



AUTOMOBILE NEWS



NEW DODGE SIX DUE ON JUNE 1

Huge Production Increase Under Way at Dodge Brothers' Plant

DETROIT, May 20.—Additional evidence of current prosperity in Detroit is furnished by the rapidly increasing manufacturing operations in the various divisions of Dodge Brothers Inc. Great plants today, according to official announcements, the company will step up production of its present line of four cylinder cars ten per cent, which will be the second line in ten days that the factory has increased its daily output to keep abreast of orders.

In addition to the increase in the production of "Tours" President E. J. Whiner announced today that Dodge Brothers Inc. plans to start the company's new six cylinder cars will be built in new production line with a daily output of approximately 100 cars. This number will be increased rapidly, he said, and by the end of June the output of "Sixes" will be running at 200 per day, orders already on

hand for the six will keep the new plant running at 200 per day for several months, advisers state.

SIX OUT ABOUT JUNE 1
Shipments of the new "Six" started last Wednesday and by the end of May all dealers will have been supplied. The new line will be produced in three models, a four door sedan, a four passenger coupe and a new type, radiator mounted, open model, will be made later. It is expected that the new line will be introduced about June 1, according to President Whiner's statement.

During the past week, Judge Nathan Lee, received orders for new four cylinder cars valued at \$2,300,000 in addition to the regular dealer orders. This influx of business resulting in a higher than the management on May 1st of the new four cylinder motor which factory engineers claim, will set a new chapter in Dodge Brothers history.

Gratham Brothers truck division of Dodge Brothers is operating at the highest level of the year and production is being increased ten per cent today. April retail sales in the United States and foreign countries totaled 4,600 units and average shipments last month totaled 1,000, an increase of 15 per cent over March and the second highest month in Gratham Brothers history. In Canada, Gratham Brothers retail sales broke all previous records and this week Dodge Brothers overtook shipments which had a new high record.

Chrysler Breaks Record To Get Reporters Texas Tornado Story

Out of the wreck and desolation left in the wake of the tornadoes which played havoc over the state of Texas this spring comes one of those stories of ready and courageous which make up the proud tradition of the newspaper profession but are accepted by their participants as only part of the day's work and are forgotten in the absorption of the next day's assignments. Features L. W. Weeks, local automobile dealer.

About 8:30 one night in mid-April came to the San Antonio newspaper office a message that notified its staff with the electric tingle known to every newspaper man as the breaking of a big story.

Aid Imparted
Away to the west, out on the sheep-raising plains of the Nueces river's headwaters, a giant cyclone had turned the town of Rock Springs into a shambles. The telephone operator, who had stumbled a mile out into the darkness to find a wire with broken connections to the outside world, whispered a tale of fire, destruction and death. Only four or five buildings were left standing in the town.

Your records and this week Dodge Brothers overtook shipments which had a new high record.

APRIL BIG MONTH IN NASH OUTPUT

Shipments More Than in Any Other Single Month in History of Plant

April was the biggest single month in point of production and shipments in the history of the Nash field six plant, according to V. C. Trenchard and Trenchard, local dealers. With daily shipments keeping pace with production, the Nash factory plant was working at high speed while both the Kenosha and Milwaukee plants were also active.

The first Nash eight six was shipped from the plant in June 1926, the plant having been bought by The Nash Motors company a year previously. Brand new machinery, thoroughly modern in design, was installed in the factory and because of heavy demands for the eight six, additional machinery and equipment were installed late last year to meet the steadily increasing demand. The eight six series, like all Nash cars, is equipped with the 7-cylinder motor.

Reports from the Nash factory show heavy increases in Canadian sales of Nash advanced six, special and light six models this year over 1926. The increase for April, 1927, was 102 per cent over April, 1926. More Nash cars were shipped to Canada last month than during the entire year, 1923.

An analysis of Nash sales in Canada shows that in 1927 there was an increase of 44 per cent over the previous year; in 1924 this number was increased by 17.3 per cent, a small but consistent increase. Then in 1925, a much greater increase was recorded, surpassing the previous year by 83 per cent. This growth became even more rapid last year when almost three times as many cars were sold.

Erskine Six Is Successful In Climbing Test

To prove that the Erskine six could climb even steepest grades, the high gear, the Edgewood Garage, Studebaker distributors in Shamokin, Pennsylvania, recently drove an Erskine six custom sedan to the highest pinnacle of Cameron Mountain, near Shamokin, Pa. J. Goss, local dealer, reports.

The trip for a mile and a quarter was on a constant upgrade averaging 15 per cent in many places. The roadway being rocky, made the climb tortuous but the Erskine six negotiated the entire distance in high gear.

Aside from the exceptional hill climbing ability of the Erskine six, this car is notable for its flashing acceleration—5 to 25 miles an hour in 8 1/2 seconds—and the smoothness with which it attains high speed, traveling at 60 miles an hour, with marked stability.

Balloon Repairs Show Improvement

Through the development of the new and improved system of tire repairs, the national campaign to conserve tire mileage is assured of greater success, according to W. C. Duvach, local Firestone dealer.

Mr. Perkins pointed out that the individual motorist is charged with his share of the responsibility for aiding in the campaign started by Harvey S. Firestone against the foreign rubber monopoly and which is now being followed up by governmental authorities.

"Any secondary importance to maintaining the proper air pressure in tires is that of having a good repair made when trouble develops," the tire dealer said. "Tire repairs have now been made to keep pace with the modern methods of tire manufacturing. In fact, they are based on the same principles. Firestone, in developing the balloon tire, recognized that the old methods of tire repair would be unsatisfactory for the thin, sidewall, highly flexible balloon."

"Following three years of experimental work by Firestone engineers the new repair equipment was developed and is now in use in shops throughout the United States."

Shirley has recently been introduced in the state of Bihar, Malabar, a dependency of India, where it has done a part of the special scheme since the sixth century B. C.

of 25.6 miles an hour, less than three hours the party put the 150 miles behind them and long before soldiers or civilian relief agencies could arrive on the scene the reporters had done their work, the world was full of the exhilaration that had brought the Texas plateau town to the ground and such help as the reporters could give the stricken sufferers was being given.

"It was really a very good demonstration of what a Chrysler car can do," said O. A. Wilcox, sales manager of the Guarantee Motor Car Company. "But the most impressive part of the affair to my mind came after we got back. Immediately after our return we took that very car out to demonstrate to several prospective patrons and it went through its paces without a hitch. We did not make a single mechanical adjustment. We didn't so much as wash off the mud and dirt. All it needed was to change the motor oil and it was ready for business."

Auto Supply Co. Taking In Tires On Purchases

For a limited period of time only the Western Auto Supply company is extending to its customers, the privilege of turning in their old worn out tires, as part payment on new Western Giant or Wear-well tires.

During this special event old tires will be worth more than ever, according to Manager Wilcox, of the local Western Auto store. "Until Saturday, June 4, old tires will be taken in on new tires that have behind them the reputation and unexcelled service of the world's largest auto supply house."

"We advise all motorists to be prepared for variation. Some just avoid all chance of tire trouble by replacing their old worn out tires with new fully guaranteed Western tires."

Giant or Wear-well tires and at the same time let the old ones help pay for the new.

"Even if the old tires on the car do seem good for more mileage, the motorist will no doubt find that he will be more than repaid by turning them in at this time, not only from the saving in money but from the satisfaction he receives from knowing that the tire equipment of his car relieves him from worry and freedom from the usual troubles."



NEW—but proven, PROVEN—but new

TREMENDOUS Success of SILVERTOWN Balloon Tread

shown by 2 years on owners' cars!

When the balloon tire idea still was young, Goodrich recognized that low pressure must be just the opposite of high pressure.

On the high pressure tire, the tread is rounded, and the tire rides on the center of the tread.

But on the Silvertown Balloon tread is flattened—the tire rides on the broad, powerful shoulders. CENTER-FLEXIBILITY is the secret of balloon design!

Millions of motorists know by experience the success of this new principle of design—first built in Goodrich Silvertown Balloons two years ago, and tested by millions of miles of use.

THE REASONS FOR SILVERTOWN SUCCESS

Note how the center is triple-grooved for flexibility and freedom from heavy tread design. This eliminates uneven tread wear and cupping, and permits the load to be carried by the massive shoulders which are three times the area of the center portion.

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

Goodrich No. 4 Rubber Cement 10c

Kelly's Tire Shop

1415 Adams Ave., La Grande, Ore.

Studebaker Commander set ten world records by traveling 5000 miles in less than 5000 minutes-

BUT- What does it mean to YOU?

OF COURSE, you don't want to go 5000 continuous miles at better than a mile-a-minute. But this sensational performance proved by the most brutal test ever recorded, that anything any ordinary driver wants in speed and endurance, is child's play to THE COMMANDER.

Never before has any stock enclosed car in the world achieved such a maximum of miles in such a minimum of minutes.

33 Million Engine Explosions

To the car, only a sound like the wind whisking through a grove; to the eye, only a fast moving bulk with contour dulled by its terrific speed... But within the six cylinders of The Commander's mighty engine—a fusillade of red hot explosions—over thirty-three million of them during the run! Connecting rods plunged upward and downward about eleven million times, wheels revolved over three million times.

Despite this ordeal, mechanical repairs were limited to three grease cups (damaged by hasty greasing) and a spark plug!—negligible when you consider that this astounding performance is equivalent to 25,000 miles of ordinary going.

Let Harry Hartz—America's Champion Driver—tell you out of his own experience what a stock COMMANDER will do.

Harry Hartz Says:

"It will maintain any given speed up to sixty-five miles per hour, longer, more smoothly, and at less expense per hour traveled, for gasoline, oil and repairs, than any other stock automobile now being built in the United States."

Figures Which Show the Strain of 5000 Miles in 4909 Minutes

Total of 33,000,000 explosions in the engine!
More than 1,100 explosions per minute in each cylinder; equivalent to more than 18 per second! About 7,000 explosions per minute in the six cylinders!

11,000,000 strokes of each piston!
9,300,000 feet, or about 1750 miles, traveled by each piston!
3,300,000 revolutions for each wheel!

This is what an engine must do to travel 5000 miles—but more than a thousand Studebaker cars have been driven 100,000 to 500,000 miles—and many of them are still in service!

Because of its super-abundant power, The Commander will perform eagerly, easily, smoothly—with no labor or effort—any and all tasks placed upon it.

Studebaker has produced in these new models, cars which will excel even the staunch dependable Studebakers of the past in low repair and maintenance costs.

It is now possible to purchase a truly great automobile at a moderate price! The Commander is justly known as "the greatest post-war achievement in automotive engineering."

Get Behind the Wheel

But drive THE COMMANDER yourself and draw your own conclusions—get behind the wheel that'll put you ahead of everything on the road—step on the throttle and feel the thrill of outstepping competition—or test it in traffic for flexibility of handling—any old rate of travel suits THE COMMANDER—it is both gentle at town speeds for a woman and a giant at top speeds for a man!

More Records!

Take the combined totals of all other cars in the world of equal or greater rated horsepower, and the Studebaker Big Six outsells them!

Take all the Eights in the world, as well as all the Sixes, and the Studebaker Big Six Commander outperforms and outlives them!

And take all day long for a real demonstration.

See It and Drive It TODAY!

An exact duplicate of the champion COMMANDER is ready for you and 'rain' to go! What Harry Hartz' Commander did, any Commander will do!

Commander Sedan, \$1585; Commander Victoria, \$1775; (both with upholstery, \$1645); Commander Coupe, \$1545; (with convertible top, \$1645). All prices f.o.b. factory, including front and rear bumpers, mudflaps all around, and front-wheel brakes. Other Studebaker and Erskine models range in price from \$945 to \$2245.

M. J. GOSS
Cor. Fir and Adams Ave.

STUDEBAKER

This is a Studebaker Year