

RADICAL CHANGES IN DODGE MODELS

Entrance into Six-Cylinder Field Brings Added Popularity to Car

Because it has marked more radical changes in the car itself than have ever occurred within a year's time, 1928 has proved a momentous year to the Dodge Brothers Motor company. Its entrance into the six-cylinder field has been regarded as one of the outstanding events of the year in the automotive industry.

"How is the new six being received?" That is an oft-put question following the announcement of the change. Authoritative information from the national company brings the assurance that the six has an excellent reception.

Popular in La Grande
What is of much more interest to local people is the assurance from L. F. Smith that the new sixes have already won the American people—and La Grander included. Mr. Smith is undisputedly the dean of automobile dealers in this part of Oregon; a noteworthy distinction in itself. He will have been in the business 24 years this coming fall, 14 of those years as dealer for Dodge Brothers.

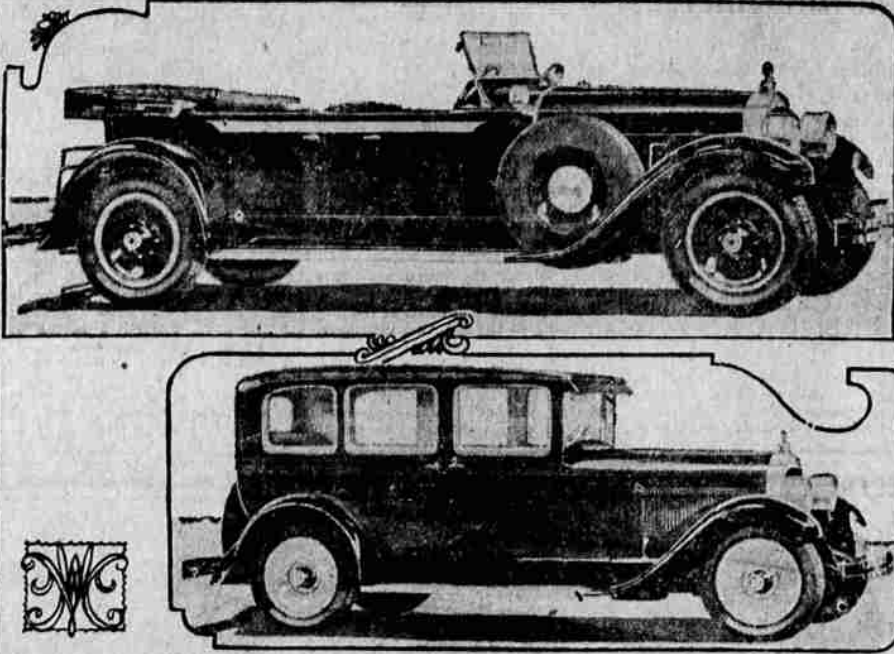
A review with Mr. Smith of the business year for the Smith garage reveals that the introduction of the new car has brought changes here as well. It was an advantage to Mr. Smith in the new models that he had added a fine new display room, affording plenty of space, when the addition to his building property was made. Mr. Smith's garage, in three sections—the office, display and shop—is a large one, well accommodated for his extensive business. The entrance of the company into the six field, he feels, will be very advantageous. "It has been an excellent step in this big industry for the reason that it has greatly improved the Dodge car without detracting any of its fine previous features—its sturdiness, durability—these and many other qualities," declared Mr. Smith. "Changes have been radical in the motor and the body which has been 'revolutionized,'" he went on.

Mr. Smith finds the durability of the Dodge car still a main selling point. In a summary of the many changes wrought in the car, Mr. Smith cites the addition of four-wheel hydraulic brakes and the double-body steel construction which eliminates all rumbles.

The four is being made in some models.

There are three new models of the sixes. The highest priced car is the Senior six, providing greater luxury and beauty than any of the other models. This was introduced at an earlier date than the Victory and Standard which are of recent announcement. It has a speed of 70 miles and more an hour and 45

NEW PACKARD PHAETON AND SEDAN



Above—The new Packard eight five-passenger phaeton. Below is the Packard six five-passenger sedan. Packards are handled here by Harry B. Waggoner.

in second speed. The many features of the Senior line include custom body construction and custom body finish, within and without; rich upholstery, beautiful appointments and a deep lustrous finish. Oversize tires, long springs, deep cushions, built-in shock absorbers, and perfect balance. The Victory six was announced by radio program at which Will Rogers was master of ceremonies the first of the year. It is regarded by the marks as "revolutionary" in the industry. It is a "luxurious, fashionable and fleet" motor combining many new features. It has a speed of 65 miles an hour and for its class is noted for its freedom of vibration. The Victory claims the company is a pioneer in its field. Little details have nowhere been slighted. For instance, the car has full door frames, instead of collapsible pillars, providing increased quiet. Then there are headed cushioning strips between rear fenders and body to prevent chatter. Comfort and roominess are items which have not been slighted. For the new Dodge a pickup of from 10 to 45 miles an hour in 15 seconds is claimed. "Rough road work and higher speed work—these two things we advise the buyer to test our new Dodge for, and find their merits," declares Mr. Smith.

The Standard six
Then the new Standard six, which was announced the last week in March by a radio program at which

Douglas Fairbanks was master of ceremonies, next to the Victory in price and size, provides several new features.

The Dodge brothers have greatly beautified their cars. Lines have been given that leave little to be demanded, and harmony of color tones have been supplied. Appointments have attracted much attention. All three cars, the Victory, the Standard and the Senior are low-slung, luxurious models, in many colors, and the sedan, cabriolet, coupe for four, coupe, brougham, the de luxe sedan and the de luxe sedan and other types, are admittedly smart cars.

The much-heralded Victory six has received much attention because the chassis and body are a single unit. There are 330 fewer parts and 175 pounds less weight. There is a greater motor efficiency and quicker pick-up resulting—providing more speed. A mileage of 21 miles to the gallon at 25 miles an hour is claimed.

"Do you know that there are only eight major parts in the body of this new car?" asked Mr. Smith.

Looking Back
The pioneer garage man of La Grande is modest when he is pressed about his successful business career. "Just plugging along—every day, that's all," is his reticent way of defining a key to success. A bicyclist of the '90s period, and a beautifully built Dodge car, which stand not far apart in the display

rooms of the Dodge garage, tell to those who know Mr. Smith in brief the story of his business career. For he started business, in 1908 in a little shop on Elm street in the Curry offices, with a bicycle and automobile repair store.

Dealer first in Fords, Mr. Smith has the distinction of being one of the pioneer Ford dealers and among machines which he sold was the 49th car manufactured by Ford in the old Model N. In the Model T, of which there are millions now manufactured, Mr. Smith sold Model 2331. From his shop on Elm street Mr. Smith moved to the present location of Gettings and Hanks and again, in 1917, to his present location on Depot street.

But Mr. Smith does not look long to the past—for the future of his business calls his attention and holds his enthusiasm.

RUTHLESS SERVICE
LONDON — Efficiency is the watchword at the hospital for seamen. Lately there came a strange old man whose speech attendants could not understand. They burned his clothes, shaved him, bathed him and put him to bed with a sleeping draught. Next day it was found he had come to visit a friend.

The girl who fishes for compliments doesn't always succeed in landing a husband.

Servicing Of Speedometer Is One of Features

Specializing in battery, electric and speedometer service, the Battery & Electric Service company, at 1425 Adams avenue, has enjoyed excellent business in La Grande, according to its proprietor, Dale Cox.

Mr. Cox came to La Grande in 1923 and started his business in Leighton's location on Washington avenue. He moved to his present location a little more than a year ago, shortly after the building in which it is situated, was completed. The new quarters are roomier and better equipped generally to handle the demands of his business.

The company has factory sales and service for United Motor service, which includes Delco-Remy starting, lighting and ignition systems, which is the equipment on practically 80 per cent of the cars manufactured, including the General Motors lines and most of the independent manufacturers.

A. C. is also a part of the United Motors service, A. C. including oil filters, spark plugs, speedometers, fuel pumps, gas cleaners, and gauges. The company features battery service, also all electrical gen-

eration, starting, lighting and ignition.

Services Speedometers
The Battery & Electric Service company has all the test equipment and parts for servicing all kinds of speedometers, carries a general line of electrical accessories and has factory sales and service on the Bosch, Spilldorf and Eisenmann magnets.

General car repair work is not included. Mr. Cox specializing in the above lines.

Another leading line is Willard batteries, which have been featured since the business was first organized here in 1923.

(To his friend): "The greatest car that ever wore tires. In the two years I've owned it I haven't spent a dime for repairs; it looks just as good as the day I bought it. Years ahead of its time in design; it'll still be up to date five years from now. I wouldn't take a dime less than \$1,500 for it today."

(To the tax collector): "What! You value that car at \$500? Man, you're mad. That car is two years old. If I started it, you'd be scared out of the neighborhood. That's a liability instead of an asset; in fact I'd give it away if I could find anyone that would take it. Couldn't get a cent for it in the market. And besides, it belongs to a friend of mine and I'm just storing it for him."

Jack Allen Supply Co. Store Is Celebrating First Anniversary

Among the successful stores that attract much attention along La Grande's automobile row, and one that is comparatively new, is the Jack Allen Supply company, located at the corner of Adams avenue and Elm street.

As a matter of fact, the company celebrated its first anniversary Tuesday, April 10, and during the 12 months that it has been in operation in La Grande has made decided progressive strides.

The company opened its doors to the public just a year and four days ago in the location formerly having R. W. Leighton's business place, after purchasing Mr. Leighton's accessory stock. Then on June 19, last year, the company moved into its present modern location in the West-Jacobson building.

Roy Farnam, of La Grande, formerly with the state highway department, and Jack Allen of Pendleton, are partners in the business. Mr. Farnam also being manager. Mr. Allen has a similar store in Pendleton which requires most of his time.

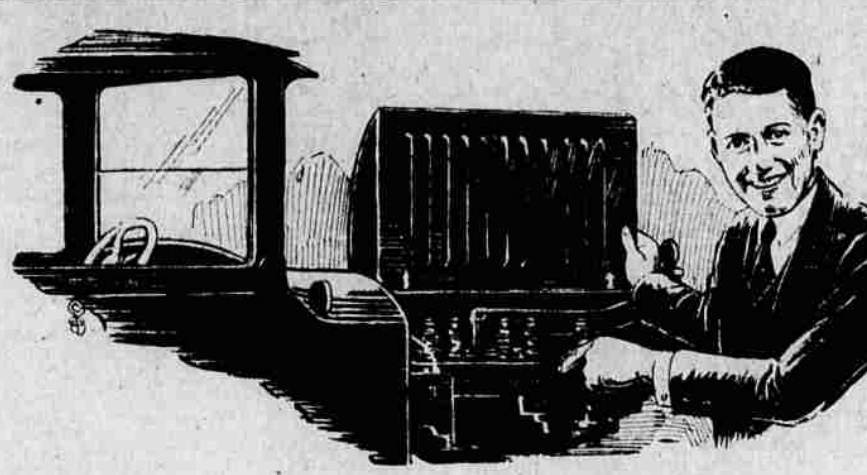
Nationally Known Lines
The Jack Allen Supply company handles a number of nationally known and tested lines of accessories, including McQuay Norris connecting rod bearings, Emeco brake lining, Champion spark

plugs, Federal tires and tubes, cylinder head gaskets, clutch, fly, Hyatt roller bearings, Thompson spherone valves, Spicer universal joints, A. C. spark plugs and oil filters, quality piston rings, ring gears and pinions, universal joint discs, Diamond piston pin, steering knuckle bolts and bushings and it is also the authorized dealer in this territory for Timken roller bearings. New Departure ball bearings, Stewart Warner products, Farn-oil fan belt stock, said by Mr. Farnam to be the most complete in this part of the state, both car and house Mazda lamps, everything in the way of tools for mechanics, Ramco inner ring stock and many other leading lines are distributed here.

In addition to the automobile necessities, the Jack Allen Supply company also deals extensively in sporting goods and Zenith radios and Ray-O-Vac radio and flashlight batteries.

Mr. Farnam's stock of Wilson sporting goods is regarded as the most complete in La Grande, including baseball, tennis, golf, boxing, etc.

The stock of fishing tackle has one of the features of the sporting goods line. In addition to this, U. S. rubber sport boots, Winchester guns and ammunition are also on the shelves.



Beat The High Cost Of Depreciation

You can't afford to buy a new car and pay a big depreciation cost just because your engine doesn't run like new. You already have a car—all it needs is overhauling. Just be sure the job is done by an expert machinist and mechanic. We rebuild engines, regrind motor blocks—guarantee a smooth-running, long-wearing motor.

LEIGHTON WELDING & MACHINE WORKS

THREE GREAT SIXES

By DODGE BROTHERS

The Senior
\$1570

The Victory
\$1045

The Standard
\$875

And Each is Making Every Day
a Greater and Greater Reputation
for the Name of Dodge Brothers

SMITH'S GARAGE