

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

STUDEBAKER IS COMMENDED

Conservative No-Change Policy Meets with Approval with Car Buying Public.

Announcement by Studebaker of

its policy of no more annual "new models" has brought commendation, both from the public which buys the cars and from the dealers who sell them.

"It has ended a great economic waste and has given us the full value of Studebaker construction," this sentence, taken from the comment of one communication, seems to express the general attitude concretely.

Taken from the various comments heard, these specific benefits are most commonly mentioned:

"Artificial depreciation of existing cars, caused by an announcement of 'new models,' is now made

a thing of the past. The car can now be driven to the full limit of its usefulness built into it, with no owner embarrassment caused by annual changes."

"Owner ill-will, engendered by such announcements a short time after one had bought the latest model in good faith, will be supplanted by friendliness growing out of the manufacturer's conservation of its customers' investments."

"An end to the suspicion on the part of many owners that so-called 'new models' do not always contain sufficient new developments of an importance warranting a complete change in the car."

"Claims made by the maker for enduring qualities of construction now will have a chance to be justified before the opportunity is taken away by an announcement of annual changes, which causes the owner to seek the 'latest' without trying out the enduring qualities of the car he has."

"Because the depreciation imposed on existing cars by 'new models' is wholly fictitious in fact, this great waste of the unused transportation in Studebaker cars will be ended."

"The public will not have to wait till the end of each year to get the betterments and improvements devised by Studebaker's engineering department, which is maintained by a cost of over half a million dollars a year. As fast as the merit of improvements has been demonstrated, they will be added. Cars will be kept up to date all the time."

"An investment in a motor car now can be made like any other investment—to run the course of its natural life. This will enable those who desire closed cars, which are of costlier construction, to purchase them because they will know the investment to spread over the life of the car itself, instead of over the time between announcements."

Used car dealers declare that the new Studebaker policy has added 56 per cent to the value of cars bought by those who get a new car every year; 100 per cent to the value of those bought by two-year owners, and 150 per cent to those of the three-year owners.

Your Tires

(By T. S. Lindsey)

No matter how much has been said on the care of tires and cars, there is always more to be said. The list of do's is much longer than the list of don'ts.

Don't overload your tires. A tire will give out sooner from overloading than from any other cause. Don't under-inflate. Under-inflation and overloading account for about ninety per cent of all tire troubles. Use a tire caliper or pressure gauge and make sure the inflation is right. Never keep a spare tire out of use too long. Change over occasionally. A tire



lasts longer when it is in use than if constantly exposed to the sun and rain on the running board or at the rear of the car.

Be careful that the rims do not get rusty. Common stove polish will keep them in good condition.

Don't run on a flat tire. It is better to run on the rim, if only for a short distance.

Wash your tires occasionally with pure cold water and a little soap to be sure that no grease, dirt or oil remains on them. These will soften and destroy rubber. When the treads soften, the traction strain in service will stretch the rubber in a wavy outline.

Never try to force a tire on a wheel. If it seems to go on unusually hard something must be wrong. Look for the trouble. It may only be that the valve stem is not properly in place.

Be careful not to pinch the inner tube when applying or removing an outer casing. Pass your hand around inside to see that there are no pinches before going ahead.

Two married people can live cheaper than one single man in love.

It is dangerous to talk back to your wife. She might hear you.

HUDSON HAS NEW MODEL

Stylish Four-Door Brougham with Aluminum Body Latest Addition to Line; to Be Shown Here.

A four-passenger Brougham, the latest creation of the Hudson Motor company, will be on display in La Grande about the first of July by E. J. Ledbetter, Hudson and Essex dealer.

The Brougham is a striking car designed along the lines of the best Hudson practice. The car is the four-door close-coupled type with leather rear quarters. The general lines are similar to the coach except for the change in the rear of the top.

The body is custom built by one of America's best known body manufacturers. Construction is all aluminum and the details of the trimmings and fittings are of the same standard as the Hudson sedan in the seven-passenger size.

The outstanding feature of the Brougham is in all Hudson products in the quantity price. Hudson and Essex is now the largest six-cylinder manufacturer in the world.

All its costs and manufacturing expenses are distributed over a very large volume of business. This fact has made possible the unusual price established on this car.

The Hudson sales volume is at the present time the largest in the history of the company. The Murphy Motor company in Los Angeles distributed 745 cars alone last month.

Tips For Motorists

Every machine, whether a mechanical motor or the human body requires thorough oiling in order to secure efficient operation. Where there is improper oiling, there is friction, and where there is friction, heat generates. Heat, in the last analysis, is responsible for burnt-out bearings in motors and deaths by scarlet fever in human beings.

It is generally believed that in the oil dump there lies a pool of oil, into which the bearings dip and which the motor pump forces into the various running parts of the motor. This is only half the truth. When a motor has been running long enough to be warm, it heats the oil and creates a mist, or fog, of tiny oil particles, which permeates thoroughly all the lower parts of the motor. The danger in letting your oil supply run low is in thinking out or entirely abolishing this oily mist. This is a danger you can not see. You will be made aware of it by watching the heat indicator on the radiator cap, however, and should the mercury in this show a swift rise, look at your oil. Ask your garage man, and he will tell you that burned bearings, scored cylinder walls, and broken rods are some of his chief items of repair—due to low oil supply.

This article deals with automobile vibration insofar as it pertains to a heated engine. Vibration, the bane of automobile manufacturers, is bad enough in itself, but its consequences may be even more serious. One of these is overheating the motor.

An automobile travelling at a normal rate of speed of twenty to thirty miles an hour does not outwardly show any great amount of vibration, nor does this vibration affect the engine for some little time. But when the "period of vibrating" is reached its power to injure the best designed motor is marvellous. Continued vibration causes the hose clamps and the water connections to loosen; then the circulation of the water around the water cycle causes a leakage of these connections and, finally, the radiator becomes empty. Without water to cool it, the engine shortly becomes figuratively "red hot." Unless the driver detects the accident an signal by the heat indicator on the radiator cap, such a condition will inevitably result as burned out bearings or scored cylinders.

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Fine feathers make and birds when the bills come in.

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MACHINE SHOP AND FOUNDRY
All Kinds of Machinery, Automobiles and Tractors Repaired.
Overhauled and Rebuilt.
Acetylene Welding of All Kinds
Cylinder Boring and Over-size Pistons
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GIVE US A TRIAL
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ONLY A SPARK
—but a little spark can spell a lot of trouble in the electrical equipment of your car.

Don't tinker; bring it here!

Fred T. Burgess
1308 Jefferson Ave.



You Don't Have To Wait--

For next year's model to protect yourself on depreciation and re-sale value. That's a thing of the past.

There'll Be No Yearly Models For Studebaker Owners

You can buy now the wonderful Studebaker that has made such outstanding sales records this year—and be sure that next year your car will look just as new, run just as smoothly, and be the same proud possession as a new car.

The perfection attained by Studebaker makes this possible. Minor improvements and changes, as necessary, will be made without regard to models or time. No inconvenience of waiting to see what another year's car will bring. Your car will never become obsolete by the announcement of a new model.

We Predict Greater Demands Than Ever for Studebakers

Be forewarned—see this marvelous Studebaker today—place your order—don't risk being disappointed.

M. J. GOSS

Studebaker Sales and Service.

"This Is A Studebaker Year"

Touring Car Is Used as Emergency Motor Bus Unit

Itene Brossard runs a bus line from LaPratree to Montreal, Canada, a distance of ten miles. He uses a 3-ton, 30-passenger bus and has, in addition, a Studebaker Big Six sedan for taxi work.

The other night the big bus broke down. He had, at the time, 28 passengers. He immediately hitched his Big Six sedan to the bus and towed it to Montreal without delay to his thirty-eight customers.

More: He made four more trips the same night, carrying an average of 27 persons on each trip, every one made on time, in spite of having to tow the big bus. The Big Six ran in high gear during all of the trips, though there are several rather steep hills on the route.

All Studebaker cars have this surplus of power, always ready for emergencies. Large quantity production enables the firm to include it without stint, even in the lower priced models. The Standard Six, indeed, has the largest rated horsepower per pound of weight, of any motor car in the world.

Some people have no higher ambition than to be numbered among those present.

YOU ARE A SAFE DRIVER

But when will you meet a crazy one on the road? A smash-up—your car badly damaged—someone fatally hurt—how are you protected if such a thing happens?

- Accident Insurance
- Collision Insurance
- Liability Insurance
- Fire Insurance
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—this protection is inexpensive to own, yet terribly expensive to be without.

Be safe—see us today, and free yourself of that worry.

DUTTON

THE INSURANCE MAN
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Watch for the Hudson-Essex Red, White and Blue Caravan!

It Will Be in

La Grande, June 30

The Caravan Carries the Message of the New Reduced Prices on Hudson Essex

HUDSON Essex-6 COACH Coach

\$1475 Here

\$1010 Here

The world's largest production of 6 cylinder cars permits the lowest prices in Hudson's history, and for the finest Hudson and Essex cars ever built. Thus Hudson and Essex are more than ever

The World's Greatest Buy

These cars offer the greatest values ever offered in Hudson's ten years of leadership. Be sure to see the caravan and be sure to inspect the cars and see for yourself the reason for Hudson and Essex tremendous sales.

LEDBETTER'S GARAGE

Hot Weather Pleasure for You

It's a distinct satisfaction to know that you can call Playle's on the phone, have the car washed, greased, filled with Texaco oil and gas, or have a tire repaired, without stirring out of the house or office.

And it's more satisfying to know that the service rendered will be both pleasant and perfect.

Playle Oil Co.

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