

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

## PLANT BEHIND CAR DEMAND

### Studebaker Factory Is Taxed Above Capacity by Spring Demands for Products.

"Please ask prospective customers to place orders as far ahead of date of desired date of delivery as possible. The factory cannot sup-

ply cars as fast as the present demand. Production cars only to meet actual sales demand."

That kind of a message in motor car dealers would indicate, to the man in the street, a new condition in the motor car industry. When one of the largest motor car plants in the world is running at the utmost of its capacity and still is behind on the orders when its sales for half a year are far ahead of those of previous years, both at home and abroad, what its stocks of cars in the hands of dealers are nearly exhausted, then—Prosperity isn't "coming"; it is here.

With the whole motor car industry going through a slump last year, the facts concerning Studebaker's continuing, accelerating in-

## BLUE MOUNTAIN ADDS SALESMAN TO RETAIL STAFF

Avery Harrison, manager of the Blue Mountain Garage, Chevrolet dealers, announced this week the addition of Lowe Zundel to his sales staff. Mr. Zundel is known to members of the trade throughout the northwest and is rated a highly competent car man. Mr. Zundel has been selling Chevrolet motor cars for a number of years. Prior to entering the retail end of the business Mr. Zundel covered the Pacific Coast territory as a factory man for the purpose of establishing dealers. He knows the Chevrolet from radiator cap to tire cover and believes it the best buy on the market today.

Records of cars actually disposed of to buyers furnish a refreshing indication of the arrival of better economic conditions.

March sales were 14,500 cars, as compared with 12,500 in March of 1924. For the first three months of 1925, sales were 35.51 per cent higher than for the same period a year ago. These are sales to actual customers, not orders from

## Your Tires

The cause of automobile accidents and losses may be divided into a number of classes, principally carelessness, mechanical breakdown, fire, theft, and skidding. Probably half the accidents could be avoided and are, probably, unknown to the careful driver who informs himself about his car and tires.

It is best not to stop or slow down suddenly, or to skid around corners. The strain on the tires caused by these forms of misuse is terrific.

See that your brakes are properly set if you leave your car on an incline, and turn the front wheels towards the curb.

Whatever alcohol you use, put it in the radiator.

Don't drive fast with a soft tire or with one that is nearly worn out.



Have a good look put on your car, and your spare tires locked on. Don't leave your car unattended without locking it. If you drove a horse you would certainly see that it was fed and watered regularly. A car needs just as regular treatment. A little daily attention to your car will make it last much longer and it will give you far better service.

Keep a record of your factory number, your motor number and the numbers on parts easily located. If your car is stolen the thief will in all probability remove some numbers, but not all.

Wash your car frequently. Failure to do this will spoil its appearance in a very short time. The varnish of a car is benefited and hardened by frequent washing in clear cool water, but is damaged if mud is allowed to freeze on the body of the machine.

## CORONER WARNS PARENTS; GIVES SAFETY RULES

Is your child quick—or dead? One of the other he must be, according to Coroner Oscar Wolff of Cook County, Ill., where reckless autoists take the largest toll of child life in the United States.

And, fathers and mothers, the responsibility rests with you, as well as with the automobile drivers. The coroner says in a warning issued in connection with National Safety Week.

Here is what he says you must do to protect your children:

1. Keep your boys and girls off the streets. That means you must not send them on errands across streets or permit them to play where automobiles travel.

2. Warn them daily of the dangers of traffic.

3. Escort the youngster to school, thus personally teaching them the hazards of the streets.

"Of 19,000 persons killed by automobiles in the United States in 1924, 1,700 were children," said Coroner Wolff in his warning.

"The overwhelming majority of these youngsters were killed while engaged in strolling, playing or riding to and from school. In Cook County's high toll for six months, only three children were killed while playing in the streets.

Parents paid for at the factory. During this same period, stocks in the hands of the same dealers throughout the world have been cut down to a condition where, in many instances, they do not have sufficient lines of cars for display purposes.

At the end of March the stocks in their hands had been cut to a point 44.2 per cent lower than they were a year ago and the books of the company disclosed that there was not a single dealer in all the world who was not being professional schedules in the effort to get more cars.

Interesting to the fact that, whereas in 1924 the demand was nearly 75 per cent for open car models, the demand at the end of March was 25 per cent for closed models. This would have been increased materially had for the steadily growing demand for the company's duplex body, the open car models to half a million.

As President A. H. Harkness announced, export sales are over 20 per cent higher than for the previous year. The percentage of increase for each month from November to April inclusive is as follows:

Nov. 1924, over Nov. 1923 45.9 per cent; Dec. 1924, over Dec. 1923 42.4 per cent; Jan. 1925, over Jan. 1924 63.6 per cent; Feb. 1925, over Feb. 1924 20.8 per cent; March 1925, over March 1924 63.4 per cent; April 1925, over April 1924, 73.7 per cent.

The April figures were on orders already booked for the month. Capabilities sales are not included in these figures. They were 27 per cent higher during the first quarter of 1925 than during the same quarter, in 1924.

## GARAGE GOSSIP

**Factory Man Here—** Bruce Polack, distributor representative for Mar cars, was in La Grande the early part of the week on a business trip.

**Pays Visit—** J. P. Cruden, district sales manager of the Standard Oil company with offices at Walla Walla, was here Monday. Mr. Cruden is in charge of the entire Walla Walla division of the Standard Oil company.

**Made Trip—** J. P. Morelock, local Star and Oldsmobile dealer, was in Boise on business the early part of the week.

**Stock Raiser—** W. D. Hanks, associated with Mr. Gettings in the firm of Gettings & Hanks, dealers in Overland and Wylie-Knight products, is also a successful stockraiser as well as a good automobile merchant. Mr. Hanks occasionally steals away from the business long enough to run up and see how the sheep are getting along on his ranch north of Union. He made a trip of the sort over the week-end, returning to La Grande last Tuesday.

**Some Class—** A. J. Goss, diligent Studebaker representative, can now be classed with the booted band holders and business putocrats. Since his employment of a "civil gentleman" to wash and clean his ears, Mr. Goss feels that the capitalists with the negro chauffeurs have nothing on him, and indeed they haven't, for few of them have as many different cars during the course of the season and as fine ones as Mr. Goss' Studebakers.

**Will Make Address—** A number of widely known executives in the automotive industry including the presidents of the Marmon and Paige companies as well as the chief body engineer of the Lincoln Motor Company, are scheduled to address the convention of the Automobile Body Builders Association to be held in Detroit, June 2.

**Have Maps—** The chamber of commerce now has road maps of every state in the Union which may be obtained by calling at the office in the Sommer hotel building.

**Receive Cars—** Two carloads of new Chevrolets were received this week by the Blue Mountain garage.

**Two New Records Made By Chevrolet Motors**

DETROIT Mich. (Special)—Two new records were established by the Chevrolet Motor company during April.

Retail Chevrolet dealers in the United States broke all previous monthly records by selling during April an aggregate of 53,285 cars. The next largest retail sale month was April of 1923, the automotive boom year, when 51,294 Chevrolets were sold.

The other new record was made on April 20 when a total of 4,044 cars and trucks were shipped from the various Chevrolet factories, the largest number for one day in the history of the company.

"If this slaughter is not stopped, mothers soon will have to send their children to the grocery in the suburbs in order to insure their auto returns."

## SAMMY SPARK PLUG



**Says:**

When Neal O'Hara of the New York World was stopped for speeding he explained he was hurrying to get tickets for the Pollex Field Games before it was too late.

**MORE POWER FOR HILLS**

A cool mixture is invariably a power in hill climbing, but if you are using an automatic shutter device on the radiator core do not make the mistake of keeping the engine running so cool that the shutters are partly closed when you start climbing. If this happens the shutters will not open until the engine is a little too warm for the best performance. A trick in this connection is to run at a moderate speed until near the bottom of the hill, then speeding up as soon as the shutters have opened fully. If the increased speed should for any reason tend to chill the engine a little the thermostat will be a little slow in registering the change and the shutters will remain wide open, thus helping to keep the mixture

cool enough for best performance of the engine. On the other hand if you run fast on the level before climbing the engine will cool down, the shutters will close and they may not open quickly enough to keep the engine at the coolest and most efficient point when it starts to pull hard on the hill.

Fast automobiles, jazz, a radio and the movies keep the old family circle whirling round and round.

**Takes the Ruts out of Roads!**

What a difference—! Equip your car with VIKING Balloons and enjoy motoring. Unlike most balloons, Vikings do not lessen gas mileage. This is because of the wall strength of the tire and the resiliency of the pure Para rubber used. VIKING Balloons are built for service as well as comfort.

**"Viking Tires Will Do You Many a Good Turn"**

**SNYDER & MCKENNON**  
1306 Adams Ave.

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.

**\$1595**

f. o. b. factory—plus war tax

## Performance

Across the continent—coast to coast—then from Canada to Mexico—4664.5 miles—without adjusting brakes!

There's the greatest test and the greatest proof of the excellence of Rickenbacker 4-wheel brakes.

"Cannon Ball Baker" in his sensational record-smashing drives did it.

"I adjusted my brakes at the end of 4664.5 miles," says the famous driver, "and not because they needed it even then, but I was going after that other record—El Paso to Los Angeles (908.5 miles which he made in 21 hours, 23 minutes) and I didn't want to take any chances.

"A quarter turn of the adjusting nut was all they needed."

Just think!—that 4664.5 miles was equal to at least 20,000 miles of average driving.

At least 20,000! For in his coast to coast rush (3,106.5 miles in 71 hours, 33 minutes—actual driving time) "Cannon Ball" had to make thousands of quick decelerations and hundreds of emergency stops.

Remember, he had low pressure, balloon tires. Only 25 pounds of air in them—to protect himself from the road shocks.

Couldn't make right angle turns and hair pin bends at full speed.

He says those wonderful brakes really made these records possible.

Because he could, in a few feet, slow down from 70 miles per hour to 25 and take each turn in safety. Then with his 65 horse power motor, get away again as quickly—

But—that's putting grief on brakes.

The route down the Pacific Coast—Vancouver, B. C., to Tia Juana, Mexico—1,553 miles, crossed three mountain ranges—roads up and down—with acute switch backs and steep grades.

Just a series of alternate accelerations and brakes. And yet these brakes were not adjusted till the end of 4664.5 miles—of such terrific driving.

If you have not sensed the smoothness and efficiency of these 4-wheel brakes you really cannot know what perfect braking qualities are.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

Address all communications to **A. G. HENDERSON, Distributor**  
212 East Alder St., Walla Walla Wash. Phone 230

**Rickenbacker**

A CAR WORTHY OF ITS NAME

## A Reputation For Excellence

An ever-increasing number of motor car owners who want best and appreciate such complete car service are depending on Playle's.

# Playle Oil Co.

Texaco Gas and Oils—Ajax and C. T. C. Protected Tires Car Washing, Etc.

We Sell **Firestone and Vacuum Cup Tires**

# They Are Protected!

Against accident, negligence, cuts, bruises, blow-outs, under-inflation, rim-cuts, wheel-alignment, or any road hazard that may render them useless.

Ask Us About This Unusual Tire Service

## Perkins Motor Company

Corner 4th and Adams. Phone M-500