

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

INTRODUCES NEW MODEL

"Overland Six" Arrives Here This Week Amid Much Favorable Comment.

The new Overland six introduced to the La Grande public this week by Gettings and Hanks, Willys and Overland dealers has created a great deal of interest throughout the United States this season.

On display for the first time at the New York national automobile show, the new Overland six proved to be a surprising revelation, finding the entire motor car industry totally unprepared for their announcement. Its triumph there was reported in every city where the cars were placed on display.

Limited production during the first three months of the year caused Willys-Overland to delay its general announcements of this new model until April 5, when it is being broadcasted from coast to coast, inasmuch as more than 5,000 Overland sixes have already been built and production now exceeds 200 of these cars per day but is still inadequate to fill all orders.

Built to meet the requirements of that large body of motor car owners who have longed for the smooth operation of a six-cylinder motor, combined with the year-round comfort offered by the enclosed car, at a cost not beyond their means, this car in every measure an automobile for a very definite field.

Construction of this new Overland has been carefully worked out to give the highest degree of service. The ability of the car to perform under every possible condition of road and weather has been thoroughly proved by exhaustive tests. Mountains have been climbed, seas of mud traversed, deserts crossed, snowstorms and blinding rains encountered in the hard and relentless test trips which carried this car from coast to coast within the past year, with the result that the Willys-Overland organization is convinced that the new Overland six will stand up under the most rigorous demands of endurance and power.

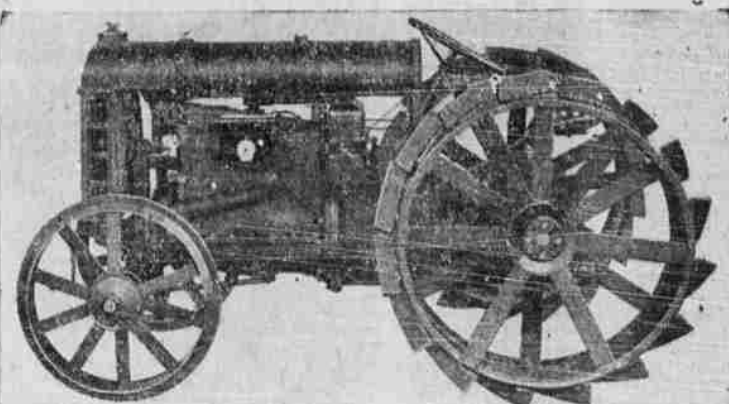
Engine is of 2-inch bore with a 4-inch stroke, overhead type. Oil and water pumps, a heavy crankshaft with light reciprocating parts, Chadwick type interference bearings, are some of its salient features.

The motor, clutch and transmission are completely enclosed for protection against mud and dirt. The clutch is an 8-plate design. Foot brakes operate on rear wheel drums, but the hand brake is operated on a 7-inch drum of the rear end of the transmission.

On the chassis of 112 3/4 inch wheel base, long enough for heavily and easy riding qualities, at the same time short enough for easy handling and parking, have been mounted two closed bodies—Standard and De Luxe Sedans—which are splendid examples of the new Vogue in motor car body construction. Smart streamline bodies, they are both built of the warlike by a custom-designed leading.

The De Luxe sedan, equipped with nickel radiator, is finished in Apiko blue below the lower molding and in Hobson green above. Rear quarter is in weather proof Maritas, in the manner of many expensive cars from Europe.

New Fordson Shown Here



Recent improvements in the Fordson Tractor, sold in La Grande by the Perkins Motor Company, include Timken bearings, an air washer preventing pre-ignition or the motor getting hot, fenders of heavier material, affording protection from turning over and preventing dirt throwing, and a spring hitch attachment which prevents the plow from breaking when being used in rock or stumpy ground.

TOURISTS ARE INCREASING

Out of the State Motorists Now Register at Chamber of Commerce Headquarters.

As the regular tourist season approaches the number of tourists who stop at the chamber of commerce to register their cars and secure a non-residence permit grows by leaps and bounds.

The registration of cars from outside the state has been done at the chamber of commerce for the last two weeks. Tourists are required to fill out a blank stating the make of car driven, the license number, address, state of entry into the state and other particulars.

When this portion of the procedure is satisfactorily completed the tourist is given a sticker for his windshield which shows that he has been properly registered.

During the registration process, Earl Reynolds, secretary of the chamber of commerce tells the tourist a few things about the Grande Ronde Valley, Wallowa Wonderland and gives him any information asked for.

During the last two weeks tourists have registered from Idaho, Washington, California, Colorado and other states. The two entries into the record book from states further off are one from Kansas and one from Arizona.

Details of Merger Reviewed at Meeting

OAKLAND, Calif.—With every indication pointing to a record year in production and sales, and a minimum increase of 50 per cent assured over 1924 business, one of the most enthusiastic stockholders' meetings ever held by the Durant Motor Company of California, has just been concluded.

The attendance was a record one, eighty-one per cent of the stock of the company being represented. Vice-president and general manager Norman DeVan of the company presided, and reviewed in detail for the stockholders the news of the recent merger of the Star and Durant companies, pointing out to them the advantages of operating both manufacturing and sales efforts of a unit, instead of maintaining two separate organizations for administration, selling and manufacturing Star and Durant automobiles.

It was unanimously voted to increase the capital stock of the company from \$2,000,000 to \$5,000,000 to take over the assets and the contract of the Star Motor Company of California.

Manufacturers Are Wary of Overproduction

Manufacturers are warbling as that they will not be caught in the trap of over-production. They have had enough experience with that. They have been keeping output down to a close relation with the actual ordering of cars by consumers. A certain margin in advance of current requirements has been made during the winter months in anticipation of great demand in the spring and summer, but it is warier than in previous years. Cars in warehouses are not plentiful enough to care for all the wants that will develop, and current production is being determined by actual orders.

It was a solemn but kind-hearted home and the family was gathered about the supper table. "What shall we give the baby for his birthday present?" asked Ma. "Well," said Pa, as he balanced some fried potatoes on his knife, "we might wish this window and let him see the automobiles go by."

HIGHWAY CROSSING ACCIDENTS NOW ON THE DECLINE

"The nationwide campaign the American Railway Association and the individual railways are conducting to reduce accidents at highway crossings is bearing fruit," says the Railway Age. "This is shown by the railway accident statistics for the entire year 1924 which were issued by the Interstate Commerce Commission. This week and by statistics of the National Automobile Chamber of Commerce regarding the number of persons killed in automobile accidents last year.

"A very large majority of all fatalities at highway crossings are now due to collisions between trains and automobiles. The total number of persons killed at highway grade crossings in 1923 was 2298, while in 1924 it was 2149. This was not a large reduction, but in considering its significance it must be remembered that the number of automobiles being operated and the number of accidents of all kinds in which automobiles were involved substantially increased. The total number of persons killed in all automobile accidents in 1923 was 16,452, while in 1924 it was 17,345. Since the number of fatalities at highway crossings declined while the total number of fatal automobile accidents increased, it necessarily follows that the proportion of all fatal automobile accidents which occurred at highway crossings was substantially reduced.

"There were reductions in fatal railway accidents of almost all kinds. The total number of persons killed declined from 7355 in 1923 to 6417 in 1924. Total trespassers killed declined from 2319 to 1217; total collisions from 1949 to 1471. The number of passengers killed increased from 143 to 152, while the number of all other persons killed, consisting principally of those who met death at highway crossings, declined from 2483 to 2364."

SALES MANAGER IS APPOINTED

The Velle Motors Corporation announced today the appointment of C. W. Hadden as General Sales Manager to succeed F. E. Bradford, Vice-President, resigned.

Mr. Hadden was for several years connected with the Maxwell Motor Company and actively engaged in the distribution of farm implements and farm tractors. During this period he made a special study of export development work and for a time managed the foreign sales of this company. In 1922 he joined the Maxwell Motor Corporation in the capacity of assistant to the President and later became identified with the Maxwell Chrysler Sales division.

Mr. Hadden will have entire charge of the sales organization, both domestic and foreign. The resignation of Henry Lord, who has for some time been serving the Velle Motors Corporation as Secretary and Director of Sales, was also announced. Mr. Lord last year, as yet, made known his future plans.

Philip: "I believe all this talk about blaming the driver after every automobile accident is unfair." Baby: "When did you get a car?"

STAR COACH ARRIVES HERE

W. P. Morelock Receives Late Model Closed Car for Delivery to Local Buyer.

A new comer on the auto row this week was the Star coach received by W. P. Morelock for delivery to Dick Lindsey of this city.

Although the Star cars have been sold here for the past nine months by Mr. Morelock and his staff the coach received this week in a recent addition to the Star line and is the first one ever brought into this territory.

The coach is built on the regular Star chassis with "the million dollar motor" and is one of the classiest jobs in the light car class introduced to the local market in some season.

It is finished in Flint Blue and is a genuine coach with one wide door on each side and comes with the usual accessories.

The coach arrived here in a carload of cars shipped from the California factory. Four open cars made up the remainder of the carload.

BIG TONNAGE PRODUCED.

DETROIT, Mich. (Special).—Ford coal mines in Kentucky and West Virginia last year produced 1,862,953 tons of coal, of which 1,444,536 tons were used at Ford Motor company's plants. The 413,417 surplus tons over the company's requirements were sold to the public.

More than half the output of the Ford coal mines was shipped to the River Rouge plant at Detroit. There, practically all of the coal went into the coke ovens, yielding thousands upon thousands of tons of coke in addition to such valuable by-products as gas, tar, benzol and ammonium sulphate, which is sold by the company as a fertilizer.

"What do you think of the new 1925 automobile models?" "Well, I've only been struck by two so far this year."

40 Good Used Cars

Perkins Motor Co. 4th and Adams

FAMILIES OF MODEST MEANS BUYING AUTOS

DETROIT, Mich.—Families of moderate or limited means, who heretofore hesitated about purchasing cars, are coming into the automobile buying field in greater numbers than ever before, if records of the Ford Motor Company's weekly purchase plan may be taken as an indication.

The plan, launched not quite two years ago, was started chiefly to give such people an opportunity to enjoy the benefits and pleasures of motor car transportation and those taking advantage of it are growing in numbers every day. It is simple, the prospective purchaser making weekly payments of an amount best suited to his individual means, these payments becoming part of a bank account until such time as the purchaser has a sufficient sum to take delivery of his car.

Details of the operation of the plan, as just given out by the company, show that from a comparatively few daily enrollments during the first month, the number has steadily risen until now more than 700 people are enrolling every day throughout the country, a rather remarkable public endorsement of the plan.

The records also show that there are at present more than 110,000 persons on the weekly purchase plan roll and that more than 165,000 already have received their cars under the plan.

These figures seem to bear out predictions made when the plan was inaugurated, that it would exert a wide influence toward lessening extravagant buying with its consequent embarrassments, and instead afford a practical means for car ownership in which all members of the family can participate.

They tell us the price of Ford is \$1800 in Germany. The Germans will soon be abandoning the Dawes plan for the installment plan.

OLDS INCREASES PRODUCTION OF ALL ITS MODELS

Production and sales of Oldsmobiles during March totaled nearly three times the record for January, according to official reports from Olds Motor Works, Lansing, Michigan. Preparations are under way for a still greater production during the present month of April.

For some time past the Olds Motor Works has been working on a system whereby production is based according to actual orders received. For this reason factory production and actual sales figures are on the same level.

This system also has practically eliminated the former practice of dealers carrying large stocks of cars at this season of the year, and for this reason a continued gain in production from month to month is anticipated.

INTRODUCING GREASE GUN

A new and improved gun for filling transmissions, differentials and other parts of the car with hard oil is being introduced by the Standard Oil company. The apparatus is said to eliminate the waste and messiness of the present system of handling heavy grease. The gun is automatic in action and is worked by compressed air.

R. G. Albert, assistant special agent of the La Grande office of the Standard Oil company is now on the road introducing the grease gun in this territory. Mr. Albert is in charge of distribution for the entire southern half of the Walla Walla territory.

INSURED?

Yes, doubly insured, says the man who carries a

FYR FYTER

on his car in addition to fire insurance.

Let me equip your car today—your personal safety demands it.

Moderately Priced

Fyr Fyter Never Fails

ROBERT SMITH
1417 WASHINGTON AVE.
Demonstration Without Obligation.

Exide Batteries

STROMBERG CARBURETORS

S. & M. Spotlights
Packard Wire—all sizes
Generator & Starter Brushes
Light Globes—all sizes
Lamp Sockets
Genuine Itany and Delco Coils, Points, etc.

Klaxon Horns
Stop Lights
Robert Bosch and Champion Spark Plugs
Copper Tubing
Garbriel Strainers

FRED T. BURGESS
1208 Jefferson Ave.

SEIBERLING ALL TREAD

"Prompt Service Always"

Highway Service Station

R. R. CAREY, Mgr.
1703 Adams

WHY THERE ARE MORE THAN A MILLION

Buick's Superior Performance

Every day a Buick owner realizes more and more the greater safety of Buick mechanical 4-wheel brakes, the extra reserve of power in the Buick Valve-in-head engine, and the easier steering and parking that result from Buick's ball-bearing, worm and nut steering mechanism. More reasons why more than a million Buicks are in daily use today.

Jennings & Shumate

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

STAR COACH

W. P. Morelock Receives Late Model Closed Car for Delivery to Local Buyer.

Free from all tire expense for 12 months

RIDE on Protected Tires! Why take the risk? Buy Protected Tires. We issue a protection policy through the Tire Replacement Corporation of California with each tire purchased.

This policy protects you for one year against accidents, negligence, blowouts, cuts, under-inflation, bruises, rim cuts, defects or any road hazards which may render the tire useless.

Perfect protection with absence of all tire expense for 12 months—a year of letting somebody else pay the bills, no matter what happens to your tires.

A free monthly inspection service is included in this broad contract, and minor damages to your tires are repaired without any cost to you. You now have the same protection for your tires, if anything happens to them, as you have on your car.

Should you ruin a tire—it will be replaced without delay to you. All you do is to bring it in and we will give you a new tire, deducting only for the natural wear of the tire (1/12 for each month used.)

But if your tires sustain only minor injury the repair will be made and you save the expense.

This is the modern way of caring for tires. You save expense and have perfect satisfaction.

Perkins Motor Co.
4th and Adams

LA GRANDE IRON WORKS

MACHINE SHOP AND FOUNDRY

All Kinds of Machinery, Automobiles and Tractors Repaired

Overhauling and Rebuilding
Acetylene Welding of All Kinds
Cylinder Boring and Overhaul Pistons
Crankshafts, Pistons and Piston Pin Reground
GIVE US A TRIAL

D. FITZGERALD Prcp.

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PLAYLE OIL CO.
LA GRANDE, OREGON
REMEMBER THEY COST NO MORE