

CARS CHEAPER A POUND THAN FOOD

Dodge Brothers Figure Out Value of the Motor Car Dollar

New spring automobiles, fresh from the factory, cost less per pound than the butter, coffee and tea of the average American family, according to statistics worked out by the mathematically-minded employees of Dodge Brothers, Inc.

The new Standard Six sedan of the company costs 33 cents a pound. The Victory Six sedan costs 40 cents a pound and the Senior Six sedan costs approximately 45 cents a pound. Average food prices as of January 15th as compiled by the U. S. Bureau of Labor Statistics show coffee selling at 48.5 cents per pound, butter at 77.4 cents per pound and tea at 77.4 cents per pound.

Twenty-four years of automotive progress have brought a steady increase in the buying power of the motor car dollar. The average man can buy five closed cars today for the price of one of the slummy painting blouses on the market in 1904, if he purchases a car sell-

ing approximately in the \$1,000 class.

These statistics appear inconsistent with figures just announced showing the purchasing power of the dollar as measured by the average living costs at \$2.1 cents during March compared with the dollar of 1914 according to the National Industrial Conference Board. But in the automotive market, with highly efficient manufacturing processes, the dollar has reached a position where it represents more value than at any period in the industry's history.

Brandt, Jennings Form Partnership

Jack Brandt and Arleigh Jennings have formed a partnership and will conduct an auto repair shop in the Bohnenkamp Building. Mr. Brandt has been sole proprietor of the shop and stated that with the addition of Mr. Jennings, who is an experienced mechanic, the firm will be able to give better service than ever. Brakes, re-tiling and loading will be given special attention. The latest brake testing equipment is being installed. This equipment includes a machine which tests two or four wheel brakes accurately, a gauge being placed on each wheel.

Motor Fuel For a Nickel, Promise; L. A. Man Claims "Gas" Substitute



Daniel W. Hoge, Los Angeles oil man, after years of experimenting, declares he has perfected a motor fuel that will cost just 5 cents a gallon when you drive up to the filling stations. Here he is with part of his apparatus.

By DAN THOMAS (NEA Service Writer) LOS ANGELES, May 19.—"Gasoline" retailing for five cent a gallon.

That's what we will be getting within the next five years, according to Daniel W. Hoge, Los Angeles oil man. Hoge has been in the oil and refining business for 23 years—and has spent most of that time trying to devise a substitute for gasoline.

Working with a distilling plant in his back yard, the inventor has at last evolved a new motor fuel which he claims is far better than gasoline. And this new substance can be manufactured at a cost of only two cents a gallon.

"I can't reveal yet how I manufacture the gas substitute," declares Hoge, "but tests have proved it to be very successful. I have been using the substance in my own car for the last four weeks and I get from 33 to 60 per cent more mileage by

actual test.

"My refining process is similar to the process gasoline goes through. And the fuel is suitable for all types of internal combustion motors. The British thermal unit, the standard of driving power in gasoline, average 21,370, a great many more than are to be found in any commercial automobile fuel today."

Hoge is confident that he has perfected what scientists have tried for years to formulate. With his gasoline substitute on the market, he declares there need be no worry about our oil supply giving out. It won't make any difference if it does.

In appearance, the fuel is an odd-yellowish color, smelling in a small degree like kerosene. When a little of it is poured on the hand, it evaporates far more rapidly than ordinary gasoline. Laboratory tests show that the new fluid boils at 124 degrees Fahrenheit, considerably lower than the government standard for gasoline. The carbon in Hoge's fuel has been reduced to an extreme minimum.

"I am not going to try any promotion schemes to put my fuel on the market," says Hoge. "I am perfectly content to work along with it myself. It has the stuff and as soon as manufacturers learn about it, they will all want it. I know right now that it is successful but it takes a long time to convince people that a new invention is good."

Oldsmobile Men Pick Slogan For Future Efforts

They have visualized the intangibles at the Oldsmobile factories. The factor of organization loyalty which makes a good product better has been put into words by the workers themselves. They have selected as their keynote the following slogan:

"Anything short of my best is not acceptable." Despite the general idea that quantity production methods have brought about a machine-like class of workmen, there is a spirit of loyalty and a pride in workmanship comparable to the craftsman's guilds of the past existing today in the leading automobile factories. This fact, combined with marvelous advancements in manufacturing methods, makes possible the fine cars now available at low prices.

WRENCH MAY HELP OUT Everyone who ever has ventured the slightest repair to the car, remembers at least one occasion when the best efforts of the screw-driver failed to budge the recalcitrant screw. The next time this problem is confronted, it may be found helpful to apply a wrench to the flat part of the screw-driver. It gives greater leverage than otherwise is possible.

MORE THAN HALF OF CARS 2ND HAND

Chevrolet Official Estimates 15,000,000 Riding in Used Autos

An entirely new slant on the used car, elevating it to its rightful place in the industry, was taken by R. H. Grant, vice president in charge of sales of the Chevrolet Motor company just prior to sailing on a month's trip to Europe. A copy of the interview given by the automotive executive has just been received here by Avery Harrison of the local Chevrolet organization.

"An evidence of the growing importance of the used car," said Mr. Harrison, "is pointed out by Mr. Grant that during the first quarter of 1928 the Chevrolet dealers of the country while moving 250,000 new cars delivered at retail more than 300,000 used automobiles. This was made possible by a changing attitude toward the used car on the part both of the automobile dealer and the public."

Price Cut Makes Larger Market For Willys Six

With the new Willys-Knight standard six reaching the lowest price in Willys-Knight history through the recent reduction on all models, a new and impressively larger market has been created for these exclusive cars, according to Gettings & Hanks, local Willys-Knight dealers.

"The price cut has placed these Willys-Knight standard six models within the range of thousands of additional buyers who, in the past were unable to purchase in the price class in which this type of car formerly sold," said the dealers.

"It is a known fact in the automobile industry that because of the finer grade of materials used and the high type of workmanship required, it costs considerably more to build a Willys-Knight sleeve-

drive engine than any other type of power plant. However, through years of manufacture various economies have been effected by Willys-Knight, and these combined with the company's record-breaking business the first three months of the present year have made possible the new low price of the standard six.

"This sweeping reduction in price is in keeping with the company's policy to give the maximum value to purchasers in every price range. A further illustration of this is seen in Willys-Knight's recent announcement of a new Whippet six with a seven bearing

crankshaft at the lowest price in the six cylinder field.

The Willys-Knight standard six was introduced earlier in the year at a price well over \$1,000. This followed the three most successful months in the company's history, which is said to have justified the price slash on the standard six, bringing a Knight standard car within the price range of thousands of additional buyers.

A man in Iowa traded his automobile for a suit of clothes. He raises the lid of morality over the Middle West.

Of some 25,000,000 passenger cars now registered in the United States it is estimated that approximately 60 per cent are in the hands of their second or third owners. In other words, 15,000,000 motorists are now riding in cars that were purchased "on resale." Eliminate the used car from the market and a soddy share of those millions would be denied the use of a car, while most of the 10,000,000 remaining would be driving automobiles that do not measure up to their ideas of style simply because they could get no trade-in allowance and would refuse to scrap their cars with unused value remaining in them."

DRIVE UP

Before you start out tomorrow

We Will—

Test your tires

Fill the radiator

Wipe the windshield

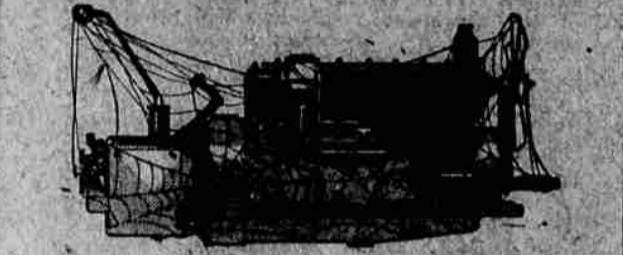
Inspect your oil

And if you need gas and oil we are sure VELTEX will please you.

LA GRANDE FILLING STATION

KUHN & ZWEIFEL

Corner Jefferson and Hemlock on Wallowa Highway



Don't Rip Van Winkle that good Engine

The best engine may suffer great harm if its owner is not awake to its simple needs.

One of these needs is regular testing of the AC Oil Filter. Dirt in oil means wear. That is why you should have the Oil Filter on your car tested regularly. An AC Renewal Cartridge makes it as good as new.

We do the testing without charge. We supply the Renewal Cartridge if required.

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