

Highway and Auto Dope

# AUTOMOBILE NEWS

Tourist Traffic and News

## HIGH SALES MARK IS SET

### Dodge Brothers Production Volume Still Below Demand for Cars.

Total sales of Dodge Brothers motor cars for the first 5 months of 1925, according to official figures just released, have broken all records for the corresponding months of previous years. Sales in the United States and Canada, from January 1 to June 1, 1925, increased 15.4 per cent and overseas sales increased 48.6 per cent over the same months last year.

"This healthy increase appears even more remarkable," said L. C. Smith, local Dodge Brothers dealer, "when it is considered that 1924 was the banner year in the Dodge Brothers history. The 1924 sales exceeded 1923 sales by over 25 per cent, compared with a loss of 11 per cent sustained over the same period by the industry as a whole. This, of course, made their 1924 figures a high mark to equal and a difficult one to surpass in 1925."

"The sound condition of the business is equally apparent in the fact that total sales, week after week, since the first of March, have exceeded production. On June 1 there were fewer than 15,000 new Dodge Brothers cars in the hands of dealers in the United States and Canada—less than an average of 5 cars for each dealer. Unfilled orders have exceeded cars on hand for several months.

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with disc wheels, bumpers and other extra equipment.

At no time during the early months of 1925, although production was increased from 500 to 1,100 per day, were dealers able to accumulate the stocks they desired in anticipation of spring demands.

Careful analysis which Dodge Brothers have made of market and industrial conditions throughout the country led them to expect their domestic sales throughout the remainder of 1925 to show an increase of approximately 15 per cent over last year, substantially the same as shown during the first five months.

Dodge Brothers total sales, including United States, Canada and overseas, for 1925, according to the same estimate, will exceed those of 1924 by 24 per cent. They will exceed those of 1924, which was the year of maximum production for the industry as a whole, by over 50 per cent.

## DURANT SCHOOL OF EDUCATION WIDELY KNOWN

OAKLAND, Calif.—National recognition for the educational course being conducted by the Durant Motor Company for its organization of dealers, salesmen, and others connected with merchandising their products, came in the form of a request for details of the course, received from I. A. Wilson, director of the Division of Vocational and Extension Education of the New York State University.

At the request of Wilson, Raymond Boyd, Educational Director, supplied him with the entire course to date. The letter from Wilson stated that the New York University and the schools of that state intended using the Durant Motor Company of California educational course as a basis for their own course, planned for automobile salesmanship and dealing with various phases of the psychology of selling.

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The New Chrysler Coach

The Coach is the latest addition to the Chrysler line. Chrysler-designed body is by Fisher. Coach is richly upholstered in an exclusive and beautiful pastel blue and gray plush.

The basis of its beauty is the characteristic dynamic symmetry—the result is the long, low, sweeping lines

## Carbon Monoxide Dangers Told

Voicing a warning against the deadly effects of carbon monoxide gas, present in the exhaust of automobiles, the United States bureau of mines sets forth the following general rules:

Never run automobile engine in closed or poorly ventilated garage.

Never work under machine with motor running even in open air.

Never close all car windows with engine running, even in open air.

It is not true that the air in a closed garage is safe so long as a gas engine continues to run.

Move a victim of carbon monoxide poisoning into the open air; apply artificial respiration; give him oxygen; massage his limbs; keep him warm and quiet.

PITTSBURGH (AP).—With hundreds of thousands of automobiles being put into use in the United States during the summer months, the United States bureau of mines gas experts, stationed at Pittsburgh, have again sounded a warning to the motorists to exercise caution to prevent serious sickness and death from the deadly gas from motor exhaust, carbon monoxide. The gas experts at the bureau, R. H. Sayers and W. P. Yant, point out that the widespread use of motor cars in the summer time naturally means more repair jobs on motors, and it is while working on automobile machines in closed garages

that many carbon monoxide fatalities occur.

These experts, who delve into the mysteries of the deadly gas, have a list of "don'ts" for motorists, as well as a list of "remedies" when the "don'ts" are disregarded by careless automobile operators. The "don'ts" include: Guard against running an automobile engine in a poorly ventilated or closed garage.

Do not work under a machine with the motor running, even though it is in the open air.

Sitting in a closed car with the engine running is dangerous; always have the windows open.

Persons wishing to avoid this dangerous gas must see to it that their garages are well ventilated. They should avoid exposure to carbon monoxide, and, where it is necessary to come into contact with it, protective equipment should be provided.

A victim of the gas should be taken into the fresh air as soon as possible. If the breathing has stopped, artificial respiration must be supplied. For this purpose, pure oxygen can be used for oxygen with five percent carbon dioxide, to be given for about 20 minutes. The patient's limbs should be massaged, to restore and increase circulation, and the body should be kept warm. The victim must rest, avoiding any exertion whatever.

Carbon monoxide is doubly dangerous, the experts say, because it is hard to detect in the air. It has no odor and is tasteless. Symptoms are readily found, however. A slight case finds the victim suffering from headache. As the percentage of carbon monoxide in the blood increases the headache becomes more severe. The victim's legs weaken and respiration increases. Then comes a

collapse, followed by unconsciousness, and finally death.

The dangerous fumes that the atmosphere in a closed garage is safe as long as an automobile engine continues to function, has been disproved by tests. A dog was placed on the front seat of a touring car in a closed brick garage, and the motor was allowed to idle. After 20 minutes operation the animal lost consciousness. At that time the air showed 1.3 per cent carbon monoxide. The engine was allowed to run until it stopped from lack of air at the end of two hours, when the percentage of gas was 2.1, enough to cause instant death.

The incident the experts cited in order to impress motorists that they should not permit their motors to idle in the garage, while they return to the house to obtain some forgotten article.

## Editorial Comment

It is a far cry from the barbarous times when the physically imperfect child was put to death. This savage system of eugenics and little favor today when the value of human lives—even if physically imperfect—is far better understood.

Our modern social order knows that a cripple, like the late Charles P. Steinmetz, may be of extreme importance in the world's scheme of affairs. Yet the world still holds fast to the idea of a "sound mind in a sound body," and modern social and scientific effort is directed both toward the preservation of life and limb.

That is the basis of the "safety" movement in America, where the danger of accident is far greater than elsewhere with the constant usage of the motor-driven vehicle. It is this, at least in part, which has led to the formation of the National Safety Council, a co-operative organization designed to promote the safety idea.

We boast of the number of cars in the United States, but we sometimes fail to realize the dangers these cars present, not only to motorists but pedestrians. Every city knows this, however, and every city has its acute "traffic problem."

In a recent editorial the Engineering News Record, a leading scientific magazine, notes that the average city official concerns himself mainly with "temporary" measures to promote safety. These have to do with traffic regulatory measures which at best are of merely temporary efficacy. The highway engineer, trained to larger problems, studies methods of permanent relief.

It is there that the real solution lies. Without abandoning the so-called "expedient" measures, we must delve deeper and educate both men and communities along scientific lines.

We must understand that the human factor is not constant. We do not know what a driver will do under any given set of circumstances. There is the safe driver and the "fool" driver. It is all very well to say that the fool should suffer from his folly, but today's theory is to save the fool from his folly. It must be remembered that the "fool driver" may not be a fool in other things and that he may be a valuable member of society when he is not at the steering wheel of a car. Also, that his folly does not merely react upon himself, but upon others. His fool driving endangers other lives and bodies.

Therefore it is essential that all motorists be educated to the use of the most approved safety devices upon their cars. Chains, bumpers, stop-lights, proper windshield cleaning equipment and other safety devices should be thought of immediately in the purchase of a car.

And communities should also afford protection. All traffic problems are not in city streets. Country roads are often more dangerous. Their danger spots should be protected by modern safety devices.

We are our brothers' keepers. We must save them from the danger of their own folly, and, in doing so, save others from the dangers of that folly.

There isn't any law against a man who smokes carrying matches.

## CHEVROLET HEADS MEET

### National Convention of Executives Held Recently in Philadelphia Very Successful.

DETROIT, Mich.—The national convention of 450 members and executives of the Chevrolet sales organization which ended June 10 with a banquet at Hotel Statler, was declared by H. H. Grant, general sales manager, to be the most successful affair of his kind in his long merchandising experience.

The gathering included the regional and zone sales managers and the representatives who directly supervise the 2,600 retail dealers and the 2,500 associate dealers.

"The plans worked out at the convention should assure to Chevrolet a continuation of its leadership," Mr. Grant said.

A group of General Motors corporation executives attended the banquet. It included Alfred P. Sloan, Jr., president; C. S. Mott, Donaldson Brown and John J. Pratt, vice presidents; C. P. Kettering, vice president of the General Motors corporation and president of the General Motors Research corporation; and H. G. Koehler, executive secretary of the General Motors corporation. W. S. Knudsen, president of Chevrolet, C. E. Dawson, assistant general sales manager of Chevrolet and O. E. Hunt, chief engineer, also were at the speakers' table.

The banquet marked the farewell to the Chevrolet organization of D. R. Eldridge, former assistant general sales manager, recently made general sales manager of the Olds Motor Works. He was presented with a large chest of silver tableware and a testimonial signed by executives of the Chevrolet central office and the regional and zone sales managers. Mr. Grant was given a silver and ivory gavel and a testimonial book signed by the entire group of delegates.

organization which is today providing service facilities for approximately half the motor vehicles in the United States. It is estimated that there are 8,000,000 Ford cars and trucks traversing the streets and highways of the nation and Ford service stations are scattered in most every city, village and hamlet to keep these cars running with a minimum of delay and low cost.

The Ford Motor company was among the earliest companies to recognize that popularizing motor car travel depended upon service facilities and that the motorist in need of service or replacement parts must not be compelled to wait a day or two, but be cared for in the shortest possible time.

Establishment of Ford service stations therefore started years ago but under the remarkable demand for Ford cars, particularly during the last few years with sales running close to 5,000,000 annually, it has been necessary to extend this organization and to do it quickly. How well this has been accomplished is seen in company records which show that since 1925, when Ford dealers totaled a little more than 9,000, the number has been increased to 33,000. But in addition to this the authorized Ford service stations have been increased more than 100 per cent in the last two years until at present there are 32,000 such stations throughout the country. This

makes a total of close to 42,000 places where Ford owners may secure necessary adjustments and service parts for their cars.

## Factory Reaches Highest Point in Car Shipments

DETROIT, Mich.—The Chevrolet Motor company shipped 52,853 motor cars and trucks during May which displaced April as the second highest production month in the history of the company. The April production was 56,234 cars and trucks, or the May production, 42,783 units were for domestic sale and 10,979 were for Canada and exports. Production in both April and May closely approached October of 1923 the boom year when Chevrolet production reached its highest point.

Retail sales during May were 48,175, this being the fourth largest delivery month in the company's history. April of this year was the largest delivery month, exceeding May by only 5,107 sales.

At the end of April Chevrolet had on its books 36,512 unfilled orders. At the end of May there were 26,749 unfilled orders.

If he advertises it, he knows it's wood.

## GAMBLING!

With losses that might be protected with proper insurance is not only poor business but it may prove disastrous.

Protection of home, crops, business, automobile, health, or pocketbook can be had at small cost. Our service is at your disposal.

## DUTTON, The Insurance Man

With The SECURITY LAND & SAVINGS COMPANY La Grande National Bank Bldg. Phone Main 80

**A BARGAIN**  
2-TON SERVICE TRUCK, A-1 CONDITION.  
Will take car or light truck in trade.  
Overland Sales and Service.

**Gettings & Hanks**  
Overland Sales and Service.

## THE NEW Studebaker Policy

WHAT DOES IT MEAN TO YOU?

**Low Depreciation:**  
No annual models means that this year's car will look as well, as new, as up-to-date as next year's—or the year after.

Your Studebaker will no longer become a "back-number" each year and cause you to suffer corresponding loss in re-sale value.

**Increased Pride in Ownership:**  
Now when you buy a Studebaker you know that you will experience the same pride in ownership one, two or five years from now that you have the first day you drive out the new car. You will have the satisfaction of knowing that improvements and refinements will be made gradually and continuously without regard for the calendar.

Only the Tremendous Success of The Studebaker and the High Degree of Perfection to Which Studebaker Has Attained Can Make This Possible.

And Now We Say: **GREATER VALUE THAN EVER**

And Now We Predict: **GREATER DEMAND THAN EVER**

See The New Studebaker That Has Made This Policy

## M. J. GOSS

Studebaker Sales and Service.

"This Is A Studebaker Year"

**RADIATOR WORK  
FENDER WORK  
BODY WORK**  
W. E. Corum  
1304 Jefferson Ave.

## How to buy a Chevrolet with \$5 down

- 1—Choose the Chevrolet model you like best, paying down as little as \$5.
- 2—We will issue to you a 6% Purchase Certificate—you earn 6% interest on all the money you pay in.
- 3—You make regular weekly or monthly payments, as little as \$5—until—
- 4—Payments plus the earned interest equal the amount required for actual delivery of the car. After you get your car you pay us the balance in regular monthly installments. We deposit your money in a separate trust account at a bank insured against loss by a strong, well-known insurance company.

If you already own a car we will credit your certificate with an additional 6% on all service, repairs and accessories you buy from us.

You will be surprised to find how easy it is to buy your Chevrolet this way. Come in and let us give you the details of this plan which will save money for you.

Touring	\$657
Roadster	\$652
Coupe	\$902
Coach	\$922
Sedan	\$1016

Delivered in La Grande

## Blue Mountain Garage

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

## Quality at Low Cost

## CAR SERVICE WIDESPREAD

One of the most striking illustrations of changed motoring conditions since a few years back, when the car owner feared to go on any lengthy tour, is found in the Ford

## Our Business Is Growing

When your business grows and you hold your old customers and get new ones constantly—when those things are true, there is certain to be something about your business that is worth while and satisfying.

That's what we are experiencing here. Our service with Veltex Gas and Oils is making new friends every day—and our reputation for courtesy and square dealing is playing no small part. It is a real pleasure to serve you at the

## La Grande Filling Station

Wins By Fair Dealing.

J. F. Heasty, Prop.

## A Good Job of Welding Is Worth Having

There's a world of difference in welding, but there is never any difference in Leighton's jobs—they must all conform to one standard of the highest quality—that's Leighton Service.

Our idea of a welding job is to take broken pieces and produce for you what amounts to a new part or a new casting—new in the qualities of strength and utility. And we produce that at a tremendous saving in time and money that would otherwise be required to get complete new parts in most instances.

That's one of the reasons the man who knows quality insists on it being a "Leighton Job."

## Leighton's Welding & Machine Works

Block Re-grinding - Engine Re-building - Bearings - Pistons - Parts  
Fine Machine Work