

Highway and Auto Dope

Tourist Traffic and News

AUTOMOBILE NEWS

AUCTION SALE ON WEDNESDAY

Unique Automobile Merchandising Event Expected to Draw a Huge Crowd; 40 Cars to Be Sold at Buyers' Own Prices.

The Perkins Motor Company will dispose of 40 used cars at an auction sale next Wednesday afternoon and evening. Every used car in the house is to go under the auctioneer's gavel at the price the purchaser bids.

According to W. C. Perkins there are no reservations whatever in the cars. All of them will go at absolute auction at whatever price they are bid.

The 49 cars include nearly all of the popular makes of higher machines. The majority of them are Fords and many of these have been re-conditioned to carry the regular 30 day guarantee. Dodge

es, Chevrolets and other makes are included.

The sale will be conducted by G. T. Gregson, well known auctioneer, who originated the idea of selling the cars in this manner. Mr. Gregson has conducted many similar sales throughout the Pacific Northwest and has been signal-ly successful in the work.

A recent accomplishment was the effective disposal of two different stocks of cars at Walla Walla, Washington, within a week's time. Mr. Gregson has conducted successful sales in Pendleton, Spokane, Couer d'Alene, Lewiston, Colfax, Everett and Olympia within the last few months.

He states that of all the sales he has held the Perkins stock is of highest average quality.

The sale itself is unique, and the manner in which it will be conducted is also interesting. A large platform 16 feet square will be built inside the Perkins Garage. Before the sale the 49 cars to be auctioned will be lined up and each is run on the platform. 28 inches above the ground where it can be well seen, the auctioneer will conduct the bidding.

Everything for the comfortable accommodation of 1,000 people will be provided. The sale will be held under roof so that no dust or rain storms can cause trouble. Electric fans, comfortable seats and

GOAT RAISING IS SIDELINE

Mohair for Seats and Interiors Manufactured from Angoras a Necessity to the Industry.

Goat raising is an industry which has been materially benefited by the automobile. These goats are Angoras, the elite of the specie, and their hair is used in making the mohair plush used to upholster Oldsmobile sedans, and in fact, practically all of the better class closed cars.

For years the cultivation of Angora goats was limited to Asia Minor where strict laws prevented their exportation. It is less than 20 years ago that they were brought to this country, and today there are thousands of herds grazing in north and south western states.

The chief difference between Angora goat hair and sheep wool is that the latter has a kinky appearance and its outer surface is covered with barbs and natural oil, whereas mohair is usually wavy but not kinky and its outer surface is smooth, glossy and dry. It also has a channel through the center which carries the oil in the same way as human hair. This latter characteristic is the reason why mohair retains its luster after scouring, as the soap and water do not remove the life-giving oil. Mohair is about two and one-half times stronger than wool.

These advantages of strength, long wear and perpetual silky appearance make it a fabric that was quickly seized upon by automobile manufacturers as ideal for closed car upholstery. Olds Motor Works, which is the oldest automobile company in the world, was among the early users of mohair.

As the use of the closed model automobiles has kept increasing each year the demand for mohair has increased. The raising of Angora goats in this country has kept pace with the demand until today the United States vies with Asia and Southwest Africa, two other chief locations engaged in this industry, in volume of output.

WASHINGTON, D. C.—The department of commerce announces that the returns show that during the year 1924 there were in 58 of the principal cities 5049 deaths caused by automobiles and other motor vehicles (exclusive of motorcycles), as contrasted with 4995 for the same cities in 1923, 3426 in 1922, 2938 in 1921 and 3692 in 1920. The corresponding death rates per 100,000 population were, respectively, 19, 19.8, 14.9, 15.7 and 14.6.

In 1924 New York City had the largest number of deaths (1091), but the corresponding death rate (14.6) in New York City is exceeded by the rates of 45 of the 49 cities showing rates for 1924. The highest 1924 rate is 24.9 for Paterson, N. J., and the lowest 9.8 for New Bedford, Mass.

other accommodations will be provided. The afternoon sale will begin at 2:30 Wednesday afternoon and the evening sale at 7:30 Wednesday night. A Ford car will be given away during the sale.

Elephant Loses Pulling Contest

(by Showalter Lynch)

While in Wallowa recently, J. P. Morelock, Star and Oldsmobile dealer, had occasion to stage a unique test to prove the power of the Star car in low gear.

A circus playing in Wallowa that day had a huge elephant which had been trained to do all manner of tricks. Among others the mascot had been taught to roll his trunk tightly in order to stage a tug of war with a rope.

Mr. Morelock backed the Star up near the elephant and a rope was fastened about the beast's trunk. Bolivar then backed away and with the rope taut, Mr. Morelock put the car in low gear. The elephant understood the object of the game perfectly and braced all four feet while he shook his head from side to side.

With a slow, steady pull the Star gradually unrolled the elephant's trunk while the beast squealed much in the manner that a school boy would shout while at play. The demonstration was performed before some 200 people present at the circus and was done under the supervision of the trainers who took every precaution to see that the elephant was uninjured.

Safe to say that the spectators at this unique test were convinced of the pulling power of the Star.

The auto caravan from Portland which is to bring some 75 visitors to La Grande on the 3rd of July is a practical demonstration of the value of the motor car in the transportation of large numbers of people.

The party will leave Portland at half past six o'clock on the morning of July 2nd and will arrive in La Grande at 4:30 on the afternoon of July 3rd. In the intervening space of time the caravan will have traveled 290 miles and will have made two stops totalling 12 hours and a half, including the overnight sojourn at the Columbia Gorge Hotel near The Dalles.

While at Wallowa Lake, "up at 8 o'clock and breakfast at Enterprise at nine o'clock on the morning of July fourth is another interesting listing on the itinerary.

Not lost time at all considering the roads over which the caravan will travel but such trips do prove conclusively the flexibility of the motor car as a mode of transportation.

One of the most interesting announcements of the week was that of the arrival of the Chrysler

Four, a little brother to the famous Chrysler Six.

The Chrysler will take the place of the Maxwell line, manufacture of which is to be discontinued. Although comparatively little data on the car is out at the present writing it is expected to follow the precedent set by the six with a great deal of speed and power developed from a motor of small piston displacement.

The Perkins Motor Company auction sale of used cars is sure to be watched with a great deal of interest by members of the car selling fraternity as well as the public.

The disposition of the ubiquitous used car is becoming more and more of a problem and an auction sale conducted on the value first basis of the Perkins sale may open up many new possibilities along this line.

The idea is in reality an outgrowth of the mark down price proposition which nearly every dealer has tried at one time or another. It developed from the time worn stunt of placing a car on display at a set price and reducing it so much each day until sold.

The Perkins plan works just opposite and the cars are bid from a bid rock price to whatever they are worth. Of course such plans are of value to the dealers but the ultimate benefit is passed on to the public for many real values may be picked up this way.

FORD BUSINESS CONTINUES WITH DOMESTIC DEMAND

DETROIT, Mich.—Sales figures of the Ford Motor company for the month of May show a continued good domestic demand for Ford cars and trucks, the last ten days of the month showing a substantial increase over the previous ten days. The figures also disclose record-breaking sales abroad and in the high-price car field a growing demand for Lincoln cars. In fact, the Lincoln sales in the United States during May went to a new record with 493 deliveries to customers, exceeding by more than fifty the record established in April.

Ford car and truck sales for the month reached a total of 201,779 of sales. This is a record for foreign deliveries and is more than 1190 above the April sales.

When Better Automobiles Are Built, Buick Will Build Them

No. 21



Question: Why is Buick so generally accepted as the Standard of Comparison?

Answer: Because for more than 21 years Buick consistently has nearest approached the ideal of a dependable motor car. Everyone commends your judgment when you buy a Buick.

Jennings & Shumate

Wherever You See The Veltex

SIGN YOU KNOW THAT YOU CAN BUY GAS AND OIL OF UNIFORM QUALITY

You Can Buy Veltex At These Stations

LA GRANDE:

La Grande Filling Station
Square Deal Filling Station
Auto Electric Service Co.
Oregon Tire and Battery Co.
L. C. Smith Dodge Garage
Jennings & Shumate
Orchard Filling Station
Gibbons Filling Station

ELGIN:

E. F. Hug & Co.

SUMMERVILLE:

J. J. Wagner

PALMER JUNCTION:

Frank Baker

UNION:

Oregon Trail Garage
Brown's Garage

IMBLER:

Andrews Bros.
A. Page & Son

ALICEL:

Bryant & Bryant
J. Rossen

COVE:

W. F. Breshears
Leonard Towle

ISLAND CITY:

Clyde Kiddle
John Lindsay

FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY



\$525

for Economical Transportation



f.o.b. Flint, Mich.

Greatest Value Ever Offered in a Quality Car!

Fine Appearance Modern streamline design—finished in beautiful colors of Duco whose luster and color last for years—cowl lights—rustless airplane metal radiator—every inch a quality car.

Complete Equipment Chevrolet has all the essentials you need in a car. A chassis construction typical of the highest priced cars, with powerful motor, new disc clutch, Remy electric system, demountable rims, speedometer, oil gauge, ammeter—all included in its selling price.

Real Comfort The new Chevrolet semi-elliptic wheel base. Seats are finely upholstered and specially designed for comfort.

Economy Very low purchase price—very low maintenance cost. Let us take you for a ride.

\$525

f.o.b. Flint, Michigan



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

STANDARD OIL EMPLOYES ON ANNUAL PICNIC

All special agents and assistants of the Standard Oil Company from the Walla Walla territory will attend an annual employees picnic at Walla Walla, Washington today.

C. G. Griffith, special agent, R. G. Albert, assistant special agent and W. L. Blake, area salesman of La Grande will attend. Among others O. J. Beraew, assistant special agent of Baker, J. Fortier, auxiliary special agent of Elgin, Dick Osborn, auxiliary special agent of Imbler, Robert Rostwick of Baker, E. D. Aspinwall, special agent at Burns and S. R. G. Rodriguez, special agent at Ontario are expected to be present.

A porch swing may stay still and still go a long way toward landing a prospective husband.

Saleslady Uses Go-Get-'Em Methods On the Judge

SAN FRANCISCO, June 27.—Miss Edith Hendricks, bright-eyed and pretty, young saleslady who admits she is twenty but looks to be sixteen, stormed the courtroom of Judge Thomas F. Pendergast and added the judge to her list of prospects. Miss Hendricks is a member of the staff of saleswomen representing the Star car in the San Francisco territory directly under the factory branch of the Star organization operated in the Golden Gate city. It is the only exclusive women's sales organization in the entire automotive industry. Even the salesmanager is a woman; and there is not a man who has anything to do with these Star salesladies except through their salesmanager.

The courtroom scene was staged

when Miss Hendricks was called before Judge Pendergast on a suit filed by a San Francisco firm. She was her own attorney and succeeded in having the case dismissed after proving that it was a case of mistaken identity and that she was not married and never had a husband. She informed the attorney for the plaintiff that he had the wrong Edith Hendricks and the case was all over.

No sooner had the Judge announced that the case was dismissed than Miss Hendricks undertook to sell a Star car to his honor. The deal was not closed just then but the saleslady promised to return later and his honor admitted that perhaps he would become a Star owner a little later. He asked for time to think it over and Miss Hendricks fully expects to add the judge's name to her list of customers very soon.

You seldom hear a man brag about what a good boy he was.

Jewett Coach

\$1260

F. O. B. Detroit, tax extra



Give Us 30 Minutes

You're buying a car. If you drive it as little as one hour a day for three years you'll drive 65,700 minutes.

30 minutes seems insignificant doesn't it? Yet—spend 30 minutes at the wheel of a Jewett Coach and three years from now, after you've driven it 30,000 miles—yes, 50,000—you'll look back to the most profitable 30 minutes you ever invested.

Give us 30 minutes! We'll give you the greatest performance thrill you ever had. We'll show you the finest Coach ever designed. It's the greatest Jewett ever built—a quality Coach with beautiful line and color—keen artistry in design.

Come in and bring the ladies. Give us 30 minutes now for many times 65,000 minutes of happiness later.



Doors 36 in. wide permit easy access to both front and rear seats.



Roominess! Rear seat passengers leave the Jewett Coach without disturbing those in front.



Hydraulic four-wheel brakes (Lockheed type) at slight extra cost (169-1)

HARRIS FRENCH

Take Chances With Your Wheelbarrow ---But Not With Your Car

If your "Irish buggy" is broken and needs the attention of a repair man, it's excusable to try just anyone—but not so with an expensive investment like an automobile.

If you need, for example, a re-grinding job and new pistons and rings, you can't afford anything else by Leighton's expert work. The kind of machinists you have work on your car is just as important as having insurance—without either you may have to buy a new machine.

Men of experience and discrimination know Leighton quality—and appreciate the dollar-for-dollar satisfaction that goes with every bit of the work we do.

Leighton's Welding & Machine Works

Block Re-grinding - Engine Re-building - Bearings - Pistons - Parts

Fine Machine Work