

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

FRENCH TAKES OVER AGENCY

Popular Car Lines to Be Sold in Wallowa and Union Counties; Dealer Appointment Announced Yesterday.

Announcement was made yesterday that Harris E. French of La Grande has been appointed dealer for the Paige-Jewett, Maxwell-Chrysler and Franklin lines in Union and Wallowa counties.

These well known cars have been handled here until recently and many of them are at present operating on the roads in this district. The Paige-Jewett products were formerly sold in La Grande by Tracey Hollister and the W. H. Holtenkamp company were for some years dealers for the Maxwell-Chrysler and Franklin companies.

The new Paige and Jewett cars rank among the finest in the six cylinder line. The Paige is the heavier and more expensive of the two and has maintained a reputation for some years as a strictly quality car. Although the Jewett has a shorter wheelbase than the Paige and is somewhat lighter the same high quality is built into it. The Paige-Jewett line is distributed through Cook and Gill, Inc., of Portland and it was through their representative, C. E. Boyce that the territory was placed with Mr. French. Mr. Boyce has been in La Grande during the present week and while here sold a new Jewett sedan to Ole Veal and a Jewett coach to Herb Browning. Two used Jewetts were also delivered this week. Mr. French expects to have a carload of Jewett cars in about 12 days.

The Franklin has always been a very popular car in this territory due to its easy riding quality and the advantages of the air cooling. At the beginning of the current season Franklin announced a new line of cars incorporating a number of improvements both from a mechanical and appearance standpoint. The new bodies on the Franklin cars are very distinctive in appearance and were designed by DeCausse, the noted body firm. Since the Chrysler interests took over the control of the Maxwell factory and started manufacturing Maxwell and Chrysler cars these

Studebakers Selling Rapidly; Four Cars Delivered This Week

Four of the new Studebakers have been delivered to purchasers in Union and Wallowa counties in the last three days by M. J. Goss. Harvey Hutchinson, valley rancher, purchased a new Standard Six roadster, C. T. McDaniel of Wallowa took delivery on a Standard Six sedan, Mr. E. A. Collinsworth of Joseph is driving a new Standard sedan and H. Elstrom, a stage driver, bought one of the new roadsters.

OIL TO SUIT NEEDS

It is possible to obtain different results from a car by varying the kind of oil or grease to be used in its various units. This is particularly true in winter where the variation should usually run to lighter lubricants. To forestall the possibility of pump breakdown the engine oil should be reasonably light, but consideration should be made for the fact that in normal driving the engine will be operating at a high temperature, particularly if the driver climbs a steep hill and forgets to open the radiator shutters wide. For short jumps, with long waits in the cold in between, the engine will benefit by a very light oil. Deviate from this extreme in accordance with the use to which the car is put and its age. You can get better results from the transmission in city winter work by adding plain engine oil to the case. This not only reduces gear drag, but helps to lubricate the shifter forks. If you were going to climb mountains in winter, or take long trips as a regular habit, however, such light lubricant might be injurious to the gears.

Two mace made great headway.

The Chrysler is unique in that it incorporates the power and speed of a big car in a machine built on a relatively short wheelbase and with economical gasoline, oil and tire consumption. The advantages of the Chrysler are the result of the advanced engineering built into the car itself. The Maxwell, too, like the Chrysler embodies many advanced engineering features which place it among the leaders in the four cylinder class. The new Maxwell cars develop exceptional speed and power with a motor of light piston diameter that combining economical operation with great roadability. Mr. French will be located for the present in the Washington avenue garage across the street from the Elks' club.

LLOYD TROUPE WORKS SUNDAY

La Grande People Invited to Motor to Lake to Watch Filming of Motion Picture Scenes.

A number of La Grande people have made plans to drive to Wallowa Lake tomorrow to see the Frank Lloyd motion picture company at work filming "Winds of Change," the Rex Beach story featuring an exceptional cast of motion picture actors and actresses.

The bad weather which unfortunately set in shortly after the company arrived at the lake has made necessary certain changes in the plans but the filming is being done as nearly as possible according to schedule.



WALLOWA FALLS

Most of the Lake Linderman scenes were completed during the week and it is probable that the sheep camp scenes will be taken tomorrow. The sheep camp shots are to be taken a short distance from the head of the lake toward the Wallowa falls.

According to present plans most of the extras will be used in the sheep camp scenes to be taken tomorrow. No more extras are needed. The company will work tomorrow if the weather is at all favorable.

The roads to the lake are in excellent condition and may be driven

HENRY SENDS A PRESENT TO HIS FRIEND, THOMAS

Henry Ford has sent to his friend Thomas A. Edison, the first complete set of Johnson gages manufactured in the United States. The set consists of eighty-one blocks and these delicate little pieces of steel are accurate within four millionths of an inch. They are contained in a new developed Bakelite case.

For many years Johnson gages have been accepted as standards for measurements throughout the world, and until recently they were manufactured exclusively in Sweden, the native land of the inventor, Carl E. Johnson.

In order to take care of the United States needs, the Johnson company acquired a plant at Poughkeepsie, N. Y., but before manufacture of blocks began the Ford Motor company, in 1923, purchased the plant together with the American manufacturing rights. Mr. Johnson joined the Ford organization as a member of the engineering staff to further develop his precision instruments.

And so it was in the new laboratories of the Ford Motor company at Dearborn that he recently completed the set Mr. Ford has just presented to Mr. Edison.

Now the Spare Battery

Radio has added something to motoring. A lot of car owners are using regular automobile storage batteries for their radio sets instead of the newer type usually used for home purposes. When the radio battery needs charging they put it into the car for a day's trip. And a number of owners find that the radio battery offers the services as an excellent "spare" when the car's battery gives out on a cold morning. The radio battery isn't always discharged.

The reason for the increasing

CAR BUYERS WISER NOW

The automobile buyer of today is a different sort of a person from the buyer of yesterday. He is different in that he has a different motive for buying.

Looking on the motor car as a necessity instead of a luxury, he enters the market with the same attitude he has in buying other economic necessities. His idea is to select a car that gives him the most satisfactory service for every dollar expended. In other words he seeks the best value.

In days gone by, there was reckless sort of element in buying. The prospect saw in the street or in the showroom a type of car that appealed to his fancy and he bought, regardless of its economic or utility value.

Today the buyer is shrewd. Because he knows more about cars, he asks sensible questions, makes a thorough study of the vehicle, launches a systematic survey among his friends. He takes the stand that here is a product that, like his store fixtures or his office equipment or his factory machine, will enable him to hold his own against competition. He treats it as a regular business and economic factor and he buys in the manner of the export purchasing agent.

Because he demands comfort, he must have a car that has ample room and rides easily. He must have a car which he can rely upon to respond to any of his needs at any time.

Economy of maintenance is necessary. The cost of running the car must be low; it must require a minimum of service attention. That it must look well so as to reflect credit on the owner, his family, his business house.

The reason for the increasing

Our Own Movies



Life, for the owner of a car is just one darn thing after another. First the old grate runs out of gas and then that casing you thought was good, pocks out on you.



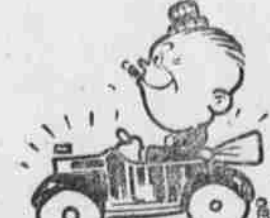
But even all this wouldn't be so bad if your friends didn't come along and chirp a lot of high sounding advice about what they'd do under the circumstances.



If word comes to word after you have tinkered with the heap for some time and have cussed a little, maybe, you can always call up the car foundry for assistance.



Getting loved is isn't the most pleasant thing in the world, but at the same time a fellow can't help feeling that having the old car run so quietly is worth the money.



In spite of these minor difficulties there is nothing quite like the thrill a fellow gets when piloting his own bus down the avenue, as proud as a kid with a new pair of shoes.

popularity of some cars is the fact that these factors have been kept in mind. We have realized the importance of the motor car as a business and economic factor, and have built out cars accordingly.

The new buying trend is a healthy sign. It means that with more cars, more intelligence being applied to the purchasing process, the manufacturer of the product that continues to give the public the best motor car value will continue to survive and prosper.

MIDDLEMAN NOW ELIMINATED BY BATTERY MAKERS

Completion of reorganization of its merchandising machinery, and application of the resulting sales economy to a flat reduction in the price of automobile batteries, is the subject of an announcement just made by B. J. Hoffman, vice president of the Prest-O-Lite Co., Inc. The movement to sell direct to the motorist, through the Prest-O-Lite retailer, instead of using the factory jobber-distributor-retailer route to the user of its starting and lighting batteries, was begun by the company last August, and the reorganization of the entire sales machinery is now effective throughout the country.

This is one of the most drastic that has been undertaken in the automotive field.

"The factory-jobber-distributor-retailer route to the motorist was inaugurated when the starting and lighting battery industry was in its infancy," says Mr. Hoffman. "The newness of the business necessitated very expensive sales organizations. Batteries had not been perfected, and consequently service was a costly item to distributors and retailers. With the steady im-

provement of batteries, however, service demands have decreased, until this alone has meant an appreciable economy to the manufacturer and his sales outlets."

Perhaps the hard riding of your car has something to do with the

spring shackles. Just because you are able to force grease through the spring bolts is no reason to assume that there are no points that are binding. Sometimes the eyes of the spring ends are not even at all points, with the result that the spring bolt or its nuts will be bound in certain positions.

DODGE BROS. MOTOR CARS

Prices f. o. b. La Grande

TOURING	\$1065
ROADSTER	\$1025
COUPE	\$1190
SEDAN	\$1315
COACH	\$1315

Smith's Garage

IF SOMEBODY STEALS IT- If someone drives your car off some dark night-it's a considerable loss. BUT, what if you hit a child in the street some day accidentally? That's far more serious than the theft of your car. Would you be protected with the right kind of insurance? Liability insurance for your car costs little, yet it refrees you of the big share of the burden if an accident does happen. See us today about a policy.

DUTTON "The Insurance Man" With The SECURITY LAND & SAVINGS COMPANY La Grande National Bank Bldg. Phone Main 56

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

VELTEX



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.
 - Orchard Filling Station
- Union**
 - Oregon Trail Garage
 - Rex Gamble
 - Brown's Garage
- Cove**
 - W. F. Breshcars
 - Leonard Towle
- Imbler**
 - Andrews Bros.
 - A. Page & Son
- Alicel**
 - Bryant & Bryant
 - J. Rossen

FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY

BETTER AND BETTER

Dependable ten years ago, and five years ago, and more dependable than ever today, Dodge Brothers Motor Car simply represents the latest phase in a process of continual betterment.

The first cars Dodge Brothers built established a world-wide reputation. The cars they are building today incorporate the accumulated refinements of those ten intervening years.

That important improvements in the comfort and appearance of the car are made from time to time, implies no basic departure from Dodge Brothers traditional policy of progressive rather than seasonal development.

L. C. Smith

La Grande, Ore.

