

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

SPECIAL CARS SHOWN HERE

Hudson and Essex Caravan on Tour of State Stops Several Days in La Grande.

The gayly painted red, white and blue Hudson and Essex caravan which was here Tuesday and Wednesday of this week proved a novel and successful method of advertising and attracted an unusual amount of attention.

The caravan was put on the road by the Portland Motor Car company and is at present completing a tour of the state after several weeks exhibition at Portland.

The object of the demonstration has been to bring to the attention of the public, first of all the low price of Hudson and Essex automobiles and second the unusually beautiful body lines and styles.

The caravan is composed of three cars, one blue and one red Essex coach and a Hudson coach done in white. Each car is a stock model with special paint. Each has had 12 coats of opaque lacquer applied to the already beautiful finish turned out at the factory and the result is very unusual and quite striking.

The finish on the cars is practically indestructible and may be scratched without injury to the surface. In fact at one time it was necessary to remove some figures which had been painted on the cars and this was done by a liberal and strenuous application of ordinary sandpaper without doing any permanent injury to the finish.

A. L. Lefferts, wholesale representative of the Portland Motor Car company, under whose supervision the caravan is touring has noted an increase in sales at practically every place the cars have been shown.

According to Mr. Lefferts the entire state has been a month behind in the demand for Hudson and Essex cars and the supply has been unequal to the demand, shortly after the first of the year.

In order to take care of the increased volume of business the Portland Motor Car company entered into a contract with the factory on July first to take 2915 cars during the 12 months and expects to increase this amount by 500 cars on the first of January, 1926. This deal is said to be the largest car contract ever entered into by any motor concern in the state of Oregon.

The Hudson factory is also crowded with orders from the reports from the plant, and is at present enlarging the shops in order to increase production. The factory is manufacturing 1109 cars daily and expects to increase this number to 1500 on the first of August.

The motor caravan arrived here from Bend and had at that time toured most of western and southern Oregon, including Burns and the John Day country. The cars were driven to Baker for the fourth of July celebration. They will be returned here next week and will be taken up the branch line before returning to Portland. The Portland Motor Car company

KNIGHT SIX IS POPULAR

New Features Embodied in Sleeve Valve Willys Meet with Favor with Car Buying Public.

Enthusiastic reports from owners of the new Willys-Knight sixes bring high commendation for the specially designed refinements of these cars, company officials declare.

One of the most important features in the new line of six cylinder sleeve-valve cars is the specially designed curtain compartment for the touring models, located in the back of the front seat. A finely finished interior, covered with fine cloth, encases the curtains, keeping them free from dust and dirt, and providing a safe compartment with its fine lock. Strong straps hold the curtains securely in place, eliminating the usual creaking and breaking of curtain windows, and providing an easily accessible compartment so that occupants need not leave their seats to install the storm protectors.

Specially fitted compartments in the front door, likewise provided with a strong and serviceable lock, contain the tool equipment for the Willys-Knight open models. There is no fumbling around for the tools, no lifting of seat cushions nor loss of tools by theft with these unique arrangements, and women drivers are particularly enthusiastic over the convenience of this equipment.

Dull and complete action of the ditch lamp, or auxiliary road driving light, is obtained by a simple manipulation on the steering column. This device, exclusive on the Willys-Knight sixes, is giving fine service satisfaction to hundreds of owners in night driving. A simple turn of the wrist and the light is instantly focused at the right height or angle on the side of the road.

Other special features included in the equipment for these Willys-Knight sixes are an air-filter on the carburetor which removes all impurities in the air before it is drawn into the carburetor for the mixture; an oil diffuser, which reduces crank case dilution and insures a good engine oil at all times; full sized one-piece windshield giving greater vision and safety advantages in driving; and patented Willys-Knight four-wheel brakes of positive action and ease of control.

Perkins Car Sale Proves Successful

The auction sale of used cars, staged last Wednesday by the Perkins Motor Company, more than came up to expectations. The large garage was packed for both the afternoon and evening sales, and above all, the cars were sold on terms and at prices satisfactory to all parties to the transactions.

"Greg" Gregson, auctioneer extraordinary, maintained his average of a car sale every two minutes. Almost as rapidly as one car was wheeled off the platform, another was on its way and the third was in the process of being disposed of to the highest bidder. The string of cars across the platform was virtually continuous and from the time the sales started until the last car was disposed of there was a delay of only a few seconds.

The manner in which the entire sale was conducted was a wonderful example of modern efficiency and system. Mr. Gregson had the Perkins salesman working systematically like a bunch of well trained children in a fire drill and everything went off with almost machine-like precision.

As the idea of the used car auction sale originated with Mr. Gregson, he is also responsible for the systematization of the sales plan. Prior to the opening of the sale the cars to be disposed of had all been numbered and tagged. In a loose leaf notebook the virtues of each particular machine had been recorded.

When the sale opened car number one, which happened to be a Ford roadster, was already on the raised platform built specially for the sale. On the other side of the building, leading directly on to the platform, all cars had been lined up.

The stage was set and after Mr.

HARDING PARK IS PROBABLE

WALLA WALLA, Wash. — The Harding Memorial park looks like a sure thing, according to A. P. Alexander, manager of the Up-to-You Times magazine, who spent Sunday at Meacham on the Old Oregon Trail near the site of the proposed park. Mr. Alexander said that conditions at Meacham are ideal for such a park as is proposed with excellent places for golf links, picnic grounds, club houses, hotels and the like.

Commenting on the proposed park, Mr. Alexander said: "The Harding Memorial park now looks like a sure thing. The latest is that it will be at least 640 acres in extent, if not larger. The legal phases of the park are now practically completed. At a coming meeting in Milton, Ore., necessary activities will be announced.

"At this time of the year it is a

BUS LINE IS EXTENDED

PENDLETON, Ore. (Special) — The territory served by the Motor Transit company of Pendleton has been extended by the acquisition of stage lines operating between La Grande and Wallowa lake, according to a statement made here by H. Moser, one of the members of the company.

In the deal the local company secured 11 buses that had been running between La Grande and Wallowa lake. New equipment will be added and uninterrupted service between Pendleton and the lake will be possible under the schedules that have been arranged, Mr. Moser said.

H. Moser will move to La Grande to be in active charge of the line.

A. L. Mundy, Standard Oil company auditor who is in La Grande most of the early part of the week

A. C. Spark Plugs


Wholesale and Retail

A Size for Every Car, Tractor and Gas Engine.

New Plugs Put in New Life.

Fred Burgess

1308 Jefferson



Point 1

Force feed lubrication absolutely prevents burnt out bearings.

The Star Car is the only car in its class with Force feed lubrication.

That's one reason why we sell the Star Car—the other, because it is the lowest price High Grade Car in the world.

See the 1925 Models.

The Star Car

"Tomorrow's Car Today"

J. P. MORELOCK

NEW POLICY IS ANNOUNCED

Studebaker to Discontinue the Annual Introduction of New Styles; Gradual Improvement of Models Favored.

SOUTH BEND, Ind. (Special) — Announcement is made today by The Studebaker Corporation of America of discontinuing the custom of presenting a new line of automobiles each year.

Instead of bringing Studebaker cars dramatically up-to-date once in 12 months, this company proposes to keep them up-to-date all the time, adding improvements and refinements all the time as the car's engineering department, which the Corporation points out is maintained at a cost of a half million dollars annually.

Studebaker believes that this policy benefits present Studebaker owners. It is also the belief of this concern that the policy of no "yearly" models enables purchasers of new cars to obtain models that are always modern, without the necessity of waiting for annual changes and without the danger of their new cars becoming obsolete.

The dramatic success of the present line of Studebaker cars is one reason for this important change. During the first five months of 1925, Studebaker dealers delivered 46 per cent more cars to buyers than during the same period in 1924. On May 21st, the end of the period referred to, Studebaker dealers had only half as many cars in stock as one the same date last year.

Despite the fact that Studebaker factories in South Bend, Detroit and Walkersville, Ontario, are operating at capacity, orders for Studebaker cars are far in excess of production.

J. J. Barnes, district engineer of the Standard Oil company passing through La Grande Monday en route to Boise and Twin Falls, Idaho to supervise the installation of some new plants.

It's a happy father who has one daughter married to an ice man and another to a coal man.

The only thing an amateur gardener rubs is blisters.

Experts to exhibit the cars this year at such gathering places as the Salem State Fair, the Pendleton Round-Up and other places where large numbers of people will be gathered.

RADIO TREAT IS PROMISED

INDIANAPOLIS, Ind. (Special) — The Prent-O-Lite Company Inc., of Indianapolis, makers of radio and automobile storage batteries, is going to give radio fans through out the country a little "inside" advance dope on the 500-mile race at Indianapolis. It will broadcast the race throughout the day on May 29 through WGN, the Chicago Tribune station on the Drake Hotel at Chicago, and through WFTM the Indianapolis News-Merchants Heat and Light Company station at Indianapolis. But in order that the racing fans who will attend the race—and also those that will tune in on the event at home—may know just how speedy their favorite pilots are, nightly reports will be sent out as to the progress the racing drivers are making in conditioning their cars. These reports will go on the air nightly beginning Tuesday, May 26. Each and every driver in the big race has to qualify his car by driving it for four laps of the track at not less than ninety miles an hour. The qualification trials will begin May 26 and continue until a day before the race. These laps give the racing enthusiasts the real dope on the chances of their favorites. The racing corps of The Prent-O-Lite Company, Inc., will compile these trials at the end of each day and relay them to WGN and WFTM, where they will be broadcast almost before the echo of the racing motors has died away. Great speed is expected in the coming race, as the little 122-inch motors have been breaking all speedway records for a year.

There is great rivalry among the race drivers for the honor of breaking Tommy Milton's record of one lap in 1.1 minute 22 and 20-100 seconds, made during the qualification trials last year. This record, made with a Miller Special, is the fastest qualification lap ever made on the Indianapolis track. Milton may have to defend this time with a faster lap if some one breaks his last year's record.

The entry list this year is even better than last. Ralph DePalma is back after missing a year, and Pietro Bordino, sensational European speed merchant, has brought over a fast Fiat with the avowed purpose of taking American gold back to sunny Italy.

The radio fans will be kept fully informed during the week immediately preceding the race and they will have the qualification time a full twelve hours before they appear in the newspapers. In addition to this special service, the winning driver will be invited to say a few words into the microphone immediately after he wins the race. Henry Ford, Barney Oldfield and all the rest of the notables at the race will be invited to speak into the microphones that will be installed at the track side. And in addition to all this, a constant stream of race information will go on the air direct from a broadcasting booth located a few feet from the track.

This will be the second year that The Prent-O-Lite Company, Inc., has broadcast the 500 mile International Sweepstakes race.

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The New CHRYSLER FOUR



Sedan \$1095 F. O. B. Detroit, tax extra. Four-wheel hydraulic brakes optional. Body by Fisher.

Greeted as a Great Contribution to 4-Cylinder Motoring

As anticipated the new Chrysler Four is being received with unrestrained enthusiasm.

Those who have been fortunate enough to ride in the new car declare that never before has there been a four that delivers so much in fine performance, so much in roadability and riding and driving ease.

For the Chrysler Four is a true companion to the Chrysler Six. It represents in a very definite and practical sense the application of the same quality and

fine manufacture that raised the Chrysler Six to its peak of popularity.

Consequently it is not surprising that the new Chrysler Four is already hailed as the most modern and soundest contribution to finer four-cylinder motoring.

See it—ride in it—drive it! Call on us—we are only too glad to extend you the opportunity to learn at first hand the many advantages of owning a new Chrysler Four.

First car of its price with the option of hydraulic four-wheel brakes at slight extra cost. Closed bodies by Fisher.

Touring Car, Club Coupe, Coach and Sedan—attractively priced from \$895 to \$1095, f. o. b. Detroit subject to current government tax.

There are Chrysler Dealers and superior Chrysler service everywhere. All dealers are in position to extend the convenience of time-payments. Ask about Chrysler's attractive plan.

INSURANCE PREPAID

Chrysler motor cars are now delivered insured for one year at full factory list price against fire and theft.

\$895 Touring Car

Notice!


DOOR AND WINDOW SCREENS

All sizes, made in our shop

Prices Low.

C. L. Fisk, Prop.

1408 Jefferson St.



Be Prepared!

We are making lots of Canvas Covers for tourists and campers. Anything you need—and the price is low, too.

Snyder and McKennon

Leo J. French

JUST A REMINDER

Your battery may need some attention during these hot days. Perhaps only a little distilled water; but this is important. Drive up and in a few minutes the job is done.

Do It Today!

Battery & Electric Service Co.

1311 Washington Ave.

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