

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

OVERLAND OUT WITH NEW CAR

Willys-Overland announces the addition of the Standard Sedan to its Overland four-cylinder line.

According to specifications submitted by the factory at Toledo this latest Overland car is a light, roomy, sturdy two-door sedan, beautifully upholstered in durable Bedford cloth and finished in a rich blue, with deep heading. Its color scheme resembling that of the popular All-steel four-door Sedan.

Production of the new type commenced in March and during the month of April, 2,200 of these cars were produced and shipped immediately to the dealer organization. Early sales reports indicate instantaneous approval of the new type by the motor buying public.

A number of unique sales features possessed by the new Standard Sedan were largely responsible for the immediate enthusiasm which greeted the new car. The unusually wide doors permit free access to the front seat and to the entire interior, as well as the accommodation of larger articles.

Arrangement of the windows permits greater vision. Side windows are unusually long and with only one door post on each side the view is practically unobstructed.

The top is more rigid, there being no break in the top structure, except at the front door, making more rigid construction possible. Elimination of two doors and door posts also greatly reduce the weight of the superstructure which naturally is a factor in greater gasoline mileage.

Hinged back of the front seats makes it possible to convert the seat cushions into an emergency bed by removing the front cushions, laying seat backs forward, placing rear cushions on the floor between front and rear seats, and placing front cushion on rear seat. This is a feature that is bound to appeal to campers and vacationists.

The hinged driver's seat also gives him easy access to the entire interior, a feature that is bound to appeal to salesmen, mail carriers, and others who use their car in their daily work. Although the back of the front seat is divided, the front seat cushion is in one piece.

"The new Overland Standard Sedan didn't just happen," is the

statement from John N. Willys, president of Willys-Overland, appearing in conjunction with the announcement of the new type.

"It was designed and built by our Engineering Department at Toledo in collaboration with our Sales Department, to satisfy a definite demand on the part of the motor car buying public for an attractive, sturdy, convenient and practical enclosed car.

"From preliminary observations at the reception of the quality which we have already shipped to dealers, we feel that we have met that particular requirement to a nicety. The price appeal, too, is a tremendous factor as the announcement of this car at its amazingly low price, has placed it within the reach of a vast potential market."

CLEAN SWEEP OF CHARLOTTE RACE SPARK PLUG FEAT

A clean sweep at the Charlotte 250-mile race May 11, at the Freedom April 29, new world 25 and 50-mile speedway records and overwhelming victories in the Havana, Cuba, road races and in the Italian Targa Florio races, are the most recent feats for Champion spark plugs.

These victories give the Champion Spark Plug Co. a list of 19 consecutive wins and eight world's records since it decided to re-enter racing events late in 1923. Since that time cars equipped with its products have broken nearly every speedway record. Its string of consecutive victories has never been approached by any other single piece of automotive equipment, says M. C. Dwell, vice-president.

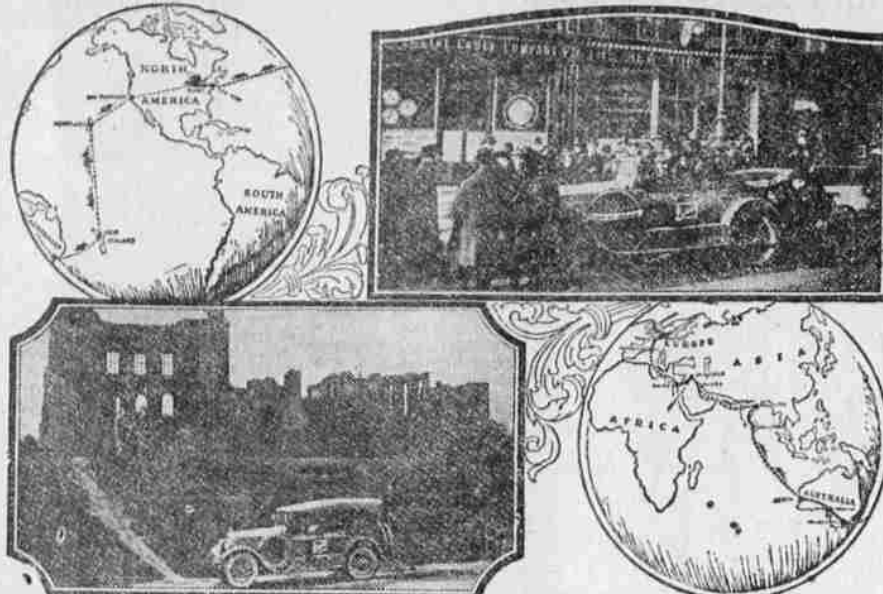
Two Girls Drive 1549 Miles in 45 Hours

Spokane to Los Angeles, a distance of 1549 miles, in 45 hours and forty minutes running time is the latest record reported to the Palace Motor Car company for its new Jewett Six.

The information was about to be filed with a mass of other records held by the Jewett when further down on the page was observed the information that the record was made by two girls, Miss Jeanne Hobbs and Catherine Narp. The car is owned by Miss Hobbs.

Always turn your wheels to the curb in parking.

Buick Loops Globe in Record Run



The above illustration shows the route taken by the "round-the-world" Buick which departed unheralded from New York City last December and which now is nearing the end of its long journey. The lower left photograph shows Kipling Castle, Warwick, England, in the background; the photo at the upper right shows the globe circled in front of the Paris office of the New York Herald. The car is being driven by dealer representatives. It will have had 250 different drivers when it completes the world tour in New York, the starting point.

TEN YEARS IN NEWSPAPERS

In 1915 there were 2,445,666 automobiles in this country.

It seemed a tremendous number. Some people were already talking about "the saturation point" being not far ahead.

But if there were some men who couldn't see the woods for the trees, there were others whose faith never faltered.

It took a lot of vision for them to see that the true market for the automobile had hardly been touched.

It took a lot of courage for them to bank on the ultimate success of the automobile in that market.

They had both.

Back in 1913, the United States Rubber company said: "The real future of the automobile is not in the big cities but away from them."

It is not in short runs on city streets, but in mile after mile on country roads."

So back in 1915 the United States Rubber company began to prepare for this movement—and to help it.

In 1915—ten years ago—the first U. S. Tire advertising began to appear in the "home town" papers.

Now people saw these papers in their true dimension.

Even realized the influence they had on what the people thought and did and were sold bought. Because few people realized the place they filled in the minds and lives of their readers.

The United States Rubber company saw.

As clearly as it saw that the development of the automobile would be in the smaller communities, it saw that the people in these communities would have less to measure up to the service and tire merchants to sell them.

And it saw that in the "home town" newspapers it had, really to hand, the medium to help it put tire merchandising where it would have to be in the new era of the automobile.

So ten years ago people began to read the first U. S. Tire advertising in their "home town" paper—under the name of their "home town" dealer.

They have been reading it ever since.

They have seen these home dealers develop their little "side line of tires" into real business—always with the support of "U. S." Advertising in these local papers.

Co-incident with the tenth anniversary of "home town" advertising by the United States Rubber company, this company announces another long step forward in the perfection of automobile tires—the greatest since the introduction of the cord itself—in its perfected Latex tread—Wak Cord Royal Balloon Tire with the flat low pressure tread.

Today there are 14,000,000 automobiles in this country.

Eighty per cent of them are owned by men and women on the farms and in the smaller communities.

Where there was one U. S. Tire dealer in the small towns then there are hundreds today—real merchants.

What was only a vision in 1915 has come true in 1925.

BYRACUSH, (Specially)—President Jose Serrano of Uruguay, is among the first who have placed their orders for a new Franklin chauffeur driven Cabriolet styled by de Caussade.

The car will be delivered to the chief executive of the South American state through the firm of Proximos Y Cia, Montevideo, Argentina. Sr. Madaleno, who arranged the sale, is a native of Uruguay, but has spent a number of years in merchandising circles of the United States, three years of his time having been spent in Dayton, Ohio.

Tips For Motorists

LEAKY RADIATOR BREEDS SERIOUS MOTOR TROUBLES

Now that the Spring automobile season has arrived, and the call of the open road again comes to the ear of the motorist, it seems that another warning note regarding the overheating of the motor would not be amiss. This subject is of paramount importance in the automobilist, whether he be on a short journey, or on a transcontinental tour. On this account, one of the sixteen reasons for motor overheating will appear each week in this publication. Watch for them as they may be the means of saving you a considerable amount of trouble and expense.

The first article in this series deals with one of the most common troubles, namely, a leaky radiator. Many times the hose condition prevents accidents.

sections or some of the cones in the radiator proper, will develop a leak so rapidly that it is only a matter of a few moments until the engine has heated to such an extent that the bearings will melt or the cylinders will become scored, thus causing a great deal of trouble and annoyance to the driver. To assist in keeping the engine cool, the radiator should be frequently examined in order to be assured that the maximum volume of water is circulating through the passages, for loss or waste means heat and heat means a ruined motor. In order to safeguard against a burned-out engine from any source, keep a weather eye on the heat indicator that is placed on the radiator cap of your car. It is there for a very definite purpose: to warn you when trouble is imminent on account of a heated motor.

Woman mayor of Holloway, O., has quit. Wants to stay at home. Men should ask even! Right.



A 2,500 Mile Slide

The kids never had a slide like that!

But your generator brushes have. They've slid 2,500 miles along the surface of your generator commutator while you have driven the car 5,000 miles.

It's evident that the brushes should be examined—and the commutator looked at, too. In fact, each electrical unit on your car should be inspected and cleaned—and adjustments made if necessary.

It's an easy job for us. We operate the Official Bosch Service Station and are specialists in ignition, starting and lighting repairs. We have factory tools and testing apparatus, use only genuine parts and guarantee our work.

Don't wait for a break-down. Bring in the car today and let us look it over.

Generator Starter Ignition

Repair parts for all electrical apparatus on your car.

Battery & Electric Station

1311 Washington Ave. DALE COX

HUDSON-ESSEX OUTPUT HEAVY

Hudson-Exsex is closely approaching the 100,000th car for 1925.

When this car arrives, Hudson will have achieved the record of reaching the 100,000 mark first among all six cylinder manufacturers. According to Hudson officials, this will be the second consecutive year in which Hudson-Exsex has led the six cylinder field in reaching the six-figure mark in production.

In 1924 it is said the 100,000th car came in mid-summer, while this year's entry is strictly a spring-season achievement.

"This accomplishment," declares E. L. Ledbetter, Hudson-Exsex dealer, "serves again to identify Hudson-Exsex as the world's leading six-cylinder manufacturer. The simply astounding and still increasing success of the Hudson and Essex coaches has brought Hudson-Exsex to the front. Yet I feel that we have only scratched the surface of the market for these useful,

economical and attractive cars. The demand is growing every day.

"The coaches are proof that the public wants utility and value in motor cars. Novelty both in mechanisms and in body fittings have a limited appeal, but the broad usefulness and all-around value of the coaches fills the needs of the thousands and tens of thousands of average motorists.

"As a consequence of the Hudson price cut—certainly one of the biggest automobile surprises of the year—the rush of buyers for Hudson and Essex cars has grown into a regular stampede for cars. Our problem is to get enough cars to assure prompt deliveries.

"When continuous operation at capacity made it possible, Hudson

passed along the benefit to the public, and expects to benefit itself by ever-increasing business.

"This price cut is but one step in a general and established policy of Hudson to pass along to motor car buyers reductions in costs and general economies effected at the factory.

"It is Hudson policy to give high value and low prices; to step out aggressively and to maintain its leadership by a vigorous policy of giving the utmost for the smallest amount of money."

Drive slow when rounding curves.

Cross Crossings carefully.

When You Stop at the Women's Exchange for Cooked Food Fill Up Your Car with

Veltex Gas and Oil

At The

SQUARE DEAL FILLING STATION

Mrs. E. S. Norris, Prop.

We Lost Money Last Year On Our Welding

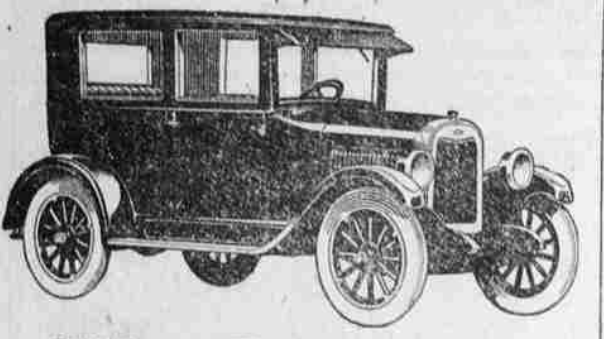
But we gave service—accurate, expert service—just the same. Possibly we lost money in our welding department because we must be positive when a job goes out that it's done right—but that's our established business policy.

There's real satisfaction, when you have a breakage and welding has to be done, in having Leighton's do the job. You don't have to send to a city—we have all the best equipment and skilled workmen available. And we're on the job to serve every minute of the day. A "Leighton job" is the best you can ask—and all that you need.

Leighton's Welding & Machine Works

"Tell Your Garage Man to Have Leighton Do It."

1311 Washington Ave. Phone Main 737



Why Pay More for a Fine Coach?

- Chassis Design typical of the highest priced cars
 - Duco Finish luster and color last for years
 - Economical Motor famous for its power
 - Long Semi-elliptic Springs wonderful comfort in riding
- A remarkable example of quality at low cost. This Chevrolet coach offers you fine car features with a complete list of appointments—the greatest coach value in the world today. But you cannot fully appreciate how fine a car this is until you ride in it. Call at our showroom today.

The World's Lowest Priced Fisher Body Coach—

\$735

Ex. S. Flint, Mich.

Roadster - \$525
Touring - \$525
Coupe - 715
Sedan - 825
Commercial Chassis - 425
Express Truck Chassis - 550
All prices f. o. b. Flint, Michigan.

Delivered in La Grande

Touring	\$637
Roadster	\$652
Coupe	\$902
Coach	\$922
Sedan	\$1016

Blue Mountain Garage

Opposite Postoffice. M. A. HARRISON Mgr.

Quality at Low Cost

VELTEX GAS AND OIL

You are always near a Veltex Service Station. No need to mix other gas with Veltex. Your motor will respond to the uniform smoothness which Veltex gives.

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
Elgin E. F. Hug & Co.	Cove W. F. Breshears Leonard Towle
Summerville J. J. Wagner	Imbler Andrews Bros. A. Page & Son
Generator Starter Ignition Repair parts for all electrical apparatus on your car.	Alicel Bryant & Bryant J. Rossen

FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY