

Highway and Auto Depe

AUTOMOBILE NEWS

Traffic and Tourist News

CLOSED CARS ARE FEATURED

1925 Models of Popular Line Now Being Shown at Blue Mountain Garage.

The Chevrolet closed cars in sedan and coupe models are the center of interest at the Blue Mountain garage this week where they are being promptly displayed by M. A. Harrison, owner of the garage and dealer in Chevrolet products.

The new closed models arrived in a shipment this week and several have already been delivered to local purchasers. The closed cars on display are of two types, four door sedans and two door coupes.

The 1925 Chevrolet features many refinements in design and construction found in much higher priced cars. The closed cars referred to are all manufactured with the famous, durable Duesen finish. The color is a dark blue with almost a purple tinge.

Five wheels or artillery wheels are furnished as optional equipment on the cars. Balloon tires are standard on all models and contribute a great deal to the easy riding qualities of the Chevrolet automobiles.

All metal flashings such as the radiator and other exposed parts are heavily nickel plated and are responsible in part for the smart and stylish appearance.

Two unusually wide door hinges afford access to the interior of the coach. The front seats swing forward to allow passengers to get into the rear seat with the greatest ease.

Both the Chevrolet coach and the sedan have a windshield in one solid plate which eliminates the unsightly joint in the middle of the glass and at the same time gives the driver an unimpeded vision of the road.

A step on the rear end of a Ford car pulling merrily along the road read: "Four wheels and no brakes. Get out of my way."

AMMETER NOT UNDERSTOOD

Suggestions for Care of Electrical Systems Given by Automobile Engineer.

(By G. F. Hunt, Chief Engineer, Chevrolet Motor Company.)

The ammeter, the least understood dial on the instrument board of a motor car, is in many ways the most important.

Few automobile owners, however, understand the story the ammeter tells as the miles fly by. The ammeter is the guardian of the whole electrical system of the car, particularly during extreme winter cold and summer heat, and is connected to every bit of electrical apparatus with the sole exception of the starting motor.

If you get acquainted with the ammeter it will tell you at a glance whether or not the whole system is functioning properly. It will tell you if one of the headlights is out; it will tell you if there is a short circuit in the line; it will warn you in a moment if the generator fails to function. An understanding glance at the ammeter every 20 miles or so is a trouble-saver of great importance.

When the motor is started, and everything is working properly, the little hand moves over to a certain spot on the charging scale and there it invariably rests—varying in location with the speed of the car—until something goes wrong in the electrical system. If one of the headlights goes out the ammeter shows a slight increase in the charging rate; if the generator fails to function for any reason, the hand swings away over to the discharge side and the driver knows that the whole load is being carried by the battery.

The ammeter never shows the full flow of electricity from the generator, but it does indicate the amount of electricity that is flowing into or out of the battery; hence the importance of the tell-tale current indicator and its ability to tell what is going on all about the line.

The layman might ask why it is important to know the exact minute when the generator ceases to function as long as the car will keep on running with the current from the battery. One important reason is that if the generator fails due to broken leads in or outside, it should be given immediate attention or it will burn out and entail considerable expense for repairs. If he also knows that a fully charged battery would turn his engine over for 15 minutes in summer but for only 5 minutes or less when the temperature was at zero, the ammeter tip might also indicate him to crank the car by hand and thus conserve the energy of the battery.

The generator is the whole source of supply of electricity and it keeps the entire system in operation but it requires little, if any attention, from the driver. It is important to know that the electrical output of the generator may be varied on Chevrolet cars by what is known as third level adjustment, for the car consumes more electricity in cold weather than it does in warm and the generator should be adjusted accordingly by one who is experienced in doing this kind of work.

It is easy to know when generator adjustment is required, for the battery will tell you all about it. Give your battery a hydrometer test every two weeks. If you find the battery fully charged and everything is all right. If at the end of successive two week's period you find the battery persistently out of water, it is an indication that the generator is supplying too much electricity and if allowed to continue will result in serious damage to the battery. If, on the other hand, you find the battery persistently undercharged the generator should be adjusted to supply more current.

It is important for the driver to follow instructions carefully when adjusting the gap on his spark plugs. A high voltage is required to make the spark jump the gap and the wider the gap the higher the voltage. However, if the gap is widened the voltage is automatically increased, and if it goes high enough will cause a failure in the ignition coil and will require a new unit which is rather expensive.

Many drivers and not a few mechanics, have found that an engine which will not run properly when idling, due to leaky valves or some other cause, will run fine if the spark gap is widened, but they are merely relieving the difficulty for a time at the expense of the electrical system. Instead of finding the real cause of the trouble and correcting it at the source.

On a farm in North Georgia is posted this sign:

"Drivers and automobile picknickers will be prosecuted to the degree which ain't never been over-lye punished with strangers and 3 double barre shotguns which ain't loaded with no soft pillows. Them if I ain't tired of this hot rascal on my property."

A lavender hat on a grown man makes us wish we were young enough to throw rocks again.

Automobiles Used Largely For Business

By CHARLES D. HASTINGS.

The value of the motor car as a daily necessity has been strongly emphasized by the automobile industry for some years. Within recent weeks several authorities have declared that half the distance covered by automobiles is now for business purposes.

Many comparisons have been made between the motor car and the telephone to show the influence each has tended to exert on our daily lives. It is generally agreed that these two inventions and, more recently, the radio, are the outstanding contributions of the twentieth century.

The tremendous growth of the automobile industry is strikingly illustrated in telephone statistics just released by the Western Electric Co. They disclose that there are now 2,999,999 more motor cars in use in the United States than telephones—15,740,236 automobiles and 25,269,454 telephones. In other words, there are today 100 motor cars for every 60 telephones in this country.

Surprisingly, France has an even greater proportion than the United States. Latest figures show 575,567 motor cars in operation there, against 524,532 telephones, or 100 motor cars to each 81 telephones.

No other country has yet as many motor cars in use as telephones, though in Australia and Great Britain, among the larger countries, the ratio is nearly equal. Australia, with 258,477 telephones, 265,000 motor cars. Great Britain has 1,645,285 telephones and 575,213 automobiles. Each will probably have more motor cars than telephones within two years.

The telephone has been of considerable assistance to the automobile industry in determining markets and prospective markets for motor cars. In some quarters the idea has been advanced that the two should go hand in hand in their development. Each has become a necessity in life, though only a few years ago each was looked on as a luxury. The telephone, of course, is relatively inexpensive as compared to a motor car. Yet in a country has greater need for telephones than for transportation. Business houses and individuals require the former in the daily conduct of their affairs and their life; so also do they need motor cars, and in this respect the two are strikingly similar.

Because of the greater number of motor cars in the United States the total number of automobiles in the leading countries the world over is today in close proximity to the number of telephones. Latest figures show there are now 26,520,246 motor cars in the world's leading countries, as against 22,662,247 telephones.

Japan, Poland and Hungary are the only great countries where there are more than 10 telephones to each motor car. Japan has almost no good roads, which largely accounts for her exceedingly low ratio. Poland and Hungary are still suffering heavily from the ravages of the war. So are Germany, Austria and Czechoslovakia—other countries where the ratio is in greater variation than it would be under normal economic and political conditions.

PRICE DOES NOT SHOW CAR VALUE

Star Dealers Have Uniform Signs

OAKLAND, CALIF.—The Durant Motor Company of California has adopted for its Star dealer organization a standardized sign by which the dealers in every location may be identified.

Erection of the signs by some of the dealers is already under way and it is believed that the organization practically as a whole will have adopted the signs for their own use, designating their buildings as the location for Star car sales and service.

The selling price is no indication of the relative value of the motor car as maintained by Durants and Stumate. Buick dealers, manufacturing cost is the only true basis upon which to establish the real selling price of a car and the profit is merely a percentage above the cost of the product.

The steady policy of the Buick company has kept the price of the car relatively low, according to Mr. Stumate who adds that the elimination of the duplication of effort saves a large amount of valuable time which is in turn handed to the car buyer in the shape of a substantial saving.

This policy of conservation in design and manufacture is evident in the cars themselves. Buick features such as four wheel brakes, complete automatic lubrication, the Buick valve-in-head motor and the Buick torque drive are all indicative of the Buick character which gives it a stability in value and a reputation for consistently high value, says Mr. Stumate.

The Buick features have been built along such constructive lines that they are produced with the greatest possible efficiency and consequently the quality of the product is higher in relation to the cost of the car.

The valve-in-head principle of motor construction still maintained in Buick cars has proven its worth in thousands of automobiles in the hands of thousands of owners and under all sorts of conditions, says Mr. Stumate.

Sign on rear end of a Ford car seen in Alhambra: "Three more payments and she's mine."

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Ledbetter's Garage

Unusual Things VELIE Offers You!

VELIE offers you the only six-cylinder engine, at a medium price, with the highly decorative features involved in the manufacture of an engine with airplane principles.

A few of the advantages of this type of engine follow:

- 1—Full force-feed lubrication to every moving part, even piston pins, to insure economy and long life.
- 2—Overhead valves, operating in a constant flow of oil to insure smooth action and quick pick-up.
- 3—Sturdy construction with extra heavy bronze-hub main and connecting-rod bearings.
- 4—Inbuilt gasoline economy, insuring the owner high mileage per gallon of gasoline.
- 5—A new type of manifold which insures quiet heating of the engine in the coldest weather and doing away with diluted oil due to gas passing the pistons when the engine is cold.
- 6—Even distribution of gas in all six cylinders, to give greater economy, smoother operation and freedom from vibration.
- 7—The entire engine is encased to keep out dirt—the enemy of all gasoline engines.

C. A. McCrary
1505 Jefferson St.
Bargains in Used Cars.



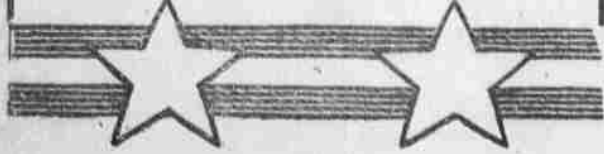
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LADIES WIN FAST CONTEST

Ease of Driving Built Into Lincoln Cars Contributes to Comfort of Women Motorists.

The ease with which the big, powerful Lincoln cars are handled by the drivers has never failed to surprise motorists used to associating difficult operation with the larger and heavier machines.

That this driving convenience in the Lincoln cars has proved especially notable with the feminine motorists is evinced by the increasing number of women daily at the wheel of their Lincolns.

An indication of the ease with which women can drive Lincolns and the skill which they acquire in operating the machines was given in a driving contest held recently at Sioux City, Iowa, according to word received here by W. C. Perkins, local Lincoln dealer.

In this contest the principal test was to drive through a row of barrels 200 feet long without knocking down any of the barrels. The two first places in the event were taken by two women, both driving Lincolns.

Mrs. Arthur S. Hanford, Jr. won first with the time of 12 seconds and Miss Marie Radcliffe won second in the fast time of 15.5 seconds.

About 50 drivers entered the contest with various makes of cars and of the total number entered only 18 cars including the two Lincolns qualified for the finale.

In the first tests the cars were driven between the two rows of barrels with a six inch clearance on each side. With this much clearance the drivers were able to whip through the two rows without knocking down any of the barrels.

After the preliminary trials with the barrels at a six inch clearance the lane was narrowed until there was but three inches margin beyond the width of the cars.

In the finale of the contest in which six cars were entered the fastest time was made by Mrs. Hanford. She was awarded a silver loving cup for being the most skillful driver.

Mrs. Hanford is true to attribute her victory to the Lincoln car she drives in the contest.

Diogenes (meeting a repairman's helper): "Well, air, whadda know?"
H. H.: "Oh, nothing much."
And Diogenes blew out his lantern and went to bed.

CAR OPEN ROAD CLOSED BY SNOW

SHASTA - McCLLOUD

OAKLAND, CALIF.—A Star sport touring car broke open the snow-closed road between Mount Shasta and McCloud, California, according to word received here.

The car was driven by F. G. Plimley, Star dealer at Mount Shasta. Plimley reported three and a half feet of snow on the summit, and the Star was subjected to a severe buffeting in bucking many snow drifts. It was the first car to be driven over the road this year.

HAS MODERN EQUIPMENT

Up-to-Date Equipment Is Essential to Present Day Motor Comfort, Maintains Car Dealer.

Here are some things every car buyer should insist are standard equipment on the car he buys, says M. J. Goss, Studebaker dealer.

Light control on the steering wheel, for safety; automatic spark advance, letting the engine run its own way; emergency brake lever under the dash, out of the way; spherical foot accelerator to end foot fatigue; all instruments grouped under one glass, protected and all readable at one glance; a one-piece windshield with an automatic cleaner.

Full balloon tires on a car designed to eliminate shimmying; heavy steel fenders that can take hard knocking; a steel apron over the gasoline tank; a gauge on the dash telling exactly how many gallons remain in the tank; an eight-day clock; upholstery that is either real leather, or, if it be a clothed car, that is of wool, not shoddy or cotton.

The engine should be one with large bearing surfaces for moving parts; fully machined crankshafts for inherent balance; a valve beside it to drain the crank case without soiling the hands; an oil screen inside, into the center of which returning oil is drained, so sediment won't splash into cylinders. It should rest on its own sub-frame to avoid road torsion.

Ignition systems should be waterproofed and electric wires in metal conduits. It is an open car, the whole body should be of steel, from chassis to roof, for safety; and cushions should roll up into recesses in the top when not in use, instantly available. Cushions should be deep and contain curled hair in the padding.

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BUSINESS

if we may be allowed to speak, we desire to state that we hold these truths to be self-evident—

- that honesty is not only the best, but the most profitable policy.
- that a business succeeds only as it serves.
- that no business can long exist unless it performs some service either better or more cheaply than any other agent.
- that retaining the business of an old customer is more important than getting the business of a new customer.
- that courtesy pays dividends regularly and promptly.
- that a business which is operating without knowledge of its costs is riding to ruin.
- that the best salesman a business can have is its customers.
- that the greatest asset of a man or a business is the reputation for fair dealing.
- that the good will of the employed is just as desirable as the good will of the trade.
- that all the advertising in the world will not create a permanent demand for an inferior product.
- that success in business is more often won by men who are steady, conscientious pluggers than by brilliant on-again-off-again boys.
- that common sense is the rarest commodity on the market.
- that all of us know more than any of us; therefore, let us not fight our competitors but rather co-operate with them.
- that the prizes in this world go to those who are orderly, industrious, fair and temperate.

LA GRANDE FILLING COMPANY

J. F. HEASTY, Proprietor.

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