (AP)—The Paris-Deauville road, well marked with automobile wrecks every summer, is to have regular hospital service.

First aid stations are to be established along the 140 miles of the highway to the seashore by the Touring Club of France.

At each 100 points, or every mile and a half, there will be equipment for emergency medical attention. At certain points there will be provision for summoning doctors and ambulances.

The road is the most popular out of Paris, and as it leads to the country's most fashionable and most expensive resort, there always are many fast cars.

ODE TO HYMEN

Getting a divorce these days is becoming almost as easy as putting a tax on American goods in Great Britain. . . . one of the chief requirements for a divorce is a good stiff game of bridge. Then all the husband has to take to court as evidence is an ace of whatever wasn't trumps. . . . At Reno you don't even have to exhibit a flat-iron, rolling pin or broken dish. You can get a divorce there whether you've ever been married or not. . . . One New York girl, debating suicide or marriage after she had flunked an examination, chose marriage. Well, maybe she acted for the best!

INVITES BIG BILL

LONDON—Big Bill Thompson is welcome to study England's preparations for war against Chicago. An invitation for a visit was extended in a banquet speech by Lord Lee of Parham.

Nearly 50 per cent of the stockings made in the United States in 1925 were of cotton, says someone who has counted them. There must be an awful lot of men in this country who never have felt the silk.

Balloon Tires Need Different Care, Pressure

"Tire manufacturers can give the motorist a new measure of miles in balloon tires, if they will first forget their ideas of tire building gained from the old high pressure tire," says Mr. Kelly, of the Kelly Tire shop, local Goodrich dealer.

"By the adoption of new principles of design in the Goodrich Silverstone balloon, we find that it is surpassing the mileage records of the three dimensions of high pressure design."

"The first step in building balloon tires, is to recognize that low pressure is almost exactly opposite to high pressure. That is the first which were inflated to 40 to 50 pounds pressure, were so hard that they rode on a comparatively narrow strip of tread, in the center of the tire. But the balloon tire flattens out and instead of putting the load on the center of the tread, it puts the weight on what tire men call the 'shoulders' or two outer sides of the tread."

"Solving this problem of tread design will stop the waste of millions of dollars worth of tire mileage for motorists. When the heavy tread design, which has been so common in many balloon tires is eliminated from the center of the tire it keeps the whole tread from being discarded under load—and this prevents the 'cupping' or 'cupple' action, and rapid uneven tread wear—one of the greatest causes of short life in balloon tires."

"This discovery is an important reason for the exceptional mileage records made by Silverstone balloons which have been in use by the public with this new design, for almost two years."

Bogies 'Out' In La Salle And Cadillac Lines

One can imagine the chagrin of the golfer driving up to the first tee to take his place in the foursome and discovering that his clubs are securely locked in the golf compartment of his car and that the key is in his other suit at home. Also one can visualize the man delayed out in the country with a burned out light bulb, the extra in the tool box of his car and the key hanging in the garage some twenty miles distant.

In the latest Cadillac and La Salle lines, however, these old-style bogies are "out", and out to stay. With one key operating the shift lock, extra tire lock, tool box, luggage carrier and doors, the nuisance of forgetting the large key ring has been eliminated and the motorist who has the one key necessary to get the car out of the family garage, has access to whatever may be locked up in any of the car's compartments. On the special models where there are compartments or additional factory-installed equipment, these are also locked or unlocked by the same key.

The day then has passed when the motorist is apt to neglect to bring along all of the half dozen or so keys required for his old model car, and the inconvenience of a flat tire on a rainy night with the spare tire key home on the bureau, has gone to the realm of discarded practices along with the old-fashioned hand-starting crank.

There is also the case in which a party of motorists prepared a marvellous lunch, drove miles into the country and late that evening drove home, tired and hungry, the lunch still locked securely in the luggage carrier and the key remaining in an extra suit of clothes at home.

Weeds in and around the garden harbor both insects and disease, particularly if the weeds are related to the cultivated plants. Just as soon as any crop is gathered up and the ground, bury the old remains deeply and plant something else.

Steam or boiling water is needed for proper sterilization of milk utensils.

DEPENDABLE USED CARS

- 2 Dodge Sedans
- 1 Light 6 Studebaker Sedan
- 1 Ford Sedan (NEW)
- 1 Ford Tudor Sedan. Fine condition
- 1 Ford Coupe. Like new.
- 3 Dodge Tourings \$75.00 to \$300.00
- 1 One-Ton Chevrolet Truck
- 1 One-Ton Ford Truck.

SMITH'S GARAGE

NASH

Leads the World in Motor Car Value



There is a DIRECT forced-oil line to each and all of the 7 bearings and to the cylinder walls to guarantee positive lubrication.

Nash 7-bearing crankshaft takes longer to build—costs more

It takes longer to build a 7-bearing motor than it does to build one with only 3 or 4 main bearings.

Obviously, it costs more in time and money to build the Nash 7-bearing crankshaft.

Why then does Nash build it, when other manufacturers still use engines with fewer bearings?

The answer is that Nash owners have come to expect Nash to be definitely better than any other car they could buy at the Nash price.

And 7 bearings alone produce superlative power-smoothness and power-quietness.

Before you select your new motor car, drive a Nash and see how smooth it is at high speeds, how powerful and effortless its pick-up at every speed.

There are at least 3 more bearings to hone and polish. (Nash has considerably more bearing surface than other six-cylinder motors in the Nash price field with 4-bearing crankshafts.)

There are at least 3 more bearings to align. And there are at least 3 more bearings to check for proper clearances.

But the Nash 7-bearing crankshaft eliminates the "whip" which loosens bearings and piles up expensive shopwork on motors with fewer crankshaft bearings.

[The Nash price range on 26 Different Models extends from \$1032 to \$2370 Delivered]

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806 Adams Ave. Phone Main 650

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A GREAT TIRE!

The improved Fisk Balloon is the triumph of one of the industry's greatest companies.

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IT'S TIME NOW!

Buy Fisk!

Playle Oil Company

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

Fisk Tires and Tubes

Texaco Gas and Oil

SMITH'S GARAGE

2 Dodge Sedans

1 Light 6 Studebaker Sedan

1 Ford Sedan (NEW)

1 Ford Tudor Sedan. Fine condition

1 Ford Coupe. Like new.

3 Dodge Tourings \$75.00 to \$300.00

1 One-Ton Chevrolet Truck

1 One-Ton Ford Truck.

SMITH'S GARAGE

Champion National Change Week May 1 to 7

Champion X-
exclusive for Ford
Cord, Trucks and
Fordson Tractors
—packed in the
Red Box—
Set of Four
\$2.40



INSTALL CHAMPIONS NOW

Champion—
for trucks and cars
other than Fords
—packed in the
Blue Box—
Set of Four
\$3.00
Set of Six
\$4.50



Once again Champion reminds you that to enjoy maximum engine performance during the next twelve months* you should install a complete new set of spark plugs now.

Car manufacturers recommend and hundreds of thousands of motorists are changing spark plugs every year to insure better and more economical car operation.

This is true, even of Champions, in spite of their world-wide reputation for remarkable long life.

If you have used your spark plugs more than 10,000 miles, a new set of dependable Champions will restore power and speed and save their cost many times in less gas and oil used.

Make Champion National Change Week your yearly reminder to install a complete new set of Champions.

CHAMPION Spark Plugs TOLEDO, OHIO.

Any Champion dealer will gladly render free Spark Plug Inspection Service during Champion National Change Week

Big Reward! for the worst tire on the road!

Bring your car to this remarkable contest. Let us look over your tires. To the motorist having the worst tire entered in this contest, we will give

A New
Goodrich Tube
FREE

All tires entered must be in use on a car. Don't miss this opportunity to win a new tube!

The Place: At our store

The Time: Monday, 1 p. m. sharp

Decision made—free tube awarded, on the spot.

Kelly's Tire Shop

1415 Adams Ave., La Grande, Ore.

BEST IN Goodrich THE LONG RUN

Women Shop Here

Real politeness, clean surroundings, honest prices and workmanship, make it attractive for women to deal with us.

Goodrich
No. 4
Rubber
Cement
10c