

Highway and Auto Dope

Traffic and Tourist News



REPUTATION IS BUILT ON DEPENDABILITY

"For ten years" — dependable. These words express the successful attainment of an ideal conceived in the minds of the founders before the first car bearing Dodge Brothers name was placed in the hands of a purchaser late in 1914," says L. C. Smith, local dealer, in commenting on Dodge Brothers' latest advertisement.

"The word 'dependable,' when it appeared on the poster boards and in the magazines and newspapers several years ago, focused public attention on one basic characteristic to which, more than any other, is due the good name which Dodge Brothers Motor Car enjoys everywhere.

"Having decided to produce a car bearing 'dependability' consistently in mind while they were

constructing, presenting the best materials and determining the most accurate and assembling processes and inspections.

"The four-cylinder, I-head type of engine was selected because it has always been known over great periods of service, to be the most dependable and free from need of repairs or adjustments.

"That their judgment a decade ago was sound is evidenced clearly by the fact that over 75 per cent of all passenger cars today are powered by four-cylinder engines and that last year Dodge Brothers sales showed an increase of over 25 per cent against a loss of 11 per cent by the automobile industry as a whole.

"Dependability of the chassis is the result of a well balanced design of which Dodge Brothers Motor Car is an outstanding example. All units and component parts are designed and manufactured to work together in smooth co-ordination—none overdeveloped at the expense of others.

"The well known policy of constant development of a basic design as rapidly different annual models gives the buyer complete assurance of dependability. Every year since the first Dodge Brothers Motor Car was built it has been

MOTOR WEAR HELD CAUSE OF WASTE

Power Loss Due to Excessive Clearance Between Pistons and Cylinder Walls.

This subject is of great importance to the automobile owner because he is the largest user. We are told by the oil companies that the waste of supply in diminishing fuel consumption is increasing by leaps and bounds.

That's true, but there is an enormous waste of gasoline and if this waste is not checked, prices will continue to rise because supply and demand regulate prices.

The low and cry against these high prices of gasoline should not be directed against the producers of gasoline, because the fault lies with the users of internal combustion motors and every automobile owner is equipped with the type of motor. The owner, therefore, must know when his motor is operating most efficiently. It is only obtaining a small percentage of the energy of the gasoline fed to the exploding chambers.

Engineers and designers of internal combustion motors are constantly striving to increase the efficiency of motors and their tests have always brought them to a point of closer tolerances in the mechanical working parts, and the standards as adopted by the society of automotive engineers are now recognized to be as close as expansion and contraction safely will permit.

The automotive service man holds the key to this situation, and if a better understanding would exist between the owner and the repairman, the enormous waste in gasoline could easily be reduced to a minimum.

For compression is the greatest offender in the burning of gasoline and this is brought about by a number of ailments, such as a poor spark, bad carburetion, worn bearings, poorly seated valves, and other kindred causes but the worst is the wear of the cylinder walls, piston and rings.

The owner does not need to know all about the mechanical operation of his car to properly deal with the repairman, but he should know and in most cases does, that his motor is capable of reproducing certain results, especially so in consumption of gasoline and smoothness of operation.

These factors are not obtainable in the long run by the common practice of scraping iron, regrinding valves, putting in new rings and pistons, adjusting carburetor, tightening bearings and so on.

These things are suggested and carried upon in most cases because of the quickness of turnover and are mostly costly in the long run.

There is an investigation on now at Washington to place responsibility for the present high cost of gasoline. These movements usually tend to agitate and give publicity to shortage, the result being that the increase is justifiable and gasoline prices go soaring.

Green materials such as are used in the construction of motors are subject to warping and distortion because of heat.

These materials finally become seasoned and in most cases take a permanent set. This usually takes place in the first five or ten thousand miles of operation. Now therefore, you can do all the carbon scraping, valve adjusting and so on that you can afford to pay for but you have not as yet touched on the seat of trouble when it comes to gasoline saving.

Metal wears in proportion according to its size and weight. The cylinders being largest in bulk, therefore, wear most and it is this wearing together with the wear that takes place in the cylinders that should be corrected before gasoline can be saved.

OVERLAND SIX APPEARS HERE

Unusual Beauty of Line Feature of New Model Displayed by Gettings and Hanks.

The week just completed has been set aside all over the country by the Willys-Overland company as the Overland Six National Demonstration week and was participated in here by Gettings and Hanks.

The new Overland six appeared on the streets of La Grande for the first time last Saturday and in the ensuing space of time has won a considerable number of admirers.

The car is in the light six class with no extra weight to run on gasoline and the hills. Its balloon tires and long spring suspension make the riding qualities of the car particularly pleasing to the motorist who likes to be fresh at the end of a 100-mile jaunt in his automobile.

The Overland six is the last word in streamlining design. Its rounded radiator slopes directly back to a hood which contains no angles to displease the eye.

So far production of the six is confined to two models, the De Luxe Sedan and the Two Door Coach. Both are on the same chassis and fundamentally the same except for the differences in the body.

The coach sells at about 200 less than the sedan. The sedan is a beautiful job all the way around with its dual finish, balloon tires, nickel radiator and fittings.

The interior of the de luxe sedan is finished in gray velour with all equipment including a dome light, foot rest, robe rack and other conveniences.

Beneath the beauty of the ex-

INSPECT CAR FOR SPRING

Again spring, lovely spring is with us and again every motor car owner drives forth his car, now or old to take the family for an airing, go fishing or for the manifold cases to which the automobile is put during the early months of the year.

During the spring months when motorists use their cars to a greater extent and to more varied purpose than at any other time it is well to give the car a thorough inspection and prepare it for the hard service of the coming season.

Each motorist should look up the oil chart for his particular make of car and see that each of the numerous parts about the chassis are well greased, giving particular attention to the crankcase, transmission and rear axle.

The practice of some motorists of cleaning out the motor with gasoline should be abandoned for the reason that a portion of the liquid is bound to stay in the engine and will thin the new oil.

It is always a good idea to test the brakes and steering mechanism to make sure that everything is working properly and to make any necessary adjustments.

During the hot summer months in the cooling system is not taken care of the car will have a tendency to overheat. The entire radiator system should be cleaned by draining in a solution of one pound of washing soda and five gallons of water through the pipes.

It is also a wise idea to inspect the fan and fan belt to see that the belt is of proper tension and that the bearing is well greased.

terior the chassis is cleaned by the manufacturers to be designed particularly rugged to easily withstand the rigors of hard driving season after season.

EXTREME CARE USED IN CAR BUILDING

Almost Unbelievable Accuracy by the Use of Specially Designed Instruments.

The accuracy with which present day automobile parts are manufactured is astounding to the layman, says E. L. Ledbetter, dealer in Hudson and Essex cars in La Grande.

The standards of accuracy are so precise that the human senses cannot comprehend them. The piston pins used in the manufacture of Essex cars are held, says Mr. Ledbetter, to a precision of 1-4 of 1-1000th of an inch.

This extreme accuracy in the piston pins is but an indication of the care used in the manufacture of entire cars. Whole batteries of experts are employed at the factory constantly checking on the parts of the car as they are manufactured.

In this work the experts use specially designed apparatus capable of actually splitting hairs into minute fractions. The object of this exceptional amount of care is to be sure that the parts fit precisely to eliminate wear and so that the vibration or friction is reduced to a minimum.

The Essex car is made, a part of this precision care and attention to details says Mr. Ledbetter who daily demonstrates this Dodge car buyers on the streets of La Grande.

DID YOU KNOW—

That though the springs may be well lubricated by greasing on over them, this method actually increases the accumulation of dirt and grit between the leaves? The most satisfactory way of getting spring comfort is to clean and grease the springs and then protect them with covers.

Exide Batteries
STROMBERG CARBURETOIS

- Maxon Horns
- Stop Lights
- Robert Bosch and Champion Spark Plugs
- Copper Tubing
- Garfield Scubbers

FRED T. BURGESS
1206 Jefferson Ave.
MAIN 125

Greatest Value
MADE POSSIBLE BY
Greatest Production

How is it possible to build six-cylinder cars of such outstanding quality, such smoothness and power, such endurance, good looks, and fine coach work as Hudson and Essex give at such a low price?

Tremendous production, producing the most closed cars of any builder of good Sixes in the world, have permitted cutting costs until Hudson and Essex are the greatest values in motor history.

Have you seen the new Essex Coach? Let us take you for a drive at your convenience.

Watch for the Hudson-Essex Caravan that's to Visit La Grande Soon

Ledbetter's Garage

For Economical Transportation

CHEVROLET

QUALITY

Chevrolet is every inch a quality car. It has chassis design typical of the highest priced cars; long semi-elliptic springs providing wonderful comfort in riding; a disc clutch that makes gear shifting astonishingly easy. All models are finished in the durable Duco whose color and luster last for years. Closed models have Fisher bodies of outstanding beauty. These are but a few of the 83 quality features that make Chevrolet the greatest value in the low price field.

Call at our showroom today and arrange for a demonstration

Prices Delivered in La Grande	
TOURING	\$657
ROADSTER	\$652
COUPE	\$902
COACH	\$522
SEDAN	\$1,016

Blue Mountain Garage
Opposite Postoffice. M. A. HARRISON Mgr.
Quality at Low Cost

SPARK PLUGS NEED CHANGING PERIODICALLY

If you, a car owner, could visualize clearly the difference that old and new spark plugs cause in the combustion chamber of your engine, there would be no question in your mind concerning the advisability and actual economy of installing a complete new set of spark plugs in your car every 10,000 miles, or at least once a year.

With a new set you would see a hot, intense spark applied to the gas mixture, causing complete combustion and leaving only the burned gas to escape through the exhaust. Such a spark and such combustion mean that your engine is developing its maximum power from the fuel used—that it is performing as it was designed and intended to perform.

made better by refinement of detail.

"When one million Dodge Brothers Motor cars had been produced it was found that over 20 per cent were still in active service. This fact affords ample evidence of generous public approval of the sound policy of building a car of enduring dependability."

HUNDREDS HAVE RIDDEN IN THE NEW OVERLAND THIS WEEK, AND HUNDREDS HAVE SAID—

"A MARVELOUS NEW SIX"

If you haven't enjoyed the experience of a ride in this new Overland Six Deluxe, come next week. We don't care if you aren't interested in a new car—we simply want you to have the pleasant sensation that a ride in the New Six will give.

Standard Six Sedan Delivered price \$1175

GETTINGS & HANKS

Overland Deluxe Six Sedan Delivered price \$1355

WORLD-WIDE GOOD WILL

The world-wide good will which Dodge Brothers Motor Car has earned for itself during the past ten years, is emphatically the most valuable asset that Dodge Brothers Inc. possess.

The public may rest assured that nothing will ever be done to jeopardize in the slightest degree this enviable and price-less reputation.

The policies and practice which have shaped the destinies of Dodge Brothers in the past, are in full force today, and will continue in full force so long as a motor car bearing Dodge Brothers name shall be manufactured.

DODGE BROTHERS INCORPORATED

L. C. SMITH