

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## CHEVROLETS IN BULK LOTS

### Fleet Buyers Turn to the Light, Four-Cylinder Car for Business and Professional Uses.

"Fleet orders" for both passenger cars and trucks are being received with increasing frequency by the Chevrolet Motor company from large organizations whose investigations have established the economy of providing their salesmen and other representatives with reliable motor transportation.

Hundreds of Chevrolet Coaches have been delivered since the first of the year.

The group purchasers mention various reasons for their decision to standardize on Chevrolet.

Reliability and economy, one of

the factors in Chevrolet's popularity among the firm districts, is the reason most frequently given by the organizations whose men penetrate those districts. Others cite the universal availability of service at Chevrolet's 2,600 direct dealers, 2,900 associate dealers and 11,000 parts depots which dot the country.

The purchasers of fleets for city use prefer the Chevrolet because of its attractive appearance, and easy handling and its 13.6-foot turning radius.

Among the recent group purchasers is the United States Tobacco company which has furnished a fleet of 54 Chevrolet coaches to its salesmen in the eastern states. They find the coach tonneau convenient for bulky samples.

The Consolidated Gas company since January 1 has bought 24 Chevrolet coupes, roadsters and trucks principally for the use of inspectors, "trouble shooters" and foremen in New York city.

A fleet of 24 coupes has been purchased by the Universal Portland Cement company for its salesmen throughout the country. Hundreds of other companies in a wide variety of business have en-

## Tourists Examined at Close Range

(By Showalter Lynch)

Hark, hark, the dogs do bark. The tourists are coming to town. Some in bags, some in rags— And some in velvet gowns.

Thus might one paraphrase the old nursery rhyme. The tourists most certainly are coming to town—car load after car load of them. True, most of them trundle on with their tents, their children, their camp equipment and their other baggage stowed away in their cars. After only a night or two at the camp ground but others remain, looking for permanent locations.

During the course of the week cars bearing license plates from nearly every state in the Union stop at the local tourist parks. On one evening this week the writer counted approximately 50 cars at the two tourist camps west of town with licenses from New York, Pennsylvania, Colorado, California, Kansas, Illinois, Idaho, Washington, Montana—to name just a few of the states represented.

Where are they all going and why? Why should one party from Portland, Oregon, and bound for Weehawken, New Jersey, park side by side with a car from Weehawken, New Jersey going to Portland, Oregon. People from the east are going west and people from the west are going back east. The country seems to be in the midst of a great migration in which residents of one section pack bag and baggage into the family flivver and travel to another part of the domain while the inhabitants of the aforesaid part of the domain stuff the lunch box and sleeping tent into the back seat and travel in just the opposite direction.

The tourists give two main reasons for travelling. Either the head of the family has sold out his business and is looking for a new location or a job or the whole group, mother, dad and the children are "just looking over the country."

Some of the tourists have neither of these missions but become merely homeless nomads, a week in one place or a few months in the next. Just long enough to get money together for tires when they wear out and a few more gallons of gas.

Some have been out just a few weeks and are "darned tired" of established Chevrolet fleets ranging in number from six to 20 cars.

"Sales cost records are proving daily the economy of automotive transportation for salesmen," said R. H. Grant, general sales manager of the Chevrolet Motor company.

"The average expense per call incurred by the salesman driving an automobile is lower than by call due to the fact that the salesman using a machine makes three times the number of calls and spends more time with each customer. He will make calls when otherwise he would skip were he limited by rail transportation.

"In addition a salesman who drives an attractive car up to the customer's establishment enjoys a peculiar psychological advantage over the salesman who arrives on foot. Unconsciously the buyer accords more respect and courteous attention to the man with the car."

Chevrolet cars are sold in La Grande by the Blue Mountain garage, Avery Harrison, manager.

"These are not real members of the tribe. They have not had their baptism by gasoline, so to speak. With others the travel urge has become a fixed habit. One factually happens at the tourist park this week has been on four years with seven small children, and one or two of them are young enough to have been born on the road.

Many of the travellers seem to enjoy touring although it is difficult to get any of them to say so. The same dissatisfied feeling, the mental unrest, which causes many of them to take to the road also has the effect of making them difficult to please. The camp grounds are not right, the garage men are robbers, this is a god-forsaken country. Few get complimentary about things in general.

The cars in which many of the tourists travel and their equipment are a constant source of astonishment to the stay-at-home. A flow to light, five passenger car can carry food, camp equipment, beds, a tent, five children, two growl-ups and a dog will always remain a mystery. But it is done and done every day.

When starting on their trips many of the families just can't bear the thought of parting with "sheep," the cat, the puppy or even the pet goat, so these pets are brought along. The bird cage is tied on to the spare tire, a rack is built for the dog on the running board or perhaps even on the hood of the car.

The tents and sleeping equipment are of all varieties. A type of lean-to tent which ties over one side of the car and is staked out at the other seems to be the most widely used. A few of the tourists, when travelling with comparatively light luggage, have their machines arranged so that the rear of the back seat drops down to make a bed out of the cushions of the car.

Most of the travellers cook their own meals at the roadside. For this purpose many carry light oil stoves to avoid the work of starting campfires. Others use more of the methods employed by Lewis and Clark and other early cross-country travellers and build their fires as they go.

Many and varied are the ways of earning the expenses of the trip. Some sell picture post cards, some advertise various articles. Others grind scissors, do mechanical work for other tourists, some sell hand bags made out of old inner tubes, nearly every sort of trade or hobby is represented. Evidently most of these itinerant vendors make enough to live on but it would seem at times like a precarious sustenance. Anyway, it must be a great life!

## NEW EXPORT RECORD MADE

Every month since last October, the monthly export records of Studebaker motor cars have been the largest for that month in the history of the corporation. Nine successive months, and each has hung up a new sales record.

In Canada alone, the sales for first six months of 1925 were greater than for the whole of 1924. Over the entire export field, sales during the first seven months of 1925 are greater than the whole of 1924.

A tabulation of the increase in per cent of sales for each of the nine months mentioned, over the same months of the best previous year in corporate history follows:

November, 1924, 49.5 per cent increase.  
December, 1924, 93.9 per cent increase.  
January, 1925, 63.7 per cent increase.  
February, 1925, 103.5 per cent increase.  
March, 1925, 52.2 per cent increase.

April, 1925, 38.5 per cent increase.  
May, 1925, 41.3 per cent increase.  
June, 1925, 50.9 per cent increase.

July, 1925, 76.6 per cent increase (based on orders on file for shipment during July).

The average increase of the past nine best such months heretofore recorded, was 50 per cent. Every car exported after August 1 will be that much increase over the best previous year in the corporation's history.

Studebaker cars are sold in La Grande by M. J. Goach.

Franklin Orders Reach High Point Franklin entered the month of June with the largest number of orders on its books since the new style car was introduced on March first.

With the placing of dealers' July orders on May 20, the plant's normal production capacity was absorbed up to August 15. Later production will be determined when the dealer orders close on June 29. This follows the policy of regulating production entirely by orders.

With the men using so much hair tonic, it is not simply easy to keep her nose from being shaly.

## SCHOOL MAKES EXECUTIVES

One of the most significant features of the development of the automobile industry is the growing importance attached to the human phases of the industry and the greatly increased attention that is being paid to the training and development of executives for its organizations.

The automobile business in a few years has advanced from a position of comparative insignificance to one of the leading industries of the country due to the vision and the organizing and directing genius of its outstanding leaders. In this development organizations have expanded tremendously, machine methods of production have been highly perfected and the effectiveness of the direction of the human forces has assumed greater and greater importance. It is now recognized that the most important element in the automobile industry is the executive and one of its most important problems is the selection and training of its junior executives.

Among the means that are being used in the industry in this connection, one of the most interesting is the Co-operative Engineering course that is being conducted with automobile and allied industries of Flint by the Flint Institute of Technology. This is a college course to which high school graduates are admitted for a four year training in the fundamentals of engineering and the principles and methods of industrial organization and management with a view to developing executives for the co-operative industries.

The course is conducted on the cooperative plan with alternate periods of four weeks in the factory and four weeks in the institute. The work in the industries is a definite and important part of the student's training designed to give him a directed experience and knowledge of industrial operations and industrial men so essential to the this work gives the student the advantage of a very considerable

earning power during his course. At the institute the work covers mathematics, chemistry, physics, engineering, drawing and other basic engineering subjects and also special courses in industrial history, economics, accounting, manu-

facturing methods, psychology and other courses related to industrial organization and management. This four-fold training—in Basic Engineering Subjects, in Industrial Management, a practical experience in industrial operations and contact with industrial men—has been developed under the direction of advisory committees of four-fold training—in Basic Engineering Subjects, in Industrial Management, a practical experience in industrial operations and contact with industrial men—has been developed under the direction of advisory committees of the leading executives of the co-operative companies to insure a very thorough and practical preparation for executive work.



### RACINE MULTI-MILE TIRES

## Unprejudiced Advice

Perhaps you have not yet settled the balloon tire question to your satisfaction.

We are in a particularly good position to advise you without prejudice, and for this reason:

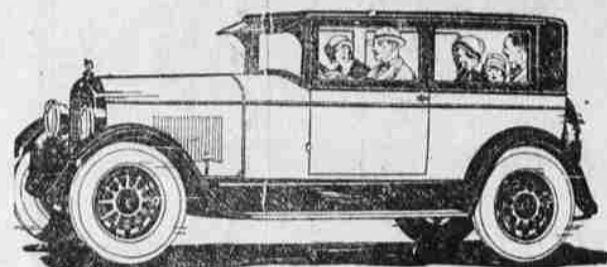
We sell both the standard size RACINE Multi-Mile Cord and the RACINE Balloon.

Both are low-pressure tires and both are of the finest RACINE quality.

Our advice will depend absolutely upon your particular need—and on that alone.

### La Grande Filling Station

"Wins by Fair Dealing"—J. F. Heasty, Prop.



## And What a Beauty!

You'll realize this car's finished beauty only when you see it. Double belt moulding—ball back—and brilliant coloring give you a combination of appearance features found only in costliest cars. Jewett Coach has them at \$1260.

And Jewett Coach will outperform any car within \$500 of its price.

Roominess? Yes—and far more than that. Quality construction! Beauty of line and color! Power that talks! That is what you buy in Jewett Coach at \$1260. Let us call and give you a thorough demonstration.



# Jewett Coach \$1260

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

### HARRIS FRENCH

## Do You Use Veltex Oils?



We want you to do your harvest work with this oil. If you have never used it, take advantage of the Special Price we are offering this month. If you used it last year, we know you will place your order and make a substantial saving. The following dealers will all have the same low prices the remainder of July.

## 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:

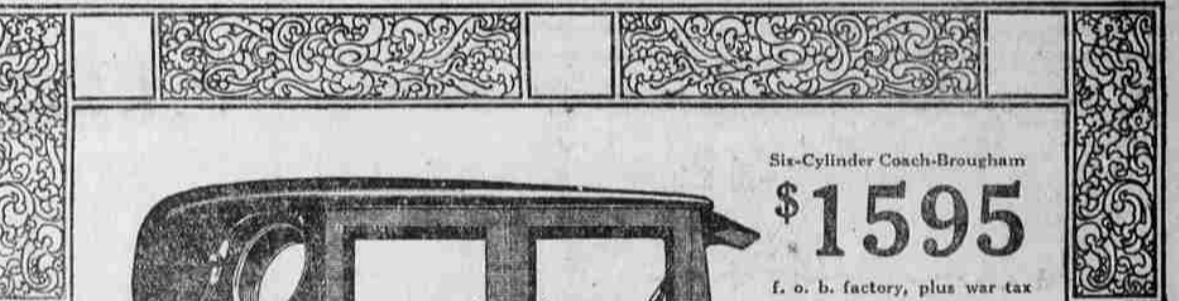
Goff and Flecser

### ISLAND CITY:

Clyde Kiddle  
John Lindsay

### FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY



Six-Cylinder Coach-Brougham

# \$1595

f. o. b. factory, plus war tax

## Here's the Latest Coach-Brougham

You recall, of course, that Rickenbacker first developed this type and introduced to the industry the 4-door Coach-Brougham.

This model was an instantaneous success. Buyers acclaimed it enthusiastically.

Other makers immediately began to copy or imitate the Rickenbacker.

Demand has been overwhelming—far beyond factory capacity.

All Rickenbacker plants have been running extra forces and over-time, trying to catch up with orders.

And now—a new refined model—perfected at every point—is announced and is ready for you.

Rickenbacker always has led and is determined to retain leadership.

Cannot afford to let any other offer as fine a car or as great value for the price.

Mounted on that same wonderful Rickenbacker Six Chassis with which "Cannon Ball" Baker has smashed so many cross-country speed and mountain records;—

Dressed in this natty new body, it is just as snappy and distinctive in looks, as it is in action.

And "Cannon Ball", who has driven many great cars, says this Rickenbacker "is a performing fool".

At its price—\$1,595 f. o. b. Factory—this Coach-Brougham is just as great a bargain as it is in performance, in beauty and in luxurious riding qualities.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

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# Rickenbacker

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