

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

REPORTS BIG SALE INCREASE

Policy of Station Has Effect on Business Development, Finds Owner of Local Filling Company.

An ever increasing business built on a policy of square dealing and prompt service for the customer is being enjoyed by the La Grande Filling company, according to J. F. Heady, manager.

Mr. Heady keeps a daily record of business from year to year and at this time reports an increase over last year's business of nearly 40 per cent.

This increase in volume of sales has been due entirely to the widening circle of friends the station has made in the past two years and to the quality of the products handled, says Mr. Heady.

Vette's gasoline is handled exclusively at the La Grande Filling Company station on the corner of Jefferson and Heald streets and the Vette Lubricating line is also featured, although other oils are handled for the accommodation of customers used to some particular brand.

Free crank case service is given patrons. This includes the cleaning of the motor crank case and refilling with clean oil, no charge being made for the work.

Miller, "prepared to the road" tires and the Racine tire line are handled and are stocked in all sizes to accommodate all makes of cars.

Imagining the shock to American traffic dodgers if our autoists, instead of looking and waiting, just followed the example of the London hamster driver, when he saw a pedestrian directly in the way of his cab horse, he drew up, braked over and gently inquired: "Hi, say, do you mind what are your plans?"

Having to work is the only cure for those worries caused by not having to work.

Vette Adds Many New Representatives

More than 40 new distributors and dealer contracts have been added by the Vette Motor Corporation, Moline, Illinois, during the last 30 days, according to E. E. Bradford, vice-president in charge of sales, who also asserts that actual sales during the first quarter of the present year will show a 15 per cent increase over the same period of 1924.

Mr. Bradford says that Vette has added distributors in Des Moines, Iowa, N. D., Tucson, Ariz., Reno, Nev., Kansas City, Mo., Louisville, Ky., Jacksonville, Fla., Atlanta, Ga., and Galveston, Tex. He also asserts that distributors in Philadelphia, Washington, D. C., Boston, Mass., San Francisco, Calif., New York City, Chicago, have all turned in large numbers of associate dealer contracts, bringing the total to 42, within the last 30 days.

Heavy Spring Business Predicted by Official

Durant Motor Co. OAKLAND, (AP)—It is indicated that herald a landslide spring business if the northwest can be taken as a general forecast, automobile dealers throughout the west are in for a record in automobile sales of last.

That was the content of a statement issued here yesterday on the return to Oakland of K. P. Tuller, sales manager of the Durant Motor Company of California. Tuller and Durant dealers here. Tuller has spent the last month in the northern states of Oregon and Washington, covering practically every city and town and going over the territory carefully with the dealers and their organizations. He made Portland his headquarters, and covered the whole territory by automobile.

Any girl can be gay in a nice coupe. In a taxi they all can be jolly. But the girl worth while is the girl who will smile. When you're taking her home in a trolley.

USED FORDS GUARANTEED

The Perkins Motor company are now selling their used Fords under a plan evolved by the Ford Motor company which guarantees the cars.

The Ford Motor company is the first large automobile concern to take direct steps in the matter of used cars. Inasmuch as there are about as many Fords in operation in the country as all other makes combined, it is apparent that the motor of the Ford Motor company will exert a wide influence on the market of used cars and in improving conditions generally in that phase of the automobile business.

"Every used Ford car represents so much unused transportation and is of value to someone," Mr. Ford said in his statement regarding the plan. "The Ford dealer through his position and intimate knowledge of the car certainly is the best judge as to the value of this transportation—the best to determine a price on the mileage the car may yet be expected to deliver—that is his business.

"With this advantage the Ford dealer is prepared to give his used car customers, benefits not likely to be obtained elsewhere. "Mr. re-conditioning, if necessary, he has the work done by trained Ford mechanics using improved equipment and genuine Ford parts, and with these economies and advantages he is able to offer the used car to the purchaser at low cost and with a guarantee covering its mechanical fitness."

The plan becomes effective at once and places a guarantee on used Ford cars purchased from authorized Ford dealers, thereby insuring proper mechanical operation under ordinary driving conditions. In assuming the direction and supervision of this plan to be carried out by the dealer organization, the Ford Motor company feels that it is embracing an opportunity to be of greater service to those who purchase used Ford cars.

CLOSED CARS PREFERRED

Statistics Show That the Coach Models Are More Popular with Professional Men.

In connection with the creation of the four door coach, the Vette Motor Corporation, Moline, Ill., has completed a survey showing that 60 per cent of all the mileage rolled up on automobiles each year, is for business purposes—second, that a sturdy, cheap enclosed car of the six cylinder type is by far the most popular of all models.

Prior to the announcement of the new coach, the Vette Motor Corporation made a thorough survey of the market and found, among other things, that 144,000 cars in this country are owned by doctors.

These professional men drive their cars, annually, it was found an average of 13,000 miles per year and there was not one among their ranks who did not report that the automobile increased their efficiency. Twenty-two per cent said that it was increased 50 per cent by the car and the same number said it was increased 100 per cent. Price per cent said that it was increased 200 per cent.

Not a single business concern in the United States could be found that did not state that it employed automobiles in numbers varying from one to hundreds for business purposes.

These same concerns reported that they had found that the six cylinder automobile gave the greatest satisfaction, was the cheapest to operate in the long run, when depreciation was considered along with wear and tear. They also said that they preferred the closed car for all season use and said that the so called coach of today, especially the four door variety, came nearest to meeting their need than any other model.

This fact is borne out in a statement from the Vette company showing that 35 per cent of their production at this time is on the four door coach.

Charles McCrary, Vette dealer in this locality will have two of the Vette coaches on display next week.

ANOTHER RECORD CLIMB REPORTED FOR STAR CAR

OAKLAND, Cal. (Special)—What is believed to be the most sensational performance yet chalked up by a Star car in its vigorous campaign in hill-climb power tests has been registered in Roseburg, Ore., when, according to wire advices received today, the famous Mt. Nebo was climbed by Julius Dusvoire, driving a stock Star touring car.

Warned that his attempt might end in disaster, Dusvoire nevertheless, taking a car from Rapp Bros., local Star dealers, faced forth for the climb.

Mr. Nebo is one of the Pacific coast's most famous hills, a real "terror." Motorcycles only have climbed it, and but a few, with special small front wheels, have ever succeeded in going over the top. Failure invariably results in a dangerous slide, and many have been injured in making the backward slide.

Continental Oil To Increase Stock

CLEVELAND—Continental Oil company directors have decided to increase the capital stock by 300,000 shares of \$10 par value each to 2,300,000. Stockholders of March 27 record will be permitted to subscribe to capital stock at the rate of one share for each ten now held. Price will be \$15 a share.

"The proceeds of this sale," President H. E. Ketchum said in a note to stockholders, "will provide additional capital, over and above the surplus earnings of the corporation after dividend disbursements, for increasing marketing facilities for further improving the refineries and equipping the same with the latest cracking devices, and for the purchase of new producing properties, all of which, the management believes, will add materially to the earnings of the company."

Last year the company spent on new construction and extensions in marketing facilities \$7,000,000 and expenditures this year are expected to run close to \$4,000,000. Part of the extensions were paid for out of earnings but as it is the policy of the company to maintain current assets at \$20,000,000 more than current liabilities, sale of stock to cover the rest of the capital expenditures was decided on.

Holders of Mutual Oil Certificates which have not been exchanged for Continental may subscribe at the rate of one share for 20 Mutual certificates held. Payment is to be made on or before April 23 at the New York Trust Co., New York. Continental has been selling lately in excess of \$22 a share.

When a man thinks a woman doesn't understand him it usually is because she does understand him.

Studebaker Behind Demand for Cars

SOUTH BEND, Ind. (Special)—"We are unable to meet the demands made upon us for Studebaker cars by dealers from all sections of the United States," and through it announced President A. R. Erskine, of the Studebaker corporation here today.

"After steady increases in production during the past six weeks, all plants are now operating at capacity. Our March production will be about 12,000 cars."

STOCK ISSUE IS OVERSOLD

No Change in Policy of Dodge Brothers Company at Hands of New Owners Anticipated.

NEW YORK—Over subscribed from three to four times in less than an hour, an \$25,000,000 stock issue of Dodge Brothers, Inc., passed into the hands of the public, compelling the initial step in financing the reorganization of the huge motor company.

Tullon, Read & Co., bankers, who engineered the transaction, were deluged with buying orders, which they estimated late in the day would total between \$300,000,000 and \$400,000,000—one of the most favorable responses ever given to a corporation stock offering. Closing of the subscription books, one hour after the opening, failed to stop the flood of applications for the stock, which ranged from requests for one or two shares to one order for \$2,000,000. Had the books been held open longer, the bankers said, indications were that the total subscriptions would have approximated \$500,000,000.

Distribution of the securities was scattered over a broad territory, the bankers announced. A substantial amount of the stock was placed in Canada, and many applications came from London and the continent, Paris, Amsterdam and Geneva. Encouraged by the success of the stock offering the bankers began to speed up preparations for the final step in the \$100,000,000 financing program. This will be the flotation of a \$75,000,000 6 per cent debenture bond issue, which probably will be placed on the market Saturday morning at a price slightly below par.

L. C. Smith, Dodge dealer, has received word from Tullon, Read and Company, new owners of the Dodge Brothers, Inc., that no changes in the organization are anticipated. Thus the same high standard of quality characteristic of Dodge Brothers products for many years will be maintained.

NEW TRUCK IN OPERATION

A new tank truck went into service of the La Grande office of the standard oil company this week. The new truck is mounted on the standard Ford one ton chassis and was delivered here through the Perkins Motor company. H. L. Blake formerly with the company's service station on the corner of Adams and Fourth streets is driving the new truck. J. H. Hillingsworth of Baker and formerly of Seattle succeeded Mr. Blake at the service station.

STATION HAS MANY LINES

Rapid Crankcase Cleaning Service Featured at the Highway Service Station.

The Highway Service station under the supervision of Robert Carey, manager with the assistance of Golden Gate, service man, is now serving motorists with an up-to-date line of accessories as well as the prompt service in oil and gasoline.

A feature of the retail sales of the station is the Strohling tire line. Each tire is personally guaranteed by the management for one year.

The line of accessories includes fan belts, light globes, tire chains, tubes, Ford timers, valentine outfits, flashlights and batteries are in fact, practically anything which the motorist may desire. In addition to the regular car accessories, cigarettes, tobacco, candy bars and other confections are sold.

Along the lines of service the station claims unusually rapid crank case cleaning as one of its features.

Plenies are dangerous. Opening umbrellas and picnic bottles may irritate the desire to become a satelawyer.

CLOSED CARS MORE POPULAR

E. L. Ledbetter, dealer in Hudson and Essex cars believes that the open car will soon become obsolete. He represents the only automobile manufacturing company in the world which produces closed models to sell under the open car price.

Both Hudson and Essex coaches sell at a price below the regular open car. The lower price is made possible by the extraordinary volume of production maintained in closed cars by the Hudson company, showing the rapid trend toward closed cars entirely, according to Mr. Ledbetter.

DODGE BROTHERS SPECIAL TOURING CAR

The first cars bearing Dodge Brothers name were Touring Cars.

They were good and sturdy cars, so good and so sturdy that no radical change in basic design has been found necessary during these ten intervening years.

This fact has had far-reaching results. It has enabled Dodge Brothers to dedicate those ten years to the constant betterment of the original product.

More recently this endless process of improvement has manifested itself in various and impressive ways—in a new degree of riding comfort, a new smoothness of operation, a new and appealing beauty of line, and in those special details of appointment which distinguish the Special Touring Car.

\$985 f. o. b. Detroit, \$1175 delivered

L. C. Smith

La Grande, Ore.

LIVE EASTER RABBITS

DIAMOND CORDS

WHEN YOU BUY—

DIAMOND TIRES

you are buying tire made by one of America's oldest and most reliable tire manufacturer. Get our prices before you buy.

All sizes in stock.

OREGON HARDWARE & IMPLEMENT CO.

Be Sure To See--

The New CHEVROLET CARS

See the new roadster and touring car with new bodies finished in rich dark blue Duco, with cowl lights, new disc clutch, and new extra strong rear axle with banjo-type housing.

See the new sedan with beautiful Fisher Body and one-piece VV windshield, finished in aqua-marine blue and black Duco—Balloon tires and disc wheels.

See the new Fisher Body coupe of strikingly beautiful design, finished in sage green and black Duco—Balloon tires and disc wheels.

See the new coach, another fine Fisher Body closed car of low price, Duco finished, mounted on the new Chevrolet chassis with its many added quality features—Balloon tires and artillery wheels.

See the New—
Roadster
Touring
Coupe
Sedan
Coach

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Post Office

There's no About Getting Full Value On A Leighton Job Of Regrinding

Hundreds of automobiles in Union and Wallowa counties are good for thousands of miles of good service if they can be properly re-conditioned.

When you talk to your garage man about getting your motor reground or rebuilt, be sure it's going to be a Leighton job—then there will be no question about the value you receive when your bill is paid.

Years of experience at fine machine work, the best of modern equipment and machinery for doing the job right, and an unsurpassed standard of quality protect you against an inferior job. An iron-clad guarantee is a part of our service.

Leighton's Welding & Machine Works

"Tell Your Garage Man To Have Leighton Do It."

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