



AUTOMOBILE NEWS



CAR MAKERS SEE NEWEST MARKET

With 2,700,000 Families Owning Autos, Second Car Important

With 27,000,000 families in the United States now owning two or more automobiles and with every indication of a continued increase in multiple car ownership, motor car manufacturers are regarding this just-increasing "second car" market with significance. The importance of the two-car family today is reflected this year as never before in automobile body design, finishes and appointments.

"There is no question," says E. H. McCarty, general sales manager of The Nash Motors company, "that the American public, accepting the automobile as a practical and indispensable form of transportation, is rapidly adopting the two-car-to-a-family plan. Figures compiled on this subject by the National Automobile Chamber of Commerce are interesting and illuminating. They show that 16 per cent of all families in America

own more than one car and that 14 per cent of all car owning families in the United States have two cars or more.

"This situation, while interesting, is not at all remarkable. Quick, convenient, transportation long since has become recognized as a practical necessity in the modern conduct of business, domestic and social affairs. Thousands of families who have but one car today are definitely planning on two cars for the future. From dealer reports we find that multiple car ownership is by no means confined to the larger centers or to any particular section of the country."

Three new models just introduced by Nash Motors are designed to meet the "two-car" situation, each in its particular field. These are the new Advanced Six Coupe, with rumble seat, the new Advanced Six Sport Touring model, and the new Special Six Cabriolet with collapsible top and rumble seat. Reports from Nash dealers indicate that many of these models have been purchased by families who have adopted the two-car plan.

A Georgia scientist announces he has discovered the sex center of the brain. We thought the revolution had been made years ago on Broadway.

Modern Motorist Now Relies Upon Experts For His Car Lubrication

It was not so long ago that many car owners not only lubricated their own cars, but also made all their own minor repairs. Of late years, however, a new type of complete lubrication service has made the dirtiest and most unpleasant part of this work unnecessary. Car owners now have their cars lubricated by garages or at some service station. Yet few realize the difference in the lubricants used by various service stations and the repair bills that result from faulty lubrication.

The importance of correct lubrication is best shown by a series of tests which were conducted at Iowa State college proving that 42 per cent of the total upkeep on a car is largely dependent upon the type of lubrication that it gets. Figures obtained from these tests proved that (1) cost of oil (2) the cost of gasoline, (3) the cost of depreciation and (4) depreciation were largely dependent upon the lubrication which the car received. The depreciation of a car, incidentally was rated in these tests as 20.8 per cent of the total operating cost.

From these figures, it is easily seen that if car owners wish to save themselves money and keep their cars always in trim, they must not merely rely on lubrication at frequent intervals. They must also lubricate their cars with the proper kinds of quality lubricants.

A New Idea
In this connection, E. W. Fulton, chief automotive engineer of the Tide Water Oil company which has been manufacturing quality automobile lubricants for 15 years, gave out the following statement in a recent interview:

"An average car owner drives up to a service station and asks to have his car completely lubricated. Too often instead of getting lubricants of one uniform high quality, he gets a mixture of one make, a gear lubricant of another make, and a chassis lubricant of still third. Instead of driving with complete, high quality lubrication, he gets an unreliable assortment of lubricants. Every friction spot of the modern motor must be protected by quality lubricants in order to withstand the terrific speed at which it runs. Therefore, the protection accorded by miscellaneous lubricants is very far from complete."

National Campaign
To impress car owners with the necessity of getting complete car lubrication periodically, and to make it easy for them to get correct high quality lubricants for every part of their cars—transmission, differential and chassis—the Tide Water Oil Sales corporation is conducting an educational cam-

GARAGE GOSSIP

Attended Convention
Bud Schuler, who is a mechanic at the Gettings and Hanks garage here, was at Boise attending the twelfth convention of Overland mechanics from the Boise territory this week. He returned home Thursday evening.

From California
J. H. Howell, assistant sales manager of the Caterpillar Tractor company, is calling on the Bipling Tractor company here this week. He is from San Leandro, Cal.

Visits Local Firm
Harry Caldwell, of the D-A Lubricant company, of Indianapolis, is a La Grande visitor. He is here in business and visited the Bipling Tractor company.

In Wallowa County
J. P. Moxley, of the Marelock Service Motor company, of this city, spent a few days in Wallowa county this week.

Buys Packard
Dr. E. H. Young, of Baker, bought a Packard six club sedan last Tuesday from Truchsel & Triskell, local dealers.

Went to Pendleton
A. H. Truchsel, of this city, and R. C. Hamilton, of Baker, were in Pendleton this week on business.

In Couer d'Alene
H. H. Truchsel, of the Nash and Packard agency, here, returned Wednesday from Couer d'Alene, Idaho, where he spent a week on business.

Here on Business
E. A. Holder, of the Goodrich Rubber company at Portland, spent this week here on business. He visited at the Kelly Tire shop.

Sell Used Cars
W. D. Hanks, of Gettings and Hanks, reports that 10 used cars have been sold through his firm this week.

Unloaded Chryslers
A carload of Chryslers was unloaded this week, according to L. W. Weeks, of the Chrysler agency. Two '26' sedans, a '26' coach, and a special '26' coupe were included in the shipment.

Salesman Back
L. H. Irwin, salesman for the Studebaker garage, has returned from Medical Springs, where he has been for some time because of illness. He is somewhat improved.

At Enterprise
E. L. Ledbetter spent Friday at Enterprise transacting business. Mr. Ledbetter is owner of the Hudson-Hess garage.

Falcon-Knight Shown
N. Reigger, of Portland, was here Friday, showing the new Falcon-Knight.

Star Man in Town
A. M. Service, of the Marelock Service Motor company at Baker, transacted business in La Grande during the week.

Sells Chrysler
L. E. Weeks, of the Chrysler garage, reports the sale of a '26' coupe to Sal Souda this week.

In Town
E. C. Gettings, of the Gettings and Hanks garage, was in town Thursday. Mr. Gettings operates another garage for the firm at Engle.

Buys Chrysler
A. H. Brainer, is the owner of a new Chrysler '26' sedan purchased from the Chrysler agency here.

Boise Overland Man Here
E. C. Roumell, district representative of the Willys-Overland company at Boise, spent a few days in La Grande this week. He transacted business with the Gettings and Hanks garage, local Willys-Overland representatives.

Buys Whippet
Milo Smith, of this city, is the owner of a Whippet six sedan purchased at the Gettings and Hanks garage.

WANT DOORBELLS REVIVED
NORFOLK, Va.—The "park and trunk" motorist is persona non grata here. Police are insisting that automobile drivers renew acquaintance with doorbells and abandon the habit of sitting in their cars blowing horns.

Canadian Custom Officials Watch Borders Closely

By NIA Service
DETROIT, May 25.—Getting into Canada is much easier than getting out. But if the following advice is taken there's no trouble even in the latter.

Before a motorist may enter Canada he must register his automobile and valubles with the American customs authorities at the point of entry, after showing his state license card. He gets a duplicate of the registration card, which must be returned at the port through which he re-enters this country.

Each car owner is permitted to remain in Canada for 90 days, although he gets permission at first for 30 days and must have his permit extended for thirty more days at a time by the nearest customs officer, after getting the certification of an authorized official of a Canadian automobile club.

A permit may be obtained to remain six months, but only on deposit of \$25 for the automobile and a bond for double the amount of duties for the car and other valubles taken in. The motorist must also get the signature of two Canadians on his bond. All this is returned if he doesn't exceed his limit.

There's a \$100 exemption on value of goods bought in Canada, but everything must be declared on the return trip. Not more than 40 cigars or 100 cigarettes may be brought back without payment of duty.

If a tire blows out and a new one has to be declared and a duty paid on it. This, however, is refunded by the customs authorities. There are liberal allowances for hunting apparel, camping and wintering equipment, cameras and the like taken into Canada. These are passed free as travelers' baggage.

Wallowa Farmers Using Fordsons

WALLOWA, Ore., May 23 (Special)—H. M. M. is a recent purchaser of a new Fordson tractor which he is using on his farm in the hills north of town, the tractor is equipped with a track instead of wheels and according to Mr. Pfeiffer, is proving very satisfactory. W. C. Gettings and son who are farming the Masterson ranch in the valley east of here, are also purchasers of a new Fordson tractor which they are using in their spring farming.

JOHANNESBURG, South Africa
—More than 200,000 ostriches have been killed recently by their owners because of a market depression. A revival of demand for ostrich feathers might be difficult to meet because of the wholesale slaughter.

A Sad But Appreciative Customer Said to Us the Other Day

"I wish I had purchased some oil from you when you told me I needed some."

He was sad because his oil ran low, causing a burnt-out bearing and consequent expense. But he appreciated the fact that we had gone to the trouble of checking the oil and the crankcase and suggesting that he needed a quart. Next time he will willingly take our word for it and fill up with TEXACO Golden Motor Oil.

Heasty & George

Corner Adams and Second

For Your Decoration Day Trip and All Season—Enjoy the Safety, Comfort and Economy of



Firestone GUM-DIPPED TIRES

Firestone Round Tread Balloon
MANY Firestone Dealers are prepared to take in your old tires, offering you a liberal allowance on a new set of Gum-Dipped Balloons.
• Firestone Dealers are given the advantages of attending Tire Educational Meetings held throughout the country, where tire design and construction are discussed. The sections of used tires reproduced here are a part of this program. Study these two sections and you, too, will understand what Firestone means by tires built for service and tires made to sell.



OLDFIELD TIRES	
at Low Cash Prices	
30x3	Fabric, \$5.65
30x3 1/2	Fabric, 6.85
30x3 1/2	Cord, 7.35
29x4.40	Balloon 8.40
32x4	Cord 13.40
31x5.25	Balloon 15.35
33x5.00	Balloon 18.35
Oldfield Tubes also priced low	

The Firestone Gum-Dipped Balloon with its scientifically designed tread permits free flexing, easier riding, extra comfort and safety.
The balloon tire with heavy, flat tread design is obviously stiffer and rides harder. The excess rubber, placed for appearance at the edges of the tread, is not only wasted but produces braking action causing ply separation and "shoulder breakings."
Firestone designed and manufactures Oldfield Tires and Tubes, distributing them direct to Firestone Dealers only, through 148 Factory Warehouses. This efficient and economical distribution assures tire buyers everywhere, clean, fresh stocks of Firestone and Oldfield Tires in all types and sizes, and has helped to make possible today's remarkably low prices—the lowest in tire history. See the Firestone Dealer today.

- Following Dealers Can Save You Money and Serve You Better:
- Perkins Motor Co. La Grande
 - Strite-Wade Motor Co. Wallowa
 - Hug's Garage Elgin
 - Towle's Garage Cove

A WIDE CHOICE

Selling as many new Dodge Brothers Cars as we do, it is only natural that we should be offered a wide selection of used cars in trade. We take the best of these—and put them in such good condition that they cannot help but reflect favorably on our reputation.

L. C. SMITH
5th and Depot

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

Willys-Overland Reduces Prices On Enclosed Car

TOLEDO, O., May 25.—Following a statement made here by John N. Willys, president, that production of the Willys-Knight great six, since its introduction a little over two years ago, had put it in third place among all cars selling at above \$2,000, price reduction on this model were announced here today by Willys-Overland, Inc. The five-passenger enclosed cars were cut \$100 and the special roadster was reduced \$200. At the new prices all but

Bus Fleets Larger During Last Year

At the beginning of the year there were throughout the United States 78,806 buses, running in the service of 24,908 operators. This compares with 69,425 buses in the hands of 21,632 companies in January, 1926.

LINCOLN, Neb.—A small boy sauntering down the street with two dogs was stopped by an officer. "Have both those dogs got licenses?" he asked. "The big one's all right," answered the youngster, "but the little one is full of em."

First Quarter Is Increase Period For Auto Output

The first quarter of 1927 showed an increase of 13.7 per cent in automotive production, over that of the same period last year. That excludes the figures for the lowest priced car.

America is a country where a censor can always see a good movie.

"Over 92,000 miles - smooth as ever"

—From one of thousands of satisfied Willys-Knight owners.

- Carefree motoring—brilliant performance—rock-bottom economy—all combine to explain the rapidly mounting sales of Willys-Knight cars.
- The Knight Engine—Grows smoother, quieter and more powerful the longer you drive.
- 7-Bearing Crankshaft—Eliminates vibration.
- Skinner Rectifier—Prevents oil dilution.
- 4-Wheel Brakes—Positive, mechanical-type; safe.
- Belflex Shackles—Keep your chassis lastingly quiet.
- 8 Timken Bearings in Front Axle—The only car so equipped. Steering without conscious effort.
- Narrow Body Pillars at Windshield—When all other cars are so equipped, accidents will be minimized.
- Adjustable Front Seat—Fits you perfectly.
- Light Control at Steering Wheel—You dim without removing your hand from wheel.
- Shock Absorbers. Air cleaner. Thermostatic temperature control. Finest quality upholstery and interior fittings.

WILLYS-KNIGHT

GETTINGS & HANKS
Corner Fir and Jefferson

Take Advantage Of Our--

Free Tire ..Service..

We offer local motorists complete tire repair service within the city limits at no extra charge.

Phone Main 49

Our service car will answer your call.

JOHNS BROS.
Guaranteed Vulcanizing

Red Crown Gas Zerolene Oils