

DESTROYING NOISE GETS ATTENTION

Henry Ford and Engineer Staff Devote Much Time to Its Elimination

The elimination of noise—from motor and from road wheels—was one of the things which Henry Ford and his staff of engineers devoted particular attention to in the design and construction of the new Model A Ford car.

The motor of the Model A Ford is one of the quietest, most nearly vibrationless engines that modern automotive engineering has developed. Its designers provided for that feature with parts that are made of the finest possible materials and that are machined to fit exactly. Balanced crankshafts and flywheels, precision-made bearings, aluminum pistons, unusually well designed and constructed valves and a particularly efficient lubrication system, all contribute to the quiet, smooth performance of the Model A engine.

The same careful design and construction in body chassis and running gear have also eliminated most of the other sources of noise in motor car performance. All body parts of steel stampings that might develop noise have reinforcing beads which tend not only to prevent squeaks and rattles, but also increase strength and durability. Panels and frame sections are welded and riveted together. Whenever there is possibility of the body vibrating, due to uneven road conditions, where bolts are needed in the final assembly of large units of the body, strips of rubber or other anti-squeak material are used in many places throughout the body interior. Fender squeaks are prevented by double-ply leather tape between the fender and body. The same material is used where the coil and body join. Hardwood liners are used in all body joints. Rubber cushions are placed at all points where the body is bolted to the chassis.

All the experience of twenty years of automobile design and construction have been employed to make the Model A Ford one of the quietest, smoothest cars ever built.

OUT OUR WAY.



By Williams

GARAGE GOSSIP

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Buys New Car— Mrs. Elmer Miller purchased a standard Nash sedan this week.

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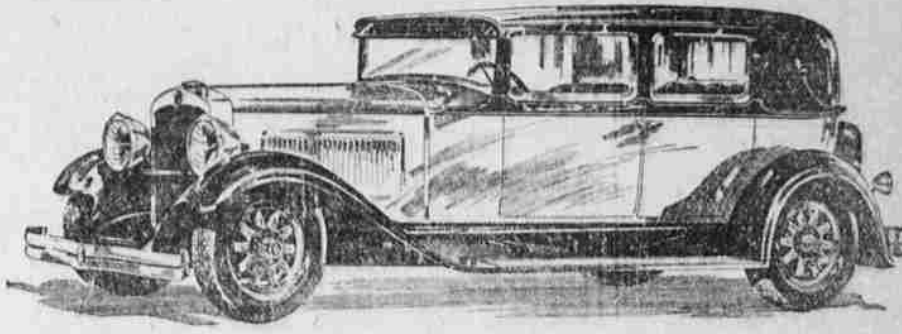
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er want to Portland on a business trip Tuesday. He is expected back this weekend. Jerry McKennon was in Pendleton last night with the La Grande band which went there to play last night.

The law providing for the punishment by fine of anyone who galloped his horse on Main street, enacted in Pendleton, Va., in 1787, is said to be the first speed law.

Heard tell of a Scotchman who broke his engagement with a girl because she became too fat, but as she couldn't get the engagement ring off he had to marry her.

THE WORLD HAS A NEW AND FINER MOTOR CAR



We'll leave it to you—just look at the body designs of the other new cars, then look at the Nash "400" Salon design. The "eyes" will be for Nash.

NASH "400"

- Leads the World in Motor Car Value
- OTHER IMPORTANT FEATURES—NO OTHER CAR HAS THEM ALL
- Twin Ignition motor
 - 12 Aircraft type spark plugs
 - High compression
 - New double drop frame
 - Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
 - Aluminum alloy pistons (lower brass)
 - 7-bearing crankshaft (baller crank pins)
 - World's easiest steering
 - Torsional vibration damper
 - Salon Bodies
 - Bijor centralized chassis lubrication
 - Electric clocks
 - Short turning radius
 - Longer wheelbases
 - Nash-Special Design front and rear bumpers

McKennon Nash Motor Co. 806 Adams Avenue

New Type Of Transmission In Cadillacs

The reception accorded the new Cadillac, LaSalle and Fleetwood during the few days that they have been on display is a conclusive proof that owners of cars in the quality field are deeply interested in new engineering developments, particularly when the results have to do with riding and driving comfort and safety. This applies with special emphasis to the new type of quick and silent-shifting transmission installed in both the Cadillac

Great Reception Given Chrysler Models Just Out

From the moment of their introduction seven weeks ago, public interest and enthusiasm over the new Chrysler cars—the "75", the "75", and the Plymouth—have run high, says J. W. Frazer, Chrysler and Plymouth sales manager. "Even Chrysler's past experience of warm-hearted welcome of earlier models contains nothing to approach the present demonstration of public favor," he declares.

"When the cars were put on display, sales rooms were immediately crowded with buyers enthusiastic over the new style that re-styles all motor cars," says the Chrysler "75" and "65" lines and developments have been aptly termed—and the greatest dollar value in the lowest priced field, as represented by Plymouth.

"But even this earlier interest, unusual though it was in size and heartiness, was exceeded as a result of more and more of the new Chrysler making their appearance on the streets. There the strong contrast of their original and distinctive lines with ordinary body fashions every section of the country are reporting new July records made for deliveries, and the prospects of exceeding even these high marks for August. For instance, in Detroit—center of the industry—Chrysler out-registered in July all save two other makes cars of much lower average price than Chrysler. Nearly 1000 cars—a 25 per cent increase over the previous best—were registered.

"Dealers everywhere are reporting that their ability to deliver cars to owners is limited only by the factory's ability to supply cars. It is of interest, therefore, to Chrysler buyers as well as to dealers to learn that Chrysler has just set a new high record for production of 1928 cars in one day—a feat made even more remarkable when it is realized that Chrysler cars are built to a standard that insures quality before mere numbers, and does not permit any car to be shipped which does not measure up fully to the inflexible demands of Chrysler standard quality."

Studebaker Has Four-Wheel Tests In South Bend

SOUTH BEND, Ind., Aug. 31. (Special)—Tests recently conducted at Studebaker's plant on a proving ground near South Bend, by the Studebaker Corporation, have provided some interesting facts concerning the stopping power of the simplified action four-wheel brakes which are standard on all Studebaker and Lincoln models.

Using as a basis for the tests, a recommendation chart compiled by C. S. Maitre, traffic engineer of the Wisconsin state highway commission, it was discovered that stock Studebaker models not only meet Wisconsin braking requirements, but at every speed tested will stop the cars in less than half the distance without "fade" by the State Traffic Engineer's code.

At 19 miles an hour, Studebaker brakes will bring a car to a complete stop within four feet, whereas the Wisconsin code recommends nine to twelve feet. At 30 miles an hour, a Studebaker can be brought smoothly to a complete stop in a little over 21 feet. The Wisconsin figures are between 345 and 380 feet.

New Senior Models Of Dodge Brothers To Be Ready Soon

DETROIT, Mich., Sept. 1.—Announcement of New Senior Six models by Dodge Brothers is expected to be made within a few days, according to reports in local automotive trade circles. Factory production is being pushed on overtime schedules to supply dealers over the country as rapidly as possible, it is said. First shipments already have been made.

The Senior to be offered in varied body styles, represents advanced engineering design that stamps the car with an individual appearance characteristic of no other car. The body lines were adapted specifically to meet the latest American viewpoint on automotive design—a demand for color, beauty and the last word in fashion.

Interior appointments of the car carry out additional features of its aristocratic style creation. Finishing of the instrument panel is harmonized with the upholstery and coach work in most unique manner.

The car will be powered with an engine designed and built especially for the Senior Six, and is said to have set an unexcelled performance standard. The car is said to couple luxury and style with dependability for which the company has gained a world-wide reputation.

Advanced ideas in motor coach design are represented in the announcement of new models by Dodge Brothers, the motor coach division of Dodge Brothers Corporation, featuring many improvements in appearance, comfort, seating arrangement, efficient power



The Sign You Can't Miss

The Texaco sign is one you can't miss—at home or throughout the whole U. S. A. It is north, south, east and west on every highway.

The sign is the same name and the product is the same—the same gas and oil in La Grande as in New York.

Uniform high quality of The New Texaco Gasoline and The Golden Motor Oil is assured—a dominant factor to those who want their motor to perform with unflinching regularity.

The Texas Co.

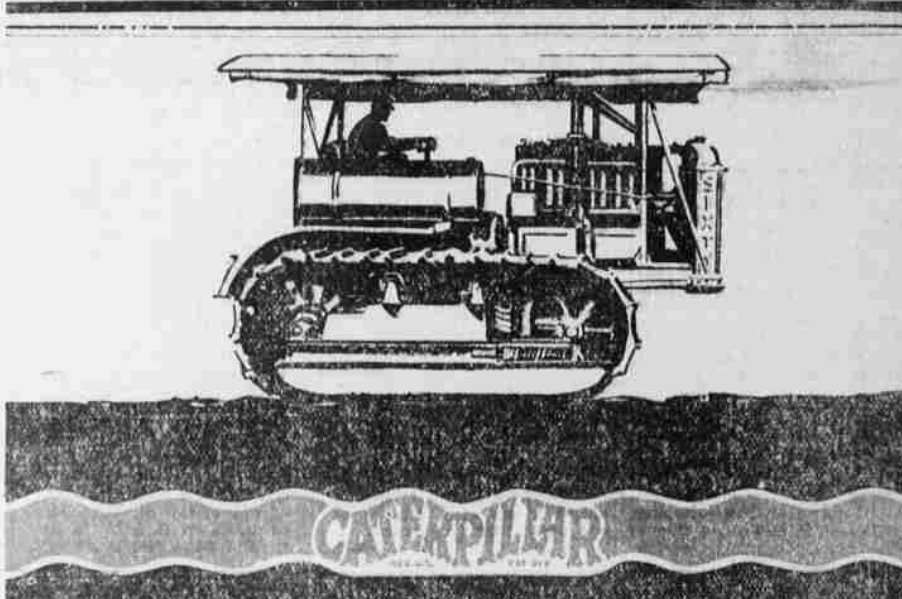
AUDMER PLAYLE, Agent

Do You Believe in SIGNS

If you don't we want you to just try this once

Look for a Veltex Gas and Oil sign. Have the crank case cleaned and fill the tank with Veltex Gas and we will wager you will believe in signs.

T. R. Maxwell
Distributor Veltex Products



Profit from plentiful power

"A bountiful garden around the farmhouse sometimes proves the wife a better farmer than her husband." Luxuriant flowers and flourishing vegetables in well-tilled soil have sometimes put to shame half-hearted field crops. Thorough tillage always tells! Now the "Caterpillar," plentifully powered, makes it possible to till the fields as thoroughly as mother's garden. —and bountiful crops reward!

BUNTING TRACTOR COMPANY
La Grande, Oregon --- Boise, Idaho --- Pocatello, Idaho

