

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

NEW MODEL IS BROUGHT OUT

Durant People Announce New Star Body Type Designed to Combine Good Qualities of Open and Closed Cars.

The Star Coupester, a new type of automobile that is certain because of its utilitarian features to win instant approval from car buyers, is announced by the Durant Motor Company of California and will be sold here by J. P. Morelock.

The new Star Coupester fills a definite motoring need. It is at once an open and enclosed roadster and a coupe, at the will of its owner. Built on the same chassis made famous by standard equipment of four wheel brakes and the "MILLION DOLLAR MOTOR," the greatest single feature of the new model is the body, which is built by Hayes-Hunt, internationally famous coach workers.

It is finished in blue lacquer, has a grained leather top and is upholstered in Spanish gray leather. Natural finish wood wheels, and balloon tires, set off the new car admirably. Fenders and running gear are in black.

There is a large, roomy compartment under the rear deck for carrying practically any number of small articles, and which will accommodate practically any number of small articles, and which will accommodate a quantity of suitcases, bags or portfolios. For this reason, according to Mr. Morelock, there will be a big demand for the car from doctors, nurses, professional men and women, and salesmen.

The name "Coupester," unique as

a type of automobile, has been protected by government register. According to the Star officials, this name combines both coupe and roadster in its make-up.

The coupester has a low, racy appearance. Its top fits beyond the one-piece windshield just enough to make it distinctive and cats, at the same time as a visor. Above the doors are the sliding windows, which slide into the top by a clever arrangement, and which may be raised or lowered at will. These are made extremely durable because of the constant use to which they will be subjected.

Somewhat after the fashion of the recently introduced Star Coach, the Coupester is an all-year car. Because of this reason alone, both are destined to reach supreme heights in demand. The Coupester may be made just as snug as the coach, because its sliding windows are well fitted.

The new model seats two passengers.

The local Star car dealer states that the new model will be the recipient of great approval by car buyers, because of its instant adaptability and because of great records that have followed the introduction of the "MILLION DOLLAR MOTOR."

The Star Coupester will be on display in La Grande next week by J. P. Morelock, local Star and Oldsmobile dealer.

Plughoff Made S. A. D. A. Director

A tribute and commendation to the aggressiveness and progressive tactics of A. D. Plughoff, Oldsmobile distributor at San Francisco, has been expressed by the National Automobile Dealers Association in naming Mr. Plughoff as one of their directors. Mr. Plughoff is General Manager of J. W. Leavitt & Company of San Francisco, is one of the most experienced automobile merchandisers on the Pacific Coast.

If you must be a "one armed" driver, buy more insurance and order flowers.

Horseless Carriage Days Are Recalled

(By Showwater Lynch)

Out in somebody's back lot or stowed away behind some junk shop is the first car ever driven down the streets of La Grande. This, then, marvelous example of man's ingenuity, would not even be dignified by the title of "automobile" in this day and age.

The car referred to, the real "grandfather of them all," is a one-cylinder Rambler first brought here in 1902 by Dr. Molitor who had the machine shipped from Denver by express.

It was SOME carriage too, and strange to say, at that early date was already equipped with pneumatic tires. Single tube tires they were of the type now used on most bicycles, size 23 by 2 and stuck on by a cement.

The motor was located under the seat, directly beneath the driver and the machine cranked from the side. That is, you cranked it from the side, it didn't always start. Dr. Molitor pursued his somewhat divergent way down the main thoroughfare of La Grande steering his car by a tiller resembling a small boat.

Many early residents of La Grande have vivid recollections of the commotion this horseless carriage caused when it first clattered down the main streets of the city.

Dr. Molitor was devoting his time to his medical practice and used his car on all his calls, whenever it would run. The story is told of him that on a certain occasion he was making the cross country trip to Summerville when he came upon a lady driving a horse and buggy. On catching sight of the doctor rolling along over the bumps the driver of the horse immediately jumped from her carriage and put the fence between herself and the car.

In this manner, with reins dangling along the fence, the woman proceeded to pass Dr. Molitor very cautiously. During all this time the horse was a disinterested party to the proceedings.

Seeing that the horse was not in the least perturbed Dr. Molitor called to the woman, "Your horse isn't afraid of the car." "No, but I'm skeered of the darn thing myself," was the unexpected reply.

J. Van Buren made the first car deal ever closed in La Grande. Bird Lewis was the purchaser and the car one of the first Model T Roadsters with four cylinders.

By this time several other cars

CARE USED IN DESIGN

Automobiles Are Now Designed with Particular Attention Paid to Factors Tending Toward Permanency.

By JOHN N. WILLYS, President of The Willys-Overland Company, Toledo, Ohio

From its motor car body and mechanical design throughout the industry in late years has been towards longevity. Motor experts state that the average life of cars now produced is eight years. Manufacturers feature the fact in their advertising and sales data that their cars will stand up for eight to ten years with reasonable care.

The day of the so-called "one-year car" has long since passed. Your far-sighted manufacturer is working with the thought in mind of not only giving the public a car that will not only stand up satisfactorily as long as the gloss of newness is upon, but will serve the owner for a good many seasons and a good many thousands of miles.

Our sales and service departments have innumerable records of cars which have been in use for this length of time. We have a Willys-Knight engine which has travelled more than 200,000 miles in a police and fire service in Toledo and is now being used in a truck. Out in California there is a Willys-Knight coupe which has passed through the hands of three owners and has travelled more than 150,000 miles without once having a cylinder head removed. A taxi cab operator in Chicago drove a Willys-Knight cab more than 50,000 to 75,000 miles to the complete satisfaction of their owners.

Only just the other day we received word from a driver of an Overland car of the year 1908 who had just given his seventeen year old vehicle a fresh coat of paint. Last year this car carried him from Wichita, Kansas, to Pike's Peak and back again.

Motor car design has become more and more standardized. In the earlier days of the industry experiment and development succeeded each other at such rapid pace that new models were brought out every few months to take care of these. Gradually this system was altered so that it became the vogue to bring out a new model each year. Some manufacturers still adhere to this policy.

But the greater number of standardized motor car builders today bary when it is felt that the changes are of such radical nature or so numerous as to warrant designation of the car by a new model number or letter.

For instance, Willys-Overland products for the past six years have been well standardized. In 1919 we first brought out the Overland and Willys-Knight four-cylinder models which have served as the basis of our production ever since. Naturally, over a period of six years there are bound to be new developments and refinements. These have been included in our product. Body lines have been altered to meet newer styles. Improvements in motor and chassis construction took place. Detachable for balloon tires swept thru the industry and this meant re-designing of the chassis to take care of this equipment.

But fundamentally there has been little change. The wheel base, spring suspension and general design of the two cars is much the same.

Willys-Overland's experience is analogous to that of the majority of established automobile builders. Take a 1919 model of any standard make. Compare it with a 1911 model of the same make. Then compare the models of each, succeeding year until 1915. Compare 1916 cars with 1919 and 1920 and then compare the models of 1920 with 1925. Scarcely without exception you will note greater changes in appearance and mechanical ap-

PULLING TESTS SHOW POWER OF RUXTELL AXLES

One of the centers of interest during the stock show at Union this week was the demonstration of the Ford car with the Ruxtell axle staged by the Perkins Motor company and the Oregon Trail garage of Union.

A special incline was built at a 46 degree angle at which to demonstrate the pulling ability of a Ford with the special low gearing the Ruxtell gives.

The car would pull the steep incline from a dead still start at the bottom and would start anywhere on the slope and go on up to the top.

Roy Camp, demonstrator for the Perkins Motor company of Portland, state distributor of Ruxtell axles was in charge of the demonstration. Paul Sayre of La Grande

Motor Vehicle Licenses for May

Passenger motor vehicle registrations 8511 for the month of May, 1925, show an increase of 220 or 3.2 per cent over the corresponding month of 1924 and a decrease of 4.2 per cent (258) from the month of May, 1923.

The May registrations of trucks, 737; motorcycles, 298; chauffeurs, 1003, and operators, 4,728 were in corresponding increase over the registrations from May, 1924. The registration of passenger cars for the five month period, January to May 31, 1925, 163,937, shows an increase of 15,853 over the corresponding period for 1924 and the registration of trucks

USED CARS

We have several re-conditioned Cars which are much above the average. They are priced for quick sale, and will be sold on very liberal terms. Will take your old car in trade.

1/2 Ton Service Truck

This truck is in A-1 condition. Will take a light car or truck in trade.

Gettings & Hanks

Overland Sales and Service.

USED CARS

Has Double Haslers, Motormeter, Speedometer, Dash Light, Foot Accelerator; guaranteed A-1 mechanical condition.

Has S-M Spotlight, Good Tires; newly painted, and carries a 30-Day Mechanical Guarantee.

Just completely overhauled, new parts throughout the engine, transmission re-lined generator overhauled and thoroughly re-conditioned. This car has Motormeter, Windshield Wiper, Fender Braces, Cut-out, Foot Accelerator; 30-Day Mechanical Guarantee.

New Rear End. Engine completely overhauled. Good Tires. This truck is in A-1 condition; 30-Day Guarantee.

Newly painted, re-conditioned and Guaranteed for 30 days. This is an exceptionally good bargain.

Ford Owners-- Attention!

We are pleasing our customers with our motor overhauling. They run better and cost less! We have our own burning-in machine--no extra charge for relining bands on inclosed cars.

Our Work Is Guaranteed to Be Right

HUFF AND SHAW

Located with the Oregon Tire and Battery Shop in the old stand of the Thorne Grocery on Fir St. Phone 513-J.

REGISTRATION IS PUBLISHED

Tourists from every state in the United States with the exception of Delaware, Georgia, New Hampshire and Tennessee, and from the territories of Alaska and Hawaii visited Oregon during the month of May just closed, as shown by the registration of non-resident motorists at the several registration stations in the state and reported to Secretary of State Sam A. Kozar. There were 45 registrations from Canada; 5 from Hawaii; 2 from Alaska; 10 from Florida; 10 from New York; 39 from Texas; 3 from Maine and 2 from Connecticut included in the May list.

The total registrations of non-resident motorists from May for the state was 6167 and the total for the five months, January 1 to May 31, was 14,933. California heads the list of May registrants with 3461; Washington is second with 1214 and Idaho, third with 462. The registrations from Arizona, Colorado, Montana and Utah ranged from 76 to 96. Since January 1 of the present year, non-resident registrations embraced visitors from the canal zone on the south, Alaska on the north, Hawaii on the west and all points of the Atlantic coast on the east.

The highest station showed the highest point for non-resident registrations for May and the five-month period from January 1, with 1766 and 3923, respectively; Medford was second with 1079 in May and 2549 for the five months; Portland was third with 698 for May and 2246 to date from the first of the year. In Eastern Oregon the Ontario station registered a total of 261 non-residents during the month of May, with no registrations for the previous four months. The Pendleton station is first for the five-month period with a total of 372 and second for May with 165; Baker registered 77 during May and 116 since the first of the year.

DODGE BROTHERS SPECIAL TOURING CAR

Half the pleasure of buying a motor car rests in the conviction that you have exercised a sensible choice.

That pleasure is shared by every Dodge Brothers purchaser--not alone at the hour of purchase but ever afterward.

His good judgment is confirmed by everything that he continues to hear about the car, and everything that it does.

Five Balloon Tires

5095 f. o. b. Detroit; \$1175 delivered.

L. C. Smith

Durant Officials Tour Northwest On Business Trip

OAKLAND, Calif. — Norman De Vaux, vice president and general manager, and E. T. Tuller, Sales Manager of the Durant Motor Co. of California, have started on a swing of the Northwest territory that will be followed by an Eastern trip by Mr. DeVaux in two weeks.

DeVaux and Tuller will spend the intervening time visiting dealers in the rich northwestern fields, where Star and Durant activities have created a great impression in the automobile trade.

DeVaux's eastern trip is expected to take three weeks. Time spent with W. D. Durant and other Durant officials going over trade conditions and new developments in the trade. Before leaving Oakland both connected enthusiastically on the remarkable business activity, particularly in star car merchandising. New daily production records for Star cars are being set up at the great factory here.

STARTERS GENERATORS SWITCHES ETC REPAIRED

Nine Years in the Same Location

AUTO ELECTRIC SERVICE STATION

E. G. Reiland, Prop.

1515 Adams Ave.

Free Protection Is Cheap Protection

And the protection you get on Tires bought here is both free and ABSOLUTE! For 12 months, no matter what goes wrong, we guarantee these AJAX and C. T. C. TIRES, free of expense.

Of course the particular motorist wants this Playle service.

Playle Oil Co.

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