

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## MORELOCK IN NEW QUARTERS

### Star Coach Attracts Many Interested Parties to Display Rooms of Firm

The ever increasing number of Star cars in this territory has made necessary an expert service man to furnish specialized service on the car when needed, according to J. P. Morelock, who, commencing April 29th will furnish this account in addition to Star car owners.

This new service for car owners will be inaugurated with the installation of the J. P. Morelock, Star and Oldsmobile dealers, in their new headquarters in the Kowach building on Adams avenue.

Mr. Morelock will make the move the latter part of this week and plans to be ready to resume business as usual next Monday morning.

**Coach Attracts Many.**

The Star coach has been the center of attraction at the Morelock display rooms this week. The dealers have been able to get but one of the coach models here. Indeed this one in this city is the only one of its kind in the state.

The car has several innovations which attract the eye of the purchaser as well as its attractive appearance. Among other things in the way of improvements are the

## CHEVROLET IS IMPROVED MECHANICALLY

### Chassis Features of New Model Include Many Refinements to Add to Long Life and Comfort of Car.

One feature of the new Chevrolet car that appeals particularly to the experienced motorist, according to M. A. Harrison, manager of the Blue Mountain Garage, Chevrolet dealers, is the riding quality of the improved spring suspension.

The 1925 Chevrolets, now being sold here by the Blue Mountain Garage, are equipped with semi-elliptic chrome vanadium steel springs. The rear springs are under-drummed and thus contribute a breathing quality to the riding of the car. The springs also are lubricated throughout with Alox-mite lubrication which places the oil between the moving parts under high pressure and adds greatly to the long life of the spring lashings and shackles.

The mechanical improvements on the Chevrolet this year include features of betterment from the radiator to the differential. The radiator now furnished as standard equipment is the Harrison genuine honeycomb cooler with the shell of non-rusting airplane metal.

A single plate dry disc type of clutch with refining features developed by the Chevrolet engineers contributes greatly to the general satisfaction of the car and the ease of driving. The clutch is fully enclosed and requires no lubrication thus eliminating the inconvenience experienced in cars whose clutch requires a great deal of attention.

Chassis improvements include a longer and deeper frame with five heavy cross members, a re-designed rear axle and Alente lubrication. The frame is built of rugged type construction with five cross members stiffening the structure at points of greatest strain.

The rear axle of the car has been re-designed to gain additional strength. The gear contact between the driving pinions and the ring gear has been greatly increased thus improving the efficiency of the differential and at the same time lightening the amount of wear on each gear.

The differential itself is encased in a one-piece hardy type housing. The front axle of the Chevrolet has also been strengthened.

#### MAIN INGREDIENT

The trouble with most motorists who endeavor to restore the original luster to their dull cars is that they overlook the main ingredient in any good polish—elbow grease. It is the only thing that the owner must supply if he is to get proper results. It is always emphasized in the directions: "Rub, rub, rub! And then rub some more." No polish is any better than the elbow grease the owner adds to it.

simplified system of raising and lowering the side glasses, the one piece windshield, four wheel brakes, and a seat which tips to the side instead of forward thus allowing more room for entering the rear seat.

The car is finished in Flint blue with the rear end of the top in black leather and is very attractively appointed with German silver fixtures, drum lamps, balloon tires, nickel-plated radiator and other special equipment.

## BALLOON TIRES FINDING FAVOR WITH MOTORISTS

The addition of balloon tires as optional equipment has greatly increased the demand for them, according to W. E. Perkins, head of the Perkins Motor company, Ford and Lincoln dealers.

The majority of cars now sold by the Perkins Motor company are balloon equipped and the proportion is steadily increasing.

Another recent innovation in the Ford line which has caught the fancy of motorists, particularly the ladies is the artistry wheel equipment in the natural wood finish.

These wheels besides being exceptionally sturdy to withstand shocks and strains of hard driving add greatly to the appearance of the car. The natural wood finish wheels are particularly popular on coupe models.

## GARAGE GOSSIP

### Deuce-Here—

B. C. Hamilton, Baker motor car dealer, was in La Grande on a business trip the latter part of this week.

### Has New Car—

J. E. Stearns is the owner of a new 1925 model Overland 5-passenger sedan, purchased from Gettings and Hanna.

### Factory Man Here—

Bruce Pollock, factory representative of the Star car, was in La Grande the early part of the week conferring with J. P. Morelock, Star car dealer in Wallawa and La Grande.

### Here on Business—

E. Manning, of the Exide Battery company of Seattle, paid a business visit to Fred Burgess, La Grande dealer in Exide batteries, this week. Mr. Manning stopped here on his way back from a trip to Salt Lake.

### New Cars Arrive—

The Blue Mountain Garage received a cartload of new Chevrolets this week from the factory in Oakland, California. Mr. Harrison, manager of the garage states that he is having difficulty getting the new model Chevrolets in the body styles wanted and is behind in orders for some styles.

### Buyer Car—

Don Myers, of the Arcade Theater bought himself a car and then found that the particular model wanted was a very scarce article. Mr. Myers purchased a Buick sedan from Jennings and Rhumate and when the deal was closed, the dealers did not happen to have the car in stock. Mr. Myers went to Portland to drive the car from that agency but found that the dealers there were also short on the model desired. One was later located in Pendleton and Mr. Myers is now driving about the streets in his car.

### From Pendleton—

Richard Rice, Lincoln dealer at Pendleton, drove to La Grande Thursday.

#### BRAKING DOWN GRADE

Don't be afraid to use the brakes when descending hills. A determination not to burn out the linings leads many drivers to spare the brakes altogether with the result that they do not operate very effectively in an emergency. It should be remembered that a little burning in or of the brakes now and again is an advantage, for this keeps up the lining and primes the brakes for a quick stop when they are used again. If the brakes are not used over a long stretch of running the linings become polished, offering little "grip" when the brake pedal is suddenly called into action. It is just a question of moderation between use and abuse of the brakes.

## BAD DRIVING CAUSES MANY AUTO SPILLS

### Detailed Report of Reasons for Over a Thousand Accidents Given by Bureau of Public Roads.

Statistics of highway accidents involving motor vehicles, which seem to point clearly to congestion of traffic as the principal cause, have recently been compiled from newspaper reports of accidents in the states of Montana, Oregon and Washington by the Bureau of Public Roads of the United States Department of Agriculture. The bureau's study shows that Montana with the lowest registration has the smallest number of accidents per 1000 cars, while Washington with the largest registration has the most accidents per 1000 cars. This does not agree with national estimates which indicate that the rate of accidents decreases with increased numbers.

During a period of eight months newspaper reports of accidents in the three states mentioned were secured, and from the accounts given the causes of accidents classified as follows:—

- Family operation by driver—1820
- Family operation by others than drivers—191
- Family equipment—151
- Faulty highway conditions—234

The detailed statement of the causes of accident shows that 711 or more than 40 per cent of the total, were caused by reckless or careless driving.

Of the 214 accidents caused by faulty highway conditions, 19 were caused by narrow roadways and 116 by skiddy surfaces.

#### WHEN TO REMEMBER IT

Not all motorists who carry insurance in the largest companies know that by carrying the insurer's service card with them and presenting it to the nearest local agent or representative in event of accident, fire or theft of car, much of the detail is lifted off their shoulders. The insurer has his interests at stake, relatively small as they may be, and for that reason his representatives are instructed to render every possible and reasonable service to the insured. Think of your insurance service card when you have had some trouble, but don't make the mistake of thinking of it before. Always drive your car as though you didn't carry a cent of insurance.

What this country needs most is less things it needs most.

WE SPECIALIZE ON  
**Generator Starting Ignition**  
All Electrical Repairs To Your Car  
Guaranteed Service  
Full Line of Service Parts  
**Battery Electric Service**  
1311 Wash. M-753



### Your Summer's Outing

When you start planning your camping trip or tour for this summer let us help you by providing your Tents, Luggage Covers or any canvas demands. We are experts in canvas work.

## Snyder & McKennon

LEATHER GOODS, TIRES, HARNESS, SADDLES

## CAR CONTRIBUTES TO CONTENTMENT OF WORKING MAN

The almost universal use of automobiles in the United States has proved most effective in keeping out or nullifying the propaganda of the Bolsheviks in this country, according to Fred Ashfield, chairman of the London Underground Railway, who returned recently to England from a business visit in America.

He bases his opinion on the fact that the well paid workmen of the United States can in a large degree afford cars. In this way they spare time is occupied constructively, the family can get away on visits to kinfolk and the wide open spaces and there is more general happiness and satisfaction in the American employes' home.

## FUTURE BRIGHT SAYS CHIEF

With a production record of 24,300 Overland and Willys-Knight cars during the month of March Willys-Overland has just established a new production peak, surpassing its previous record achieved a year ago in March.

Coincidentally, the sales department announced that field reports show a gain in retail sales for the same month of 38 per cent compared with last year.

"Never before has the outlook for Willys-Overland appeared better," is Mr. Willys' comment supplementing the announcement of these facts. "During March we

built 5200 Willys-Knight cars. We have now reached a production of 250 Overland sales per day. Our output of Overland four-cylinder models has been nearly 600 cars per day, the majority being enclosed types, particularly the All-Steel sedan, which seems to have met with general approval by the motoring public.

"Unlike the situation a year ago which began to show limitation in business with the beginning of the second quarter, all evidence indicates that there is a steadily increasing demand for automobiles this spring and we expect to maintain our production gain of the past month for some time to come. Our dealers are already beginning to feel a brisk demand that presages a car shortage. We are employing nearly 20,000 men at our three plants in Toledo, Pontiac and Elkhart, with 14,000 men on our pay roll at Toledo, and 3000 each at the other two plants."

## OUT ON THE HIGHWAY

Thirty—forty—fifty—sixty miles an hour—up steep grades as smoothly and swiftly as a bird—through the rough as steadily and surely as an army tank—slow and patient in "high" through heavy traffic—snap and speed in the get-away.

Easy to drive and quick to respond to the control of a finger—roomy, comfortable, and dry to ride in no matter what the weather or how many long hours the trip may demand.

Complete in equipment for every motoring need and any road emergency—beauty of design and body building that creates a new pride in car ownership. Such are—

## The New Studebaker Closed Cars

After you see the new Studebaker; after you enjoy a ride in one—then you are not surprised that the demand is as great as it is this spring. So great, as a matter of fact, that we urge immediate placing of orders if you expect reasonable delivery.

Visit our show-rooms at your convenience—you'll enjoy what you see.

# M. J. GOSS

Studebaker Sales and Service.

"This is A Studebaker Year"

### When you select oils and greases that carry the VELTEX trade mark you are assured of VELTEX quality

You can buy VELTEX at these stations

#### La Grande

La Grande Filling Station  
Square Deal Filling Station  
Auto Electric Service Co.  
Oregon Tire and Battery Co.  
L. C. Smith—Dodge Garage  
Jennings & Shumate, Buick Gar.

#### Union

Oregon Trail Garage  
Rex Gamble  
Brown's Garage

#### Cove

W. F. Breshears  
Leonard Towle

#### Elgin

E. F. Hug & Co.

#### Summerville

J. J. Wagner

#### Imbler

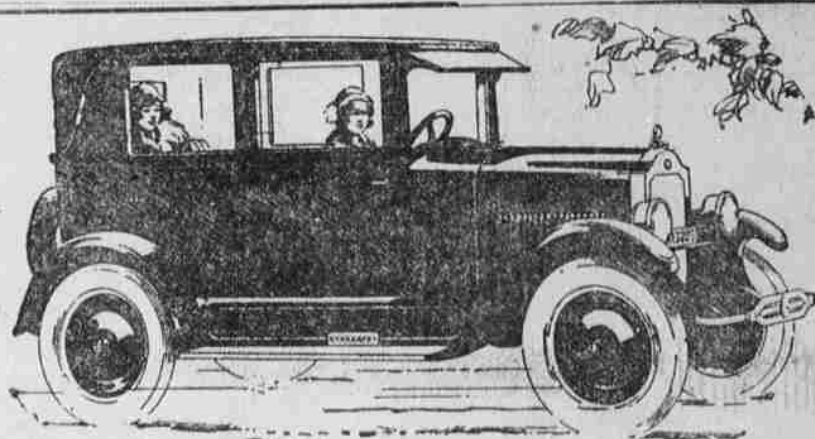
Andrews Bros.  
A. Page & Son

#### Alicel

Bryant & Bryant  
J. Rossen

## FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY



## The New Star Coach

De Luxe is the term that best describes this New Star Coach.

A handsome roomy car, built mechanically as only Star can build it, with many exclusively patented features—wide doors, easy entrance, a 16-inch aisle to rear seats, long grained black leather top with landaulet-type side-bows.

Finished handsomely, its custom built lines add a distinctiveness never before approached in a low-price car.

The sensation of the year, especially at its low price.

See it at your dealers TODAY!



## J. P. MORELOLK

La Grande, Ore.

