

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## SPRING FEVER SELLS CARS

May and June to Be Banner Months in Sales, Predicts Local Automobile Dealer.

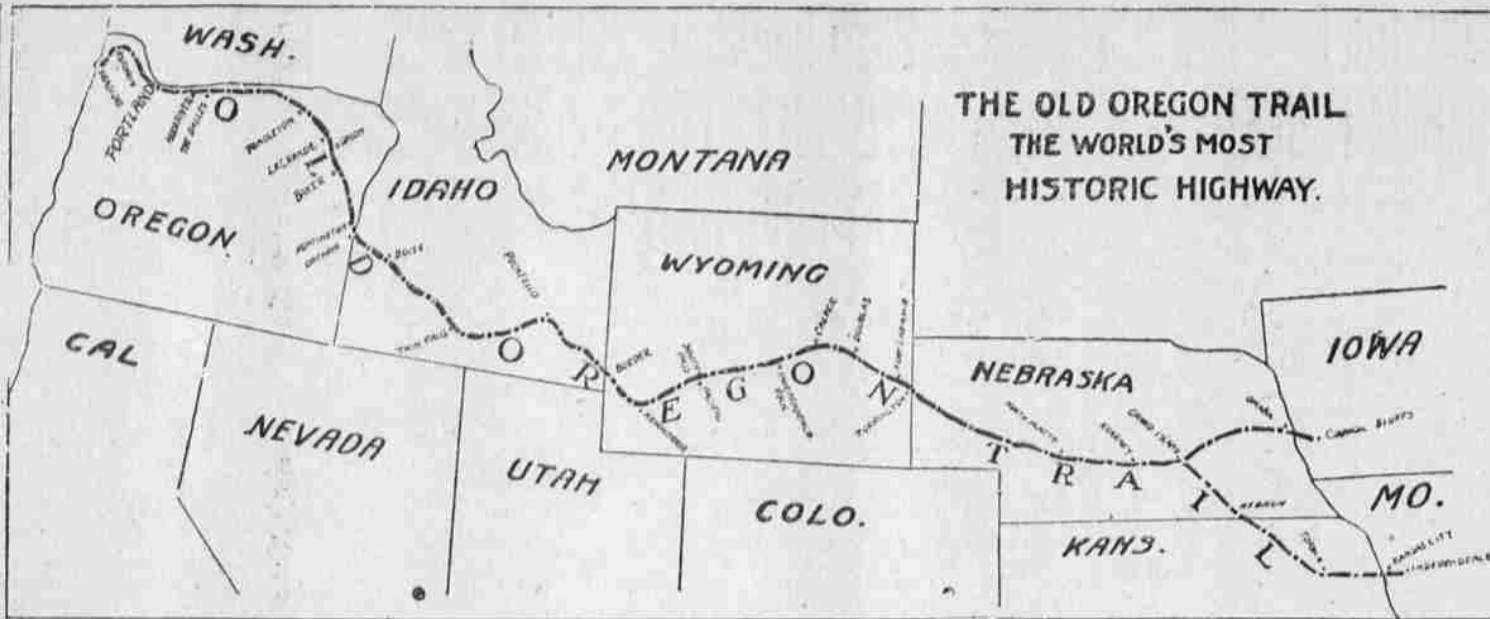
"There is something in the air of spring that wakes up a man's roving urge," says R. L. Ledbetter. Men who have been thinking of buying cars suddenly put their money in their pocket and get ready to buy. That is the same urge which wakes up the clothing and sporting goods markets, and makes women look about for new bonnets and wraps."

"We are fortunate that this season of great demand is being met by an unprecedented production of cars at the Hudson-Essex plant. The factory is now working 24 hours a day to keep up with the demand for prompt deliveries. One thousand cars a day—the largest six cylinder business, by far, in the industry—are being made, and we would be mighty glad if the number could be increased."

"Our activity in this city is almost typical of what is going on all around the country. The cities and the country, the East and the West, all are finding a demand for Hudson-Essex cars which they must exert every effort to fill. The demand for Hudson and Essex is simply overwhelming."

"It looks to me as if May and June of this year would furnish one of the most striking spring rushes of business we ever have known. The motor car that deserves success and a demand from the public is going to sell in large numbers."

"The demand for Essex particularly is something most remarkable. I do not believe we shall be able to catch up with it all this year."



MAP OF OLD OREGON TRAIL, MODERN MOTOR ROUTE, FOLLOWING CLOSELY THE TRAIL OF THE PIONEERS WHO CROSSED THE PLAINS AND MOUNTAINS INTO OREGON SOME 70 YEARS AGO.

Tourist travel over the Old Oregon Trail, "the world's most historic highway" is commencing in earnest and the volume this season promises to surpass any former years. The trail followed by the wagon trains drawn by plodding oxen and slow-moving horses is now traversed annually by thousands of tourists who speed over the miles of graveled and paved highway leading to the Northwest. In the past few weeks a total of 83 tourists have registered at the chamber of commerce in La Grande and this is but a small portion of the number which has passed through. The route crosses four states and portions of three others, but the tourists are from all over the country. Listed on the books are people from Arizona, Kansas, far eastern and even southern states.

THE OLD OREGON TRAIL THE WORLD'S MOST HISTORIC HIGHWAY.

well adapted to all kinds of light hauling and quick delivery. The runabout seat affords comfortable riding for the driver and there is ample room for another passenger. Full protection against inclement weather is provided by the top and side curtains.

The new body is of all steel construction and sturdy built. It is 7 feet, 4 1/2 inches wide and 4 feet, 8 inches long. Sides are thirteen inches deep to the flare, so that loading space is sufficient to meet all demands of light delivery. The end gate is the same as that on the express type body of the ten truck and when partially lowered is securely held in place by chains.

If he advertises it, he knows it's good.

### Exide Batteries

STROMBERG CARBURETOIRS  
S. & M. Spotlights Klaxon Horns  
Packard Wire—all sizes Stop Lights  
Generator & Starter Brushes Robert Bosch and Champion  
Light Globes—all sizes Spark Plugs  
Lamp Sockets Copper Tubing  
Genuine Remy and Delco Garfield Washers  
Coils, Points, etc.

FRED T. BURGESS

1308 Jefferson Ave.

## Up Go Tire Prices

However, we are going to hold them down until present stocks are exhausted. Buy your tires now and save 10%.

We Sell Seiberling All-Treads

### Highway Service Station

ROBT. R. CAREY, Mgr.  
1703 Adams Ave.

### SAFETY HINTS FOR DRIVERS

Believing that the increased road travel of the present day calls for super-attention on the part of automobilists, the National Motorists Association has issued a bulletin of specific interest to those who will motor extensively during the early fall.

"Beware of 'leaf skidding,'" the N. M. A. bulletin warns. "This is the most pernicious form of skidding on record because, unless the driver is trained to anticipate it, he is always caught unawares. In the late summer or early autumn the falling of leaves on hard-surfaced roads furnishes a special hazard in wet weather, the water remaining under the leaves when the remainder of the roadway is dry."

Under these circumstances, it is pointed out, the motorist proceeds as though the road were safe for normal speed and is consequently caught in a bad skid or slide when he is obliged to look his wheels.

"It is estimated by some engineers that the wheels of the car do not have to be locked to produce the skid, so effective are the wet leaves in encouraging the car to lose traction."

"A second source of danger," the bulletin adds, "is the discarded license tag. Toward the end of the summer season many tags which were purchased by tourists in order to comply with the non-resident laws are discarded in such a manner as to be easily found and illegitimately used by other car owners, or by thieves. The danger to the tourist in this respect is interesting."

"In event of collision with a car illegally tagged, the tourist has no way of obtaining judgment against the offender even if he takes his number. When the case is followed up, the name of the original owner is all the authorities can link up with the particular tag, and he can usually prove his innocence."

The motorist, therefore, is warned to be certain of the identity of the party he happens to collide with, should he be unfortunate enough to have an accident. It is not enough to take the other fellow's number.

It is also pointed out that summer tourists who have taken out additional licenses should be particularly careful not to discard them in such a way that they can be used illegitimately. The loss of such tags during the remainder of the year may cause a motorist considerable inconvenience, since he will be technically responsible for anything that happens to a car on which they appear. Proving your innocence is not always an easy matter.

The N. M. A. also warns against the hazard of increased night driving resulting from the coming of shorter days and the regular return to standard time in localities where daylight saving is now in effect. Headlights, neglected during the hot weather, are likely to be out of focus at the very time when they are most needed, and when drivers are out of practice in night driving at touring speeds.

#### SHIFT, THEN CLIMB

Upon approaching a steep and ice-covered hill be sure to shift into second before starting the ascent, even if your car is equipped with chains. Climbing under such disadvantages you would be likely to lose so much speed in shifting part way up that the car would stop, offering you the possibility of not getting sufficient traction to start again without considerable manoeuvring.

### NEW GREASE GUNS ARE DELIVERED TO GARAGEMEN

The new pressure grease guns developed by the Standard Oil company engineers were delivered to La Grande purchasers this week. The gun is said to be a big improvement on the former methods of handling hard oil and heavy grease for transmission, differentials and other parts of the car.

The gun is operated by compressed air. It is claimed for it that

it is absolutely clean in operation and eliminates waste of grease besides saving time and labor.

Guns were delivered to the Perkins Motor company, Highway Filling station, La Grande Filling station and J. H. Owsley of Hilliard.

This is the season of the year when a man decides his house needs more paint and his daughter less.

The world gets better. You see the signs everywhere. In Los Angeles a crossword puzzle contest has ended.

### FORD ADDS TRUCK BODY

DETROIT, Mich.—As a delivery unit to meet requirements for equipment lighter than that of the ten truck, the Ford Motor company has just added a pick-up body to its commercial car line.

The new body is designed for use on the Ford runabout, taking the place of the rear deck, and is

TIRE REPAIRS (Nothing else)  
STRONG'S VULCANIZING SHOP  
Retreading a Specialty  
1306 Jefferson

When Better Automobiles Are Built, Buick Will Build Them

No. 5



Question: Why do you hear Buick mentioned favorably in every motor-car conversation?

Answer: Buick's twenty-one years of invariable quality and outstanding reliability are common knowledge. Buick beauty captures the eye on every highway in America. Buick owners are insistent in their praise of this famous motor car.

Jennings & Shumate

### 9 Years In The Same Location

—under the same management  
—with the same skilled labor.

We are "doctors" for all electrical ailments on your car. Perhaps a small adjustment will "cure" that starter or generator. We only "operate" when absolutely necessary.

Auto Electric Service Station  
Ed. G. Reiland, Prop. 1515 Adams Ave.

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The success of the new Overland Six clearly substantiates this fine car's standing as a motor car value beyond comparison . . . a car whose beauty, style and luxury command attention, respect, admiration . . . outdoing cars of higher price in power, pickup, smoothness . . . a car of exactly the right size, weight and balance. Giving car value far in excess of its remarkably low price. Small down payment, long easy terms. De Luxe Sedan \$1150 f.o.b. Toledo.

World's Lowest Priced Sedan  
Sliding Gear Transmission  
FOUR CYLINDERS  
FOUR DOORS  
All Steel Body  
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F. O. B. Toledo

## OVERLAND

with SIX Cylinders

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1312 Jefferson Ave.

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Is Easily Understood When You See and Ride In The New Models

Closed cars that are examples of the finest coach-work in America—

Beauty of design and finish that win immediate and lasting admiration—

Engine power and flexibility that makes driving a distinct joy—

Easy handling qualities and complete equipment that mean utmost touring comfort—

Dollar for dollar value that has created a tremendous demand for the Studebaker this year.

We advise you to place your order as soon as possible to insure early delivery.

## M. J. GOSS

Studebaker Sales and Service.

"This Is A Studebaker Year"