BIG DEMAND FOR NEW FORD CARS

Interest High over the World in Latest Models —Many Changes Made

One of the outstanding developments in the world automotive field during the last few months—in fact one of the outstanding developments in the entire business world, was the new Ford car, replacing the famous Model T.

In La Grande and its territory, as elsewhere, interest was at a high pitch, both before and after the announcement of the new model and its first showing here. Scores have already been purchased in this part of the state but all deliveries have not yet been made. Over the world as a whole, the demand for the new Ford is so great that it will be some time before it can be supplied.

With this new Ford as the feature, W. C. Perkins of the Perkins Motor company, local dealer in Fords, Fordsons and Lincolns, is anticipating an exceptionally good year and more in the automobile business.

Came Here in 1923

Mr. Perkins has been in business in La Grande since 1923 and during the five years in which he has dealt in Fords, has built up a large volume of business, increased his force of employes, and at present is rated as one of the leaders in the automobile business in this part of the state. The Perkins Motor company is regarded as the finest and best equipped garage in Eastern Oregon and has been improved in every instance when demands required.

Mr. Perkins' business in Lincolns and Fordsons has also been very good, many sales having been made in this territory. The Ford car, however, takes up the major portion of his time because of its new developments, its new prices and its general popularity.

One's first and last impression of the new Ford is one of substantial simplicity and richness, a car that is entirely new and modern yet with a quiet style that is always in good taste. 'Its beauty is not confined to externals only, but goes down into every part of the car—even to those hidden, covered parts which one may never see.

New Auto Practices

Many of its features are exclusive Ford developments, and some are wholly new in automobile practice.

Standard equipment includes five steel-spoke wheels, four balloon tires, windshield wiper, speedometer, gasoline gauge on instrument panel, dashlight, mirror, combination stop and tail light, oil measuring rod, complete tool equipment, theft-proof coincidental lock, pressure grease gun lubrication, and a Ford-7 Triplex shatter-proof glass windshield.

The new models of the Ford are the roadster, the phaeton, the tudor sedan, the coupe, the sport coupe with rumble seat, and the fordor sedan. All are smart, low, and fleet, finished in a variety of beautiful colors. Care has been given to make the interior roomy and comfortable. Controls are placed in the most convenient manner, from gear-shift to instrument panel.

Selective Gear Shift

The new Ford transmission is of the selective sliding gear shift, with standard shift. The car has a centrifugal water pump and large radiator, the fan running on the pump shaft and made according to airplane propeller design. The ignition system is unique in mechanical design, extremely simple and is built so as to give the driver maximum performance and minimum trouble. The generator is of the power-house type, with only one coil in a waterproof case. The distributor is easily accessible. The oiling system is a combination of pump, splash and gravity feed, simple but entirely dependable.

The new Ford has unusual speed. It will do 55 to 65 miles an hour with ease and Ford dealers everywhere say that this is a conservative statement. In many road tests, it is said, the car has exceeded 65 miles an hour. It holds the road well, making it possible for one to travel at high speed for long stretches with both comfort and safety. Its hill-climbing power is greatly increased.

At 2200 revolutions per minute, the four-cylinder engine develops 40 horsepower. This r. p. m. is low for such power and means long life, for the lower the speed of the engine the less the wear on its parts.

Quick on Gtaway

The new Ford is also remarkable quick on the getaway. In tests in high gear, with a Tudor sedan body and two passengers, it has accelerated from 5 to 25 miles per hour in 8½ seconds.

The engine is practically vibrationless, it is said. To insure quiet, the timing gears are made of bakelized fabric instead of metal, and the cams on the camshaft are so designed that the valve push rods follow them closely preventing valve clicking. It is said that from 20 to 30 miles per gallon of gasoline is obtainable, depending upon the speed at which the car is driven. Feed to the carburetor is by gravity from a unique, welded one-piece steel tank integral with the cowl.

Comfort and convenience are stressed in all models. Four-wheel brakes permit one to stop almost instantly, and new steering gear makes the car exceptionally easy to guide. The springs are safe and comfortable and hydraulic shock absorbers are standard equipment.

The bodies are of steel with fenders of full crown type. Appointments and hardware are of a luxurious type seldom found in a low-price car. Clear, unobstructed vision is assured at front by unusually narrow pillars and at sides by specially designed doors with large windows.

In the words of its manufacturer and originator, "Here is the complete car," Mr. Perkins quotes.

A man may be down, but his case isn't hopeless so long as he can find somebody to scorn.

Ed Reisland In 16th Season In Business Here

The Auto Electric Service company, housed in a very attractive building on Adams avenue between Greenwood and Hemlock streets, is among the first business places of its kind that the motorist views as he enters La Grande from the south end of the city, and it serves to give just about every kind of service or supplies to the car owner.

Its proprietor, Ed Reisland, is starting on his 16th year in business in La Grande and the 15 years already passed have been very satisfactory. The business has been gradually built up until it has reached a very efficient stage. Its advantageous location has played a prominent part in its success along with the attractive building.

Mr. Reisland features his supplies, two car and repair shop. During the last winter, a rather long and severe one with plenty of snow and slippery roads, the tow car has been called out many, many times and in each case gave satisfaction. Outfitted in the most modern manner, the car is capable of tackling about any kind of an accident with all the chances in its favor.

The line of supplies is complete, featuring many nationally known brands. Mohawk tires, Mazda car lamps, Everready radio batteries, Gorman car batteries are only a few of the national brands Mr. Reisland handles.

The repair shop is well equipped with modern machinery and tools and the service is another point that Mr. Reisland stresses.

Improvement along all lines of the business is his constant effort and the results of this policy has proven very satisfactory.

BACK SEAT DRIVING IS LATEST COURSE

When to scream "look out" at their husbands and when to remain silent, are one of the things taught women of Kansas City in a new motor car driving school.

The women also are being trained to handle the wheel and, in addition, to make minor repairs and supervise those being made by mechanics.

The school is operated by the Kansas City Safety council and a group of club women interested in proving that women are more skilled as motor car drivers than are men.

IVY IRKS NEIGHBOR

TOLEDO, Ohio — Thomas M. Swinton has sued his neighbor, Oliver Foot, for $20,000 because she planted poison ivy. It has kept him ill, he says, for three years.

Father: So you borrowed the car last night to take the boys for a spin, eh?

Son: Er—well—

Father: It's all right—only one of them left his powder-puff under the seat.—Galety.

MASTER SIX BUICK BROUGHAM

Here is a picture of the new Master Six Buick Brougham, one of the latest models of the famous line. Buicks are sold in La Grande by the M. J. Goss company.
(Photo by Courtesy of Oregon Journal)

Instructor (to girl learning to drive): Now, when you want to stop you must put on the brake.

Girl: Oh! Why I thought the brake came with the car.—Motor Land.

Radical Change In Front Wheel Drive Perfected

DETROIT—Only a very few companies here are now experimenting with radical changes in automobile design. The most outstanding change in design that is being given serious consideration is the front wheel drive.

Only one manufacturer has progressed in the extent of having actually built up experimental cars of this type in this country.

There is considerable work being done on small eight-cylinder motor cars. This experimental work suggests that this number of cylinders is receiving even greater consideration than a year ago. What the results of these experiments in eight-cylinder cars for production purposes will be well known within two or three years.

Fuel Worked On

General Motors is devoting a great deal more attention to motor fuels than to changing of design. In the vast research laboratories of General Motors fuel of every kind and shape are being broken down to see just what might be added or extracted to make them better for use in the present internal combustion motor.

Charles F. Ketterling, vice president in charge of research, is in charge of this work. He seldom gets buried in anything that he doesn't emerge with something worth while. At least that is how the self-starter, the present lacquer used on cars, and the now famous ethyl preparation, came from this genius.

Progress made by Ford in getting into production may seem slow but assembly plants all over the country are being retooled rapidly. According to an announcement this week Ford will have production lines in operation in 15 cities by April 1. These will be: Fordson, Kearney, Louisville, San Francisco, Kansas City, Chicago, Norfolk, Seattle, St. Louis, Chester, Pa., Dallas, Twin Cities, Somerville, Mass., Memphis and Buffalo.

This is about half the Ford assembly plants in the country.

The only difference between a chef and a cook is that a cook doesn't use 14 spices to hide what he's done.

THE DODGE STANDARD SIX

GETS AWAY QUICKER AND GOES FASTER THAN ANY CAR UNDER $1000 STAUNCH AND DEPENDABLE

Flashing suddenly into the American market, the Dodge Standard Six has swept instantly forward to spectacular success . . . . . Not alone because it is the fastest Six in the world selling below $1000, but also because it possesses more style, luxury and roominess.

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ALSO THE VICTORY SIX $1045 TO $1170 AND THE SENIOR SIX $1570 TO $1770

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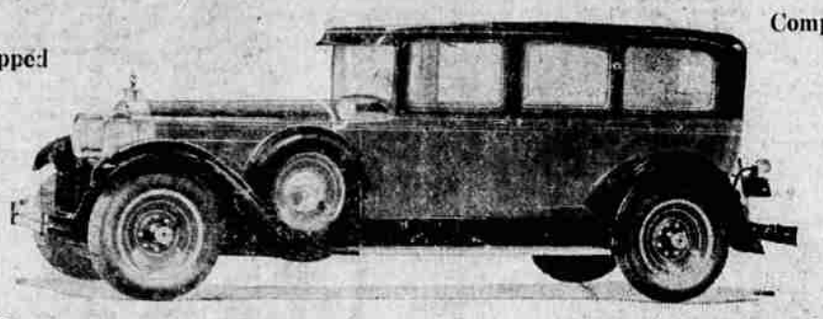

What Does It Cost You to Own a Car?

Consider just the question of depreciation alone, for example. An Eastern Oregon Packard owner bought his Packard sedan six years ago, has run it over 75,000 miles. He is buying a new Packard sedan for $2,595, selling his old car for $700.

This owner's car depreciation in six years has been $1,900—just $330 a year—$27 a month. And he enjoyed the comfort, pleasure and performce of a Packard! How much per month has it cost YOU to own a less satisfying car? Figure it out for yourself. You'll see how you have paid for a PACKARD without having the pleasure of owning one!

THE PACKARD OWNER PAYS LESS, IS MORE ECONOMICAL IN CAR OWNERSHIP!

Compare the cost of Packard ownership; point for point, with any other car in the popular or high-priced class. It's less for insurance—practically equal on tire cost—less on total repair bills—about the same on tire mileage and gas and oil consumption. National statistics show original Packard owners keep their cars an average of 37 months—over three years—and original owners of other popular-priced cars keep them an average of 16 months—less than a year a year and a half. Think of the depreciation cost!

The man who buys a Packard is paying less, is more economical in his car ownership than he could possibly be by buying in the so-called popular-priced class. We can demonstrate this to you from your own experience. See the new Packards at our special showing Sunday—arrange for a demonstration next week. You can easily finance the purchase of a Packard on our payment plan.

Harry B. Waggoner

"Packards for Eastern Oregon"

806 Adams Avenue *La Grande, Oregon*