

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

FEWER MAKES PREDICTED

Only 50 Manufacturers Will Be in the Business Next Year, Says President of Motor Car Company.

Mr. Harry M. Jewett, president of the Paige-Detroit Motor Car Company, in an address recently before the national meeting of the Taylor Society at Ann Arbor, Michigan, predicted that next year would see less than fifty motor car companies actively engaged in building automobiles.

The Paige and Jewett builder stressed the importance of a manufacturer having a dealer organization composed of business men, if the products of the company were to be sold in quantities sufficient

to make possible the low prices of today.

Leading up to the problems of distribution that are facing the manufacturer today, Mr. Jewett revealed that these were becoming even more important to an automobile maker today than the manufacturing end.

"Automobile production has become fairly well standardized," he said. "The efficiency and lower costs of progressive assembly have made this method the one to be generally employed. It has brought down the price to the point where the public can now as easily afford an enclosed type car as the touring car of former days.

"That we might meet the closed car situation, we accepted a \$100,000,000 manufacturing plant for one in which production was trebled and costs lowered \$1-1.5 per cent.

"It has taken courage, good judgment and the casting aside of ordinary conventional business management to keep pace with the increased demand, to keep forcing an increased demand by lowering costs to put needed transportation into the hands of everyone.

"In the past, 75 per cent of the administrative brains of an automobile plant have been put into

GARAGE GOSSIP

Nearly Finished—

The rest room for ladies now under construction at the Standard Oil filling station on Adams avenue is nearly completed.

Here For Week—

Joe Buchanan, head salesman for M. J. Goss will spend next week in La Grande. Mr. Buchanan was in Wallawa county all last week and disposed of several new Studebakers.

Manager Here—

A. E. Boscow, manager of the Lincoln department of the Portland branch of the Ford Motor company, was in La Grande this week visiting at the Perkins garage, local dealers in Ford products. Mr. Boscow is really on the vacation trip but is unable to stay away from the garage. He is driving a special red Lincoln admired greatly by the entire Perkins force.

From San Francisco—

G. E. Charleston, substation supervisor for the Standard Oil company, was in La Grande on business the greater part of the week. Mr. Charleston registers from the main office of the Standard Oil, San Francisco.

Substituting—

Harold Smith is substituting as floor man at the Jennings and Shumate garage while Howard Glen, regular man, is away at camp with the national guard.

Saw Show—

J. P. Morelock, local star and Odds dealer visited the Union stock show Thursday. On his return Mr. Morelock admitted that there were some horses at the exhibition with as thoroughbred an appearance as the Star car.

Register Installed—

Jennings and Shumate have almost entirely eliminated any chance of error on their books by the installation of a new electric cash register specially designed for garages. The machine keeps tab on every item such as gas and oil and simplifies bookkeeping if great deal besides providing greater accuracy.

New Man—

R. C. Mathis was added to the force of mechanics employed at the Blue Mountain garage this week. Mr. Mathis is an experienced mechanic.

At Show—

W. D. Hanks of the firm of Gortons and Hanks, Willys and Overland dealers, was a visitor at the stock show yesterday. Mr. Hanks drove over in one of the new Overland sixes.

Attended Convention—

J. W. Leighton, proprietor of Leighton's Welding and Machine works, attended an auto parts convention in Portland last Saturday. The convention was called by the Chandler and Lyons company, one of the coast's largest accessory firms and was attended by dealers from all over the state. Mr. Leighton's daughter, Lillian, who has been attending school at Willamette university returned to La Grande with him.

The Bulletin of the National Automobile Chamber of Commerce shows the good work of the Traffic Planning & Safety Committee. For the first time in the history of the safety movement, traffic accidents are being lowered. The total in January, 1925, for the ten largest cities of the United States was 2472, lower than for January a year ago. This is proof that constant effort toward safety eventually gets results. That seven of our ten largest cities registered marked reductions in their traffic toll records is the most encouraging news in highway history. The situation is constantly coming under better control. The drive to eliminate accidents by abolishing the causes, to know the facts, provide better traffic facilities, improve safety education and ban the reckless hereby receives new impetus.

Common sense and courtesy are the chief elements of safe driving.

There have been approximately 975 makes of automobiles placed on the market. At the New York Show in 1923 there were 115 exhibits; in 1922, 11 exhibitors and next year, I predict that there will be between 40 and 45. The weak and inefficient are going by the wayside. Larger production and lower prices is indicated.

The distribution of automobiles at the present time is largely by license dealers, augmented by a sprinkling of some wealthy persons and others brought into the whirlwind of distributing is commensally that every man, woman and child wanted above all else. Manufacturers have not paid the attention to this important branch of the industry as they should have. When one dealer accumulated, another was driven to take his place. This is the changing conditions of things has developed the manufacturer has taken heed of this danger and is cooperating more closely with his dealer and devising methods to put him on a sounder business basis.

HIGHWAY IS NOW SHORTER

An important change in the Yellowstone Trail in the state of Washington between Spokane and Seattle has just been made whereby the distance is reduced by 145 miles. The former route made a loop through the southern part of the state, taking in the cities of Cofax, Dayton, Walla Walla, Pasco, Yakima and Ellensburg.

The new route just authorized by the executive committee of the Yellowstone Trail association takes in the cities of Davenport, Bimira, Conroe City, Waterville and Wenatchee, passing through the central part of Washington.

The old route of the trail between Spokane and Seattle was 444 miles. The new route is 299 miles, of which 52 miles are paved and 248 miles gravel. The new route is a direct road, and no toll bridges or ferries will be found. This change does not affect the cities of the Columbia river bed at Coulee City, which is several miles wide. It is known as the Grand Coulee, and is a miniature Grand canyon. The route of the Yellowstone from Spokane east to Boston is practically the same.

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torists. Every motorist who has run at high speed over brittle roads can recall the incessant vibration.

Surfaces should be elastic. This is the principal still upheld in railroad construction. All sorts of substitutes have been tried out for rock, but the old wooden ties still maintain its place. There must be resiliency in the track, and nature put it in wood just as she did in rubber.

Rubber in tires and a certain resiliency in roads mean ideal traffic conditions for both rural and urban communities. The cost of hard, brittle roads, which fracture or grind to dust, is often as much as the more durable, more elastic roads. The expanding to which the latter are subjected under traffic does not result in crumbling or powdering, and the cushioning effect also protects the stone from attrition, thus prolonging the life of the road, the car and the tires.

Where you can keep on the paved road and avoid the so-called improved hard country road. The riding will not only be more comfortable, but the life of your car and your tires will be prolonged.

Always be ready for emergency.

Financial Report Of Studebaker Shows Big Profit

SOUTH BEND Ind. — President A. B. Kerkine of The Studebaker Corporation of America today made the following statement: "Studebaker's May cash collections were \$18,500,000 and exceeded disbursements by \$4,200,000. Receipts for March, April and May were \$54,000,000 and exceeded disbursements by \$14,000,000. (Bank balances June 1st, were \$10,700,000, with no bank loans outstanding. May production was 14,492 cars.) Demand continues to exceed production, and all plants are operating at capacity, with total employees numbering about 21,000." In April, Mr. Kerkine announced that all Corporation bank loans would be retired July 1st. The foregoing statement shows that this has been accomplished a month earlier than expected. It marks a new high spot in the Corporation's financial history.

Your Tires

There is a great deal of talk about the injurious effect of automobiles on roads, but very little is said of the ill effect of roads on automobiles, and particularly tires.

It is the function of the road foundation to take care of the weight of the traffic; it is the function of the tire to take care of the weight of the car. With proper road foundation it is an easy matter to establish shock absorbing surfaces. A good foundation lessens automobile wear and tear of all kinds—on tires, on mechanism, and on the nerves of the motorist.



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Export Representatives Visit Factory.

Mr. T. A. Calhoun who is identified with the Australasian Division of the General Motors Export Company was a recent visitor at the factory. Mr. M. L. Barry, the Export Representative in Germany also visited the factory.

Use common sense in driving; if you haven't it, imitate it.

Consider the other fellow's safety and yours will follow.

LA GRANDE IRON WORKS

MACHINE SHOP AND FOUNDRY
All Kinds of Machinery, Automobiles and Tractors Repaired
Overhauled and Rebuilt
Acetylene Welding of All Kinds
Cylinder Boring and Overhaul Pistons
Crankshafts, Pistons and Piston Pins Reground
GIVE US A TRIAL
D. FITZGERALD Prop.

There Is a Difference!

Crude oil produced in different parts of the country differs as widely as varieties of coal from different states.

Eastern Crude, from which Veltex is refined, has the basis qualities necessary to perfect lubrication. Your engine deserves the best—be sure it's Veltex.

You Can Buy Veltex At These Stations

LA GRANDE:	Union:
La Grande Filling Station	Oregon Trail Garage
Square Deal Filling Station	Brown's Garage
Auto Electric Service Co.	
Oregon Tire and Battery Co.	IMBLER:
L. C. Smith Dodge Garage	Andrews Bros.
Jennings & Shumate	A. Page & Son
Orchard Filling Station	ALICEL:
Gibbons Filling Station	Bryant & Bryant
	J. Rossen
ELGIN:	COVE:
E. F. Hug & Co.	W. F. Breshears
	Leonard Towle
SUMMERVILLE:	ISLAND CITY:
J. J. Wagner	Clyde Kiddle
	John Lindsay
PALMER JUNCTION:	
Frank Baker	

FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY

Hudson-Essex Value

1,000 people a day buy these wonderful Closed Cars. Let us take you for a drive in

"THE WORLD'S GREATEST BUY"

Ledbetter's Garage

for Economical Transportation

CHEVROLET

Four Door Sedan \$1016, f.o.b. La Grande

You need no longer pay a large sum for a car of modern design and up-to-date equipment.

Chevrolet gives you fine-car quality features—beautiful streamline bodies in colorful, durable Duo Finish; comfort in long, easy semi-elliptic springs; a sturdy motor with power to spare.

We will be glad to show you the newest Chevrolet models and demonstrate them. You will be surprised at their low first cost—and their economical operation will keep you more than satisfied.

Chevrolet Prices

Delivered in La Grande

TOURING	\$857
ROADSTER	\$852
COUPE	\$902
COACH	\$922
SEDAN	\$1016

Blue Mountain Garage

Opposite Post Office. M. A. HARRISON, Mgr.

Quality at Low Cost

Enough "Juice" to Light Up The House for a Year

The generator on your car is a small instrument that does a big job—

It has supplied enough electricity during 5,000 miles of driving to light up your house for a year!

Give it a chance—the brushes may be badly worn, the commutator gouged and the whole unit covered with dirt and dust.

Let us clean and adjust it—the other electrical units, too. We can do the job quickly and accurately, for we operate the Official Bosch Service Station, have factory tools and testing apparatus.

Don't wait until trouble develops. Give the units proper care now and you'll save a lot of repair bills and inconvenience.

Generator Starter Ignition

Repair parts for all electrical apparatus on your car.

Battery & Electric Station

1311 Washington Ave. DALE COX

The Coupster

"The Business Coupe"

[*Name protected by trade mark register]

Greatest Closed Car Value in the Low-Cost Class

Quick-rolling curtains, built into permanent leather top, make the new Coupster a closed or open car at your wish. Clear vision from all driving angles, ample leg room, wide free-swinging doors, all Hayes-Hunt quality-body features.

No other closed car can match this new Coupster in value for price.

Modish, smart natural wood wheels and Fisk genuine balloons, size 4-40, harmonize with the swagger effect of blue laquer finish. Gray Spanish leather upholstery.

See the new Coupster today! The easiest terms in the world make this car yours. See your nearest Star dealer.

Coupster Value Features

The greatest car for the business man ever designed to sell at such a matchless low price.

Power—Million Dollar Motor

Safety—Four-Wheel Brakes

Economy—Tillotson Carburetor

Pick-up—3 to 25 Miles in 41 Seconds

Long Life—Force Feed Lubrication

The Star Car

TODAY TOMORROW'S CAR

J. P. MORELOCK

THE GREATEST VALUE BUY IN THE WORLD