

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

NEW COUPSTER IS POPULAR

Light Car Combining the Features of Both Open and Closed Models Is Meeting with Approval of the Public.

OAKLAND (Special)—Immediate approval has been given the new Star coupster by the motoring public. Placed on display practically simultaneously by Star car dealers all over the west, this newest addition to the popular line of Star cars has created a demand that cannot be supplied by the Durant Motor company of California's factory here for several days.

Consensus of opinion expressed by dealers in the organization in that the coupster will prove one of the most favored types of motor cars being manufactured today. At a low price, it combines the roadster and coupe in a unique construction that makes for light

weight, sturdiness and an attractive appearance.

It is built on the famous 1925 chassis, with the "Million Dollar Motor." It is an entirely new type of closed-open car. Many features are incorporated in its construction, including a protruding top that acts as a visor, a one-piece windshield, natural finish wood wheels and balloon tires, as well as many other details that add attractiveness and utility.

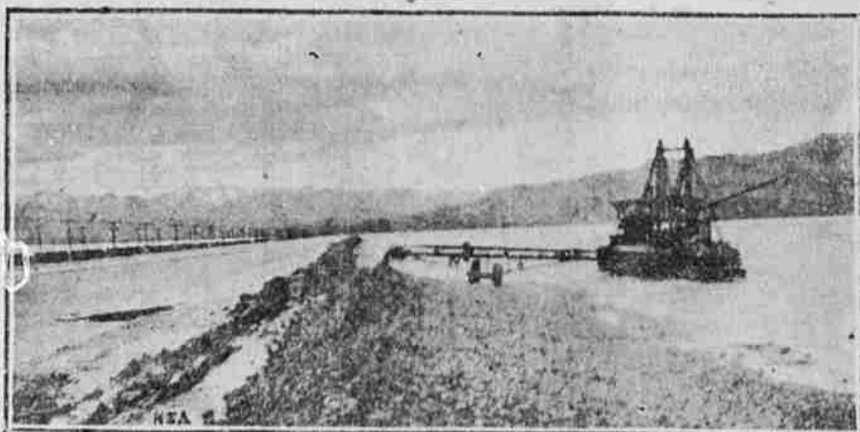
Much of the demand for this new model has come from professional people and salesmen, who see in the coupster a car that can be used for business and pleasure with no changing of equipment, and one that can be made immediately an open roadster, or a closed coupe.

Factory officials state that greater effort will be concentrated on production of this car, but that the demand for the present cannot be supplied. Dealers have been urged strongly to place their orders for the coupster.

The Star coupster is being displayed in La Grande by J. P. Morelock, local Star and Oldsmobile dealer.

Call the Wardrobe for pressing, cleaning and alterations. Main 72, 6-2-47

Driving Across The Inland Sea



Walter Chrysler Prominent Figure In Car Industry

Since the name Walter P. Chrysler, through the Chrysler car, first became known to the public, it has grown to a position of commanding importance in the automobile industry.

Men competent to judge have since declared that at the rate he is going and the progress his organization is making, he is rapidly establishing himself as the outstanding new figure in the industry. Those men go so far as to say that within two years his organization will be recognized as having achieved industrial accomplishments hitherto considered impossible in the manufacture and marketing of quality motor cars.

It is only to the public at large that Walter P. Chrysler is a new figure in the making and merchandising of motor cars. Within the industry he has been known more than a dozen years as one of its leading men. Since he assumed a position of outstanding importance in the nation's largest industry, nearly 2,000,000 cars have been sold under his leadership.

Today, at 50, those closest to him say that he and the organization he has gathered about him are only approaching the threshold of their greatest accomplishments. Recent visitors to the Chrysler plants in Detroit report that one of the most amazing happenings in connection with the building of that car is the personal interest taken in all stages of its manufac-

ture by Mr. Chrysler himself.

It should be said here, to appreciate the singularity of the man, that the magnitude of his operations and interests is larger than that of any other American, with perhaps a half dozen or ten exceptions.

But visitors who have seen him spend hours at a time about the Chrysler plants are inclined to agree with those closest to him that the Chrysler car holds for him an affection second only to that of his family. Practically every visit he makes to the plants is the occasion for a personal check-up to see that the quality of the Chrysler car not only is maintained, but constantly improved.

His lieutenants insist that a considerable share of the tremendous success the car has created for itself is due to his personal attitude.



WALTER P. CHRYSLER

MANY MEN ON FORD PAYROLL

DETROIT, Mich.—The Ford organization is now employing more than 151,000 persons in its various activities throughout the United States, according to the latest employment figures. This is a record for the industry.

The largest increase has come, as might be expected, in the Detroit area where the Ford Motor company's big manufacturing plants are located. Here close to 14,500 have been added to the employment list since March 1.

SPECIAL AXLE DEMONSTRATED

Steep Track Built in Front of Perkins Motor Company Serves to Show Power of Ford Cars with Ruckstell Equipment.

People passing by the post office Thursday afternoon noticed a strange looking structure going up in the street just opposite the Perkins Motor company. There was some speculation about the identity of the peculiar framework of timbers and boards. Some thought it a special railway, others were certain that it was a new wireless experiment.

These speculations, and many others of a similar variety were all wrong for the structure was built to demonstrate the Ruckstell axle equipment for Fords.

The man who said he thought it was a special railway was not far wrong for when riding up the 40 per cent grade in the Ford sedan used for the demonstration one gets a peculiar feeling in the vicinity of the spinal column.

It seems like the car goes straight up and it doesn't hesitate along the way either. The car can be stopped anywhere on the surface of steep track and will go on up without apparent effort.

Roy H. Camp, manager of the wholesale department of the Francis Motor company, is in charge of the demonstration and acts as pilot of the car which makes the trip up and down the track.

Mr. Camp, or someone with mathematical inclinations, has calculated that the track with its 40 per cent grade, if lengthened for ten miles, would be twice as high as Mount Hood at that distance.

However that may be the demonstration does give a visual and convincing evidence of the power of a Ford with a Ruckstell axle. With this axle the car has four speeds ahead and two to the rear. The Ruckstell is a planetary reduction differential built as fool proof as the car itself. It will outlast the car as a rule and owners often change Ruckstells out of their old cars when buying new ones. This special equipment is sold here by the Perkins Motor company.

Mr. Camp will leave La Grande this evening to give demonstrations in Walla Walla next week.

900 MILES ROADS PAVED SALEM, Ore.—The state of Oregon has 200 miles of paved roads and 2000 miles of macadam roads, according to Roy Klein, secretary of the state highway commission, who was the principal speaker at a meeting of the Salem Kiwanis club.

SPARK PLUGS MAKE RECORD

Illustrating the great advancement made in spark plug construction and dependability in the last two years, the Champion Spark Plug company yesterday issued figures showing that spark plugs in the ten leading cars in the 500-mile race class at Indianapolis Memorial day fired some 57,000,000 times, under the tremendous stress and strain of 100-mile-an-hour speeds, without once delivering an inefficient, weak or faulty spark.

Each of the 80 spark plugs used in the ten leading cars delivered about 720,000 perfect sparks to the gas mixture during the race. They fired for an average of more than five hours at the rate of about 40 times a second.

Conducting a full charge of properly mixed gas vapor through the valve into each combustion chamber, firing it, and expelling it through the exhaust, and then repeating that process 40 times a second, indicates the necessity for perfect spark plug performance," points out O. C. Rohde, chief engineer of the Champion Spark Plug company. "Almost perfect combustion is vital to create the necessary power and to assure that no unburned gases waste through the exhaust."

It was only a few years ago that sustained speeds of 35 and 50 miles an hour were considered exceptional. Many authorities on automobile construction and performance were inclined to believe that the limit had then been reached. Changes of spark plugs at those speeds every 100 miles or so were considered necessary because of the terrific punishment they received.

Then two years ago the Champion Spark Plug company re-engineered the racing field with its new compression type, two piece construction and exclusive siltmanite insulator. Since that time its product has definitely proved its ability to withstand speeds even higher than 100 miles an hour. Many 250-mile races have been held where average speeds for the entire distance have been higher, two of them exceeding a 125-mile average. In practically every one of these dozens of races in the last two years, drivers have proved it unnecessary to change a single plug throughout the race.

These races have been the crucible in which the ability of the spark plug used in standard cars has been thoroughly tested. The

only difference between the Champion used in racing cars and in standard automobiles is a slight one to compensate for the extreme speeds at which racing cars are driven. Otherwise the plugs are identical in every way.

This remarkable performance record under the most terrific tests has not been confined to a few types of engines, or to this country alone. It has been made in practically every feasible type and style of engine in all parts of the world. "Champion's victory at Indianapolis marked the 19th consecutive world's record for its product and the 29th consecutive victory won in major racing competition throughout the world since it returned to the field of racing. That is a record heretofore never approached by automotive product."

Chrysler Laments Number of Cars Stolen Each Year

"One out of every 42 motor cars delivered to the public is stolen within two years. How much longer will a motor owning public tolerate such a condition?" asks Walter P. Chrysler, President and Chairman of the Board of Directors of the Chrysler Motor Corporation. "The responsibility is not upon the police who are doing the very best they can. The difficulty is that motor cars are so marked that they can be sold as easily as stolen. There may never come a time when some way can be found to steal a motor car but surely some way can be found to make it more difficult if not very dangerous to buy a stolen car. On every car there should be some kind of a mark which is counterfeit proof, which cannot be removed and which is in plain sight and easy to read. With such a mark police officers could easily examine the car and determine whether it is a stolen car."

"Insurance companies have estimated that the average cost of reconditioning a stolen car is \$150. With thousands of cars stolen every year think of the economic waste."

"The cost of this crime of stealing motor cars is met by the car owners themselves in the form of premiums on insurance. Such premiums are high. With the proper devices—they will be found surely some day soon—insurance rates will be cut down and so will the number of stolen cars."

"The stealing of motor cars has reached a point where it must be checked. And it will be checked. American resourcefulness has had stiff problems to contend with than this one. The motor car thief will be thwarted."

MR. CAR OWNER! Read what CHAS. H. GUNTHER, Advertising Manager, OREGON STATE MOTOR ASSOCIATION Has to Say Concerning RED DEVIL SPARK PLUGS

Recently I installed "Red Devil" spark plugs in my car and in making a test, I found there is a saving of three to four miles per gallon on my gas, and also I discovered my motor running much smoother than previously.

I have made inquiries of those using the "Red Devil" spark plugs as to the service rendered for my own personal information and in each instance received favorable comment. I greatly appreciate the service I am getting from the use of these spark plugs, and I want to assure you that it gives me great pleasure to recommend your product to my friends and to others with whom I come in contact, who, I know, will be interested in learning about the best spark plug on the market today.

Ask your dealer to carry Red Devil Spark Plugs. Price \$1.00 Each—Fifty Guaranteed. RED DEVIL SPARK PLUG SALES CO. 1228 W. First Ave. Spokane Wash. DISTRIBUTORS WANTED For Baker, La Grande, Union and Eastern Oregon territory.

Hudson-Essex

By concentrating their enormous resources in the manufacture of one-type car—a Closed Car and a Six only—have been able to produce the most astounding values in the history of the industry. Others attempt to duplicate these values but Hudson-Essex continues to lead the field by an overwhelming margin.

Sales have reached the 1000-a-day mark. Production is far behind the demand.

Investigate and be convinced.

"The World's Greatest Buy" Sales Prove It.

Ledbetter's Garage

DODGE BROTHERS COMMERCIAL CAR

Ten years of skillful and conscientious engineering have been invested in this sturdy vehicle.

Dodge Brothers will always protect this investment by steadily enhancing the car's exceptional value.

There can never be any relaxation in the policies, practice and ideals which have been the corner stone of Dodge Brothers success.

Screen Commercial Car \$910 f. o. b. Detroit; \$1055 delivered

L. C. Smith



The VIKING masters every road!

Rutty, rocky country roads hold no terrors for the VIKING—hot, hard pavements skim past under its rugged tread with the smoothness of water over a fall.

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
1206 Adams Ave.

THE NEW Star Coach—A handsome quality coach—every line and feature spells custom-built. A coach you can be proud of in any company—and at the new low prices.

THE Million Dollar Motor adds all the power you will ever need. Power for hills and fast get-away in traffic.

EVERYWHERE, this coach has created a sensation by its astounding value. You drive it! It is the world's best buy.

Competitors may adopt these high-class features in the future—the 1925 Star Car has them now—that's why we say: "Tomorrow's Car Today."

- Million Dollar Motor
- Four-Wheel Brakes
- One-Piece Windshield
- Fisk Full Balloon Tires
- New and Improved Entrance Facilities

The Star Car
TODAY
TOMORROW'S CAR

J. P. MORELOCK
THE GREATEST VALUE BUY IN THE WORLD