

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

CHEVROLET IN BIG SCHEDULE

DETROIT, Mich. (Special)—The production schedule of Chevrolet motor cars and trucks for this month will exceed that of April during which 52,236 units were built, an average of more than 2999 for each of the 26 working days.

Maintenance of the May schedule will displace April as the second highest production month in Chevrolet history; the largest was October of 1922.

The \$2,225 April production includes cars and trucks made in the plants at Flint, Mich., the seven assembly plants and the factory at Oshawa, Ont., for both domestic and foreign sale.

A continuation of the present schedule will result at the end of this month in an aggregate Chevrolet production of 152,959 cars and

trucks since January 1.
Best Record
 The highest record for one day's production since the organization of the company was established on April 26 when 4944 cars and trucks were shipped from the various Chevrolet factories.

Production is still behind the sales demand even though the plants are running at full capacity. Closed models comprised more than one-half of the shipments made in the United States during April. Advance orders indicate that the demand for the improved Chevrolet sedans, coupes and coaches will be even heavier during the coming months.

A summary of national sales reports show that every car shipped during April was delivered to a purchaser immediately upon arrival.

CORRECT THIS SENTENCE
 "Well, well," he chuckled, as he reached for the fire tools, "I need this exercise."

A 40-mile-an-hour train a quarter of a mile away takes only 15 seconds to reach the crossing and it can't stop. You can.

DODGE TRUCK PRICES CUT

Notice has been received by L. C. Smith, local Dodge Brothers Dealer, of a substantial reduction of Graham Brothers Trucks.

The 1 ton Graham Brothers chassis, which is reduced and the 1-1-2 was also cut. Other chassis prices are reduced proportionately.

"In view of the recent announcement that Graham Brothers in the first quarter of 1925, built more 1-1-2 ton trucks than any other manufacturer in the world, and were second in the 1 ton and 1-1-2 ton truck fields combined," said the dealer, "the reductions readily explained. It has always been Graham Brothers' policy to pass along to the consumer immediately any savings effected through increased production and other factory economies. Only last September they made a sharp price cut in their 1 ton chassis. In the face of this previous reduction the present additional cut of \$50 is almost unbelievable."

"Graham Brothers have advanced astonishingly in the last three years. After hearing the comments of the Graham Brothers Truck owners we have sold, I can understand why. There is no limit to their enthusiasm and admiration. The truck is exceedingly attractive in the first place, and in addition it is exceptionally rugged and powerful. There seems to be no road, no hauling condition, that it can not master. Moreover, the initial cost is extremely low and it serves the owner faithfully over a much longer period than one usually expects a truck to function."

"Graham Brothers also have another important advantage which had a tremendous influence on their quick ascendancy to leadership. This is the fact that they market their product through Dodge Brothers Dealers all over the world. They are thus provided with an organization much larger and more capable than the average truck manufacturer can hope to establish. All Dodge Brothers Dealers also have highly competent and well stocked service departments—and service is of vital importance to truck owners."

"These facts have found recognition among buyers of commercial transportation everywhere. They are responsible for Graham Brothers' present large production and for the substantial cut in prices."

Improved Roads no Luxuries; Are Cheaper Than Unimproved

Although the exact state of road improvement in the United States at the present time is not known, it is estimated by the Department of Agriculture that the total mileage of surfaced roads at the end of 1924 was between 459,000 and 475,000 miles. Indications are that approximately 40,000 miles of surfaced roads of various types have been built during each year since 1921.

Exact figures as to how this mileage has been divided by types of roads are not available. A considerable part of the work, moreover, has consisted of resurfacing. It therefore can not be assumed that the net mileage of surfaced roads has been increased during the last three years by the total amount of the new construction. The last complete survey of the road improvement situation was made in 1921 when the total surfaced mileage was reckoned at 237,760 miles. New construction and resurfacing since 1921 have proceeded at a rate which is believed to justify the estimate that the net gain since then is well above 60,000 miles.

In announcing these facts, the department draws attention to certain wrong ideas that are current about road improvement. Improved roads, it says, are not luxuries. For the movement of every vehicle over a road there is a certain cost, which is less if the road is improved than if it is left in a state of nature. Logically, therefore, the only limit that should be placed on expenditures for road improvement is the amount that can be saved in vehicular operating costs. This amount, of course, depends upon the number of vehicles using the road. It is pointed out that the country loses more, in increased cost of operating vehicles, by not improving roads than it would by improving them. In other words, it pays for improved roads whether it has them or not, and it pays less by having them than by not having them.

Another common error, says the department, is that all roads should be hard-surfaced. Hard surfacing with concrete, brick, asphalt

stone or wood blocks is an expensive process. When its cost is greater than the saving accruing from the improvement, hard-surfacing is not advisable. It is possible to make great improvements in roads without hard-surfacing them and these improvements are quite effective in reducing the cost of travel.

When vehicles using a road are comparatively few, an unsurfaced but graded and drained road can be made and maintained in satisfactory condition by dragging at very low cost. If the traffic is so great that an unsurfaced road can not be maintained in continuous good condition, surfacing with stone, sand-clay or gravel, although more costly than simple grading, will generally be compensated by the greater saving in the cost of operating vehicles over it. Similarly, when the traffic is greater than a gravel road will carry, a bituminous, macadam surface can be economically applied. It is not necessary to use one of the hard-surfaced types until the traffic becomes very dense. When that point is reached, hard-surfacing is necessary and economical.

All roads should be improved, starting from the curb.

says the department, to the maximum degree that the traffic on them justifies, but no road should be improved beyond its earning capacity. When this principle is observed the required annual expenditure for any type of road is within the yearly savings in the cost of operating the vehicles it has to carry. In other words, the return to the public in the form of economic transportation is the sole measure of the worth of road improvement. To say that all roads should be hard-surfaced, the department points out, is merely another way of urging expenditures in excess of income.

Still another common mistake is the idea that there is such a thing as a permanent road. This delusion, says the department, has been responsible for much disregard of road maintenance. None of the State highway departments, however, any longer harbors this error. It is now thoroughly understood by these public agencies that all roads, regardless of type, gradually depreciate and wear out under the wheels of vehicles and the action of the weather. To keep a road in continuously good order, it is necessary to start maintaining it the day its construction is completed.

Obey the rules of the road; you be right first.

Be sure the road is clear before starting from the curb.

School District Wins Contest
 HALFWAY, Ore.—Judge McCulloch of the Baker circuit court decided in favor of the local union high school district in a contest up for argument involving the issue of \$40,000 bonds for a new school building. Residents of the district alleged that voters in such

bond election should have property in the district, which the election board had said was not necessary. The case has been pending since March. Plaintiffs may take the case to the supreme court.

Look out for the other fellow. Maybe he can't.

DODGE BROS. MOTOR CARS

Prices f. o. b. La Grande

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

Smith's Garage

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How like them is this rugged tire, the VIKING—tough, resilient—made to "stand the gaff"—a far traveler.

"Viking Tires Will Do You Many a Good Turn"

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"Too Busy To Take Care Of It Right"

Maybe you are in the class of car owners who find little time to give to the job of taking care of their cars properly.

And it does take time—it takes time to keep the car greased as it should be, to change oil frequently, to wash the car and keep up its appearance, to keep the tires inflated the right amount so as to get best mileage out of them.

But when those things aren't done regularly—what happens? Your car depreciates in value more quickly, it fails to give the service it should—and repair bills mount up.

Our complete car service takes care of that condition. You don't even have to drive down—just call us up, tell us to get your car. We'll see that you get Service.

Playle Oil Co.

Complete Car Service — Texaco Oil and Gas
 C. T. C. Tires — Ajax Tires

Your Tires

(By T. S. Lindsey)

It is a generally accepted fact that well-made tires or "shoes" and inner tubes are literally the foundation of automobile transportation.

The first thing that most amateur motorists try to hear about is tires. Their care, conservation, or economical buying with thought of mileage, is a matter of considerable importance. For the veteran motorist as well as the amateur, tires represent the biggest item in the cost of maintaining an automobile.

It occurs to me that the familiar quotation, "A fool and his money are soon parted," well describes the fate of a large majority of the inexperienced tire purchasers. Automobile extravagance is based not on the buying of tires and tubes without character than any other department of automobilism. The well-made tire represents actual cash invested. It has a fixed value, and do not let anybody persuade you to the contrary. Beware of anyone who tells you that he can sell you "this tire cheaper and just as good." It has no name on it that you ever heard before. "But it is made by a tire factory," says he, "and they sell it to me cheaper."

Such talk is misrepresentation and cheating. A first-class watch has a first-class maker's name on it. Real gold is marked real gold. And the automobile tire and tube are stamped with a name that means something.

If you are interested in reducing the operating cost of your automobile buy equipment and accessories that are well made and of an established reputation.

Here is a hint on the care of your tires that is well worth remembering. Oil frequently collects in little puddles in the depressions in the cement floor of the garage. This should be removed because tires are almost sure to get into it, and if you let a section of a shoe become soaked with oil, the rubber will soften and undue wear will follow.

Woman golf champion says she never causes. She's a perfect lady bug.

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Overland SIX DeLuxe Sedan \$1150

All-Steel Sedan \$715
 Standard Sedan \$655
 All-Steel Coupe \$635
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