

Highway and Auto Dope

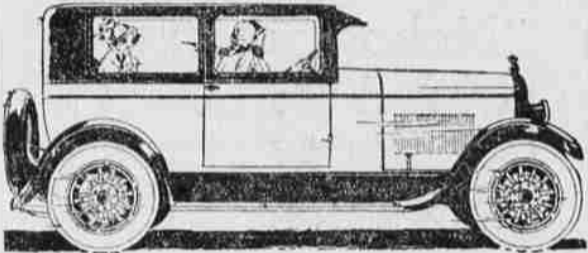
Traffic and Tourist News

# AUTOMOBILE NEWS

## TAR HEAD TAKES TRIP

General Manager of Durant Motor Co. of California Reports Favorable Conditions Existing All over Pacific Coast Territory.

OAKLAND, Cal. July 10.—Norman De Vaux, vice president and general manager of the Durant Motor company of California and agent for the entire Star and Durant organization in the west, has returned from an extensive visit to the Pacific coast where he conferred with C. C. Durant and other executives of the Durant interests. Besides visiting the general headquarters of the Star and Durant forces at the



## It's Great to Own and Drive

"That's the new Jewett Coach!" You hear it wherever you go. Admiration greets this great car on every hand. Because of its beauty of line and color. Because of its advanced features of design. Because its every detail bespeaks genuine quality.

Beyond its striking beauty of Jewett Coach—beyond its championship performance—greater even than its advanced engineering—is the following fact:

Consider It Well! Paige has put the experience of fifteen years of building into the Coach—sacrificing nothing to achieve low price—improving the quality for which Jewett cars are justly respected. This fact alone more than justifies the enthusiasm that has greeted Jewett Coach—nationally!

Drive this great car yourself. Prove its value for yourself—as no one can tell you. Just phone for a demonstration. (372-2)

# Jewett Coach

**\$1260**

F. O. B. Detroit, tax extra  
Paige-Lockheed 4-wheel brakes  
at slight extra cost

HARRIS FRENCH

## Veltex Gas and Oils

"Just Naturally Better"

Watch for This Sign  
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., Jennings & Shumate, Orchard Filling Station, Gibbons Filling Station.
- KAMELA: Guy Norden.
- ELGIN: E. F. Hug & Co.
- SUMMERVILLE: J. J. Wagner.
- PALMER JUNCTION: Frank Baker.
- UNION: Oregon Trail Garage, Brown's Garage.
- IMBLER: A. Page & Son.
- ALICEL: Bryant & Bryant.
- COVE: W. F. Breshears, Leonard Towle.
- MINAM: Golf and Flecker.
- ISLAND CITY: Clyde Kiddle, John Lindsay.

### FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY

## BALLOON TIRE ADVICE GIVEN

Many motorists whose cars are equipped with regular high pressure tires are anxious to change over to tires embodying the balloon principle, but they do not know just what course to follow to get the best results.

The first question to be considered is cost, according to the advice of Avery Harrison, dealer in United States tires. If the car still has several years of life in it and the owner expects to keep it, it would probably pay best to get full balloon equipment. This, of course, requires that new wheels and new rims of suitable diameter be substituted for those now on the car.

But if the car is nearing its end, and the cost of the wheel change is prohibitive, very good results can be obtained by using "balloon type" tires instead of full balloons. United States Balloon Type tires are designed to fit the rims used for high pressure tires and therefore require no wheel or rim changes.

The full balloon equipment is preferable, of course, but balloon type tires afford sufficient ballooning quality to make a change over to that type advisable where it is not practical to make the full balloon installation. Balloon type tires give, to a considerable degree, all of the advantages to be found in full balloon tires.

At Vancouver Tuller left the party and returned to Seattle. From there he went to Spokane and other eastern points of Washington and Oregon while De Vaux and Scott crossed Canada to Toronto, where they visited Bob Mulch, manager of the Durant plant which supplies Star and Durant cars for the entire Dominion of Canada.

Mulch will be remembered on the Pacific Coast as the former sales manager of the Star Motor company and it was his record as G-1 to De Vaux that won for him the appointment to the place he now occupies.

From Toronto, De Vaux and Scott went to New York where they spent some time in conferences with production and sales executives as well as with W. C. Durant. De Vaux was proud of the record he carried back to general headquarters but when he was praised for the showing of the Star on the Pacific Coast he gave the credit to his associates who have assisted him in the development of the Star to the point it has attained during the few months since De Vaux became the active head of the production and sales branches of the line in the west.

De Vaux reports that the Star is showing gains in the East and Middle West as well as on the Coast; but he points with pride to the fact that the registrations show the Star is making the greatest gain in California that has been secured during the sweeping campaign that has brought the Star car to the front as one of the most popular automobiles in the entire world today.

J. P. Morelock, Star and Oldsmobile dealer for Union and Wallawa counties has done his bit in running up the Star's great sales record. Since the first of the year the number of Star cars on the streets of La Grande and on the highways in the two counties has been constantly growing.

## Oil Production Is Increased

The oil industry of the country appears to be undergoing another of those transitions which make it unique among industries. At the moment of writing, the production of crude oil is on the upward trend due to discovery and development of new fields of oil—principally Smackover, in Arkansas, which is yielding some 400,000 barrels of crude oil daily. Ingelwood and Rosecrans, new fields in southern California, are adding some 70,000 barrels daily to the nation's growing total.

Ordinarily a growth in production of crude oil could not be looked upon without considerable concern as to its effect upon the oil markets of the country, including the market for that primary product—gasoline.

But it happens that this new production consists mostly of a heavy oil, with small gasoline content. So marked is the preponderance of heavy oil to the current supply that it is no longer possible intelligently to consider the oil situation in terms of total production of crude oil alone. The gross volume of oil must be divided into two parts—light, with its large gasoline content, and heavy, with its small gasoline yield.

The figures on what has happened are interesting. For the week ending May 26th the crude-oil production of the United States reached a record of 2,344,900 barrels daily. This represents a gain of 381,600 barrels daily average over the first of the year. The gain has been in heavy oil. In fact, the statistics show an actual decrease of 12,000 barrels daily in the production of light oil from the week ending January 2nd to the week ending May 26th. In other words, light-oil production throughout the

test and that the lights must be focused in such a way that at a distance of 25 feet the light beams are not over 32 inches from the ground.

At the present time the local stations are awaiting the action of the secretary of state who in turn is waiting for a report from the United States bureau of standards where lights, lenses, reflectors and other equipment is being tested.

The stations in La Grande that have applied for appointments from the state as official testing stations are L. C. Smith, Perkins Motor company, Auto Electric Service company (Ed. Heston) and the Willard Battery station (Dale Cox).

### HAS NEW CAR

Cecil Bolton of the Grande Ronde Meat Company is the owner of a new Chrysler Four Coach, purchased this week of Leo French Chrysler and Franklin dealer.

### RADIATOR WORK

FENDER WORK  
BODY WORK

W. E. Corum  
1201 Jefferson Ave.

## RACINE MULTI-MILE TIRES

### Keeping Up With Racine

We sell a great many tires, more and more as the months go by. This is partly due, of course, to the kind of service we believe you have learned to expect from us. It is due, even more, to the kind of service we know you have learned to expect from RACINE Multi-Mile Cords. Our sole ambition is to prove as satisfactory as the product we sell.

## La Grande Filling Station

"Wins By Fair Dealing" J. F. HEASTY, Prop.

## WILLYS-OVERLAND FINE MOTOR CARS

### You Can Count on Keeping Your Willys-Knight Two or Three Times as Long as Other Cars

ANY one of the more than 200,000 owners will tell you that buying a Willys-Knight isn't merely making a car purchase... He will tell you it is the best investment you could make in present and perpetual car-satisfaction.

From the first mile—smooth-running, quiet, powerful. Better on every count at 10,000. Still smoother, more silent, more and more powerful at 25,000. And at 50,000 your Willys-Knight is a quieter and more efficient car than the day you bought it.

To this exceptional engine efficiency is added another exclusive advantage—absolute lack of vibration, due to the Lanchester Balancer. The Willys-Knight is the only automobile in the United States equipped with this device...

No valves to grind. No carbon troubles. The patented sleeve-valve idea gets rid of both, completely... The only motor that actually improves with use... In 14 years, a Willys-Knight engine that has ever worn out has yet to be recorded.

# WILLYS KNIGHT

Four-cylinder models from \$1295 to \$1695. Six-cylinder models from \$1845 to \$2495. All prices f. o. b. Toledo. We reserve the right to change prices and specifications without notice.

## Gettings & Hanks

1312-14 JEFFERSON ST. LA GRANDE, ORE.

## NEW OFFICES ARE OPENED

The Chevrolet sales organization, endeavoring to keep pace with demand for the new car, has opened two more offices, one at Indianapolis, Ind., and another at Jacksonville, Fla., as additional connecting links between factory and dealer.

The company now has 26 zone offices in the United States. During the summer the Jacksonville branch will erect a large brick storage building.

The Indianapolis office, known as Zone Office 25, has been established at 54 Monument Circle, Indianapolis. It is in charge of Charles R. Lee, who will assume the responsibilities heretofore spread between three zone offices in adjoining states, his jurisdiction covering all except one or two counties of Indiana. Because of the geographical convenience of nearby Chevrolet parts and car stocks, the Indianapolis office carries no stock.

According to C. E. Dawson, assistant general sales manager of the Chevrolet Motor company, in increasing volume of sales throughout Indiana necessitated establishment of the Indianapolis office to assure prompt attention to the needs of the 17 direct dealers and the 24 association dealers now included in the zone.

The new factory branch at Jacksonville, now temporary quarters at 916 Main street, was opened recently as Zone Office 26 when it became apparent that the facilities of the Atlanta, Ga., zone office were inadequate for the rapidly increasing Florida trade. Under the direction of Zone Sales Manager Chester A. Smith it will serve as the distribution center for Florida and southern Georgia.

## Farmers! Attention!

14-FT. STRAIGHT BLADE WEEDERS \$30.00 Cash.

### La Grande Iron Works

## BRING US YOUR STARTING & LIGHTING BATTERY

Do not neglect your starting and lighting battery. It requires care and attention. We are battery experts and will inspect and advise you about your battery free of charge, regardless of its make. Repairs made at moderate rates.

### The "Exide" Starting and Lighting Battery

Stands for Quality and is made in all sizes for any car. Bring us your battery trouble.

FRED T. BURGESS  
1308 Jefferson Ave.

## LIGHT TESTING STATIONS ARE BEING PUT IN

Several garages and service stations about the city are installing equipment for testing and certifying lights in compliance with the new state law.

Very briefly the law requires that all cars be equipped with lenses, globes and reflectors that pass the new state law.