

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## CHEVROLET TRACK TESTED

### General Motors Company Speedway in Constant Use Trying Out Cars.

In an unrelenting search for possibilities of further improvement, Chevrolet cars are being driven constantly around the four-mile "speed loop" of the General Motors Corporation, proving ground near Milford, Mich.

The driving test, which is routine in the Chevrolet policy of continuous effort at refinement, is being made night and day, winter and summer, regardless of weather conditions.

At present seven Chevrolet cars are being driven at 75 and 100 m.p.h. constantly. The drivers, which possess unusual driving status in the eyes of Chevrolet engineers,

for further opportunities to improve the steady chassis under conditions to which the cars ordinarily would not be subjected by the average owner. All models are included in the test group.

Two shifts of drivers maintain a pace of between 25 and 40 miles per hour, stopping only for gasoline, oil and inspection. The day shift drives from 7 a. m. until 5:30 p. m. with a half hour lunch, while the night shift drives from 7 p. m. until 5:30 a. m. with a half hour for lunch at midnight.

The "speed loop" includes three miles of gravel track, banked high at its turns and one mile of level concrete straight-away. There are no speed restrictions—no portion of the road leading from the "speed loop" to the inspection shop has a grade of 11.5 per cent.

Each noon and night, cars are inspected and filled with gasoline and oil. At every 1,000 mile mark the machines are washed, driven into the shop and given a thorough inspection, the results of which are listed in a report form. It is only during these inspections that the cars are under cover. At all other times they are out of doors.

Chevrolet trucks also are under continuous test, being driven on

## John Smith and His Car By Frederick C. Russell

Since some seventeen million American families have made a similar discovery it was not surprising to learn that Smith felt he could not get along without a car. He had held in the idea that the average man could not afford to own one, but the sum total of doctor's bills, railroad and street car fares, taxis and one thing or another rather proved that the expense is involved in not owning a car. So when Smith resolved to make a tour of the motor car museums he at least had a clear-cut conception of why he wanted a machine. This was an encouraging start. The next thing was to see that he got the right car for his particular purposes, and that he got started on the right track for being an all round model motorist.

I gladly agreed to go car shopping with him, and asked only that he should exercise a little judgment in "looking 'em over" and not grow enthusiastic over a car just because it offered a clever, cigar lighter or a sporty looking trunk rack. "Those things," I told him, "are desirable, but not essential. If you are limited in price then see that you get the best engine and unit for your money before considering the trimmings."

Smith Names His Limit  
Smith informed me that \$2000 was his positive limit, though he would like to get out at \$1500 if possible. But the matter of selecting a good proposition puzzled him.

"It's an assembled job like this one," I suggested, "you should not reason that since the same makes of engine, rear axle and transmission are found in higher priced cars you have struck a wonderful bargain. As in buying anything else you get just about what you pay for. Various grades of units are made for various assembled cars according to list prices. In this case, however, the units happen to be the same size and quality."

"Rump Boulevard," an old farm road which crosses the 1,144 acre proving ground. The defects and irregularities of this road purposefully have been left intact. The test cars and trucks use about 4.20 gallons of gasoline monthly. After being driven 40,000 miles or more, each car is taken into the shop and torn down for precision inspection by the engineers. They may find nothing of interest. Possibly the test may reveal an opportunity for some minor refinement. If it does, no detail is too small or insignificant for consideration in the general policy of continuous improvement.

"I'd like to see a car that you can use for traveling?" "What's wrong with this?" he retorted.

"Kidding fifty miles in a reclining position like that would just about break your back," I said. "A regular model where your legs will be in a natural position."

Smith admitted that shopping for a car was not as simple as it looked, but we were getting the market narrowed down by eliminating impossibilities. It is the only sane way of selecting the right car if you have never owned one and must depend on common sense for a guide.

OLDS NAMES SALES HEAD

I. J. Reuter, general manager of Old Motor Works, announces the appointment of D. S. Eddins as general sales manager, effective June 1. In making the announcement, Mr. Reuter says there will be no change in the distributing policy of Oldsmobiles.

Mr. Eddins has been connected with every phase of the selling division of the automobile industry during the past 15 years, and is resigning as assistant general sales manager of the Chevrolet Motor Company to take the new position.

Starting in as a retail automobile dealer, Mr. Eddins later became a distributor, spending four years in these two capacities. Fourteen years ago he became affiliated with automobile factory sales work, and six years ago joined the Chevrolet organization, opening its wholesale branch in Denver, Colo. Later he was made Atlantic coast regional manager in charge of the northeastern section of the United States for Chevrolet, and several years ago was appointed assistant general sales manager.

DRIVE WITH CONSIDERATION

To reduce accidents, it is necessary to drive with consideration at all times. Investigations by safety committees have shown that automobile accidents prove without doubt, that almost 90 per cent of accidents in which a motor vehicle is involved, are caused by drivers who have no consideration for the rights of others. Many accidents are avoided by the careful driver who prefers to be "bluffed" out of position rather than take a chance. While this policy may mean considerable inconvenience at times, it is better to put up with inconvenience than to dispute the right of way. Handling the head of action, the Cincinnati Automobile Club adopted a policy that is well worth consideration by other clubs.

## MANY CARS ARE BOUGHT

### Huge Sum Expended Annually by Americans Purchasing New Automobiles.

WASHINGTON (AP)—The economic importance of motor transportation is emphasized in a report prepared by the American committee on highway transportation for submission to the third biennial conference of the international chamber of commerce at Brussels this month.

As made public by the chamber of commerce of the United States, the report says Americans now spend eight billion dollars annually in the purchase and maintenance of automobiles with latest figures showing 17,000,000 passenger cars and trucks in use in the United States, or one to every seven inhabitants.

The widespread use of the motor car has contributed much to

the increase of billions of dollars in the wealth and resources of the country, the report finds, pointing out especially the "revolution" this development has wrought in the life of the farm.

Industry Builds on Errors

The report states, however, that mistakes have been made in the development of motor transportation in this country. "The functions which it could serve and its relation to other transportation factors," it explained, "were not fully understood at the outset, and it has taken much time and money to rectify some of the errors. Future highways have been made to serve where the need of maintenance was unreasonably high and traffic justified their replacement with the higher type."

Motor vehicles have been said by over-enthusiastic manufacturers or dealers where their use was not economically justified or where a different type was warranted.

"But as the development has proceeded it has become evident that motor transportation is a utility which can give invaluable service not only in the definite conditions which it makes to national wealth, but in the more far-reaching effect which it has upon the social structure and the standards of living and nationalism."

A combined primer and carburetor adjusting rod is now standard on all Ford closed cars, and is being furnished without extra cost. Where formerly the driver primed from the instrument board and adjusted the carburetor from the dash beneath, both operations may now be performed from the same accessory on the instrument board.

Saw an auto so old it must be nearly new for.

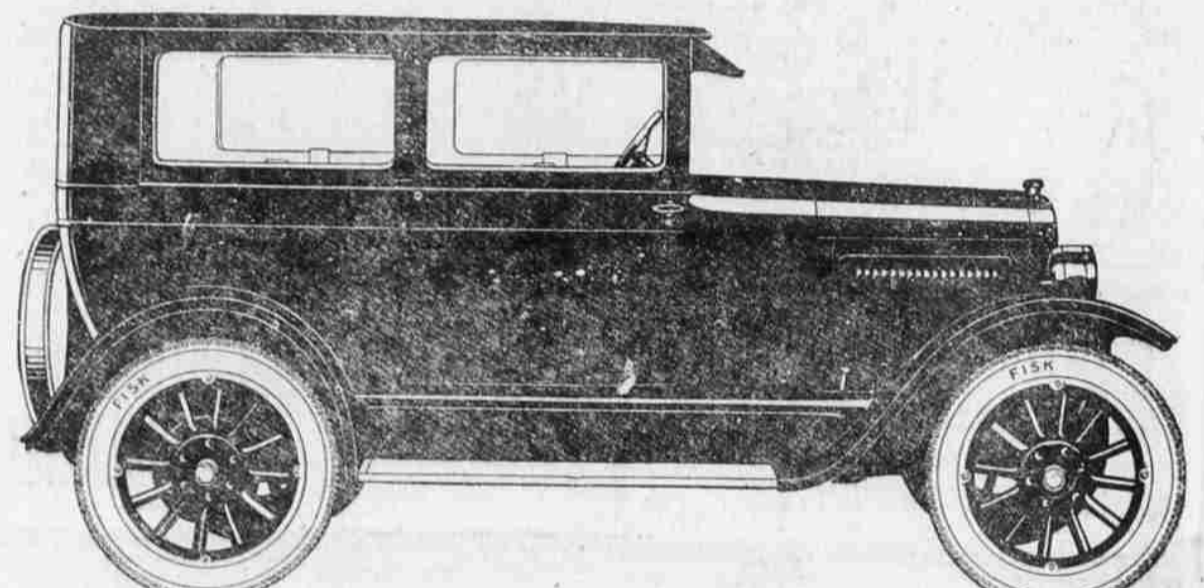
## DODGE BROS. MOTOR CARS

Prices f. o. b. La Grande

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

## Smith's Garage

## WILLYS OVERLAND FINE MOTOR CARS



## First Time in History!

A Fine, Powerful Sedan for 5-Passengers . . . at a Price Never Before Thought Possible . . . Now Every Family Can Enjoy Real Closed Car Comforts.

New Standard Sedan  
**\$655**  
f.o.b. Toledo

This is the first time in the history of automobiles that a full-size, five-passenger Sedan with sliding gear transmission has been offered at so low a price!

A very roomy, very comfortable Sedan—with extra-wide doors—fine cloth upholstery—nickel-finish interior fittings—a streamline body with a beautiful satin finish.

**52 Weeks to Pay**

All Steel Touring, \$495; All Steel Coupe, \$635; All Steel Sedan, \$715; f. o. b. Toledo.

World's Lowest Priced Cars  
with Sliding Gear Transmission

# OVERLAND

Gettings & Hanks

1312 Jefferson Ave.

## Long Life!

"An old tire, yes—if it were an ordinary tire I'd replace it—but it's a VIKING, which means that there's thousands of miles of good going in it yet." The next time you need a new tire come here and let us clamp on a VIKING. Eventually you'll have them on all four wheels.

"Viking Tires Will Do You Many a Good Turn"

SNYDER & MCKENNON  
1300 Adams Ave.

# A Classy Coupe

Is this Studebaker Standard job—a super-abundance of power—road-handling that does your heart good—finish and equipment that makes your eyes sparkle.

A beautiful car for two or three who covet the finest in motoring comfort, the peak of motoring joy.

A look—a ride. That's enough to show you why the demand for Studebaker is so great.

## M. J. GOSS

Studebaker Sales and Service.

"This Is A Studebaker Year"

## EVERY DAY

You hear of some accident where Liability and Property Damage Policy would have eliminated repair costs, damage suits, and after-worry.

You may never have an accident in your car—or you may have one tomorrow.

It costs very little to be safe. See us today!

## DUTTON

THE INSURANCE MAN  
Security Land & Savings Co.  
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La Grande Nat'l Bank Bldg.