

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

DODGE BEGINS EXPANSION

Construction Now Under Way on New Plants; Eight Millions to Be Invested Before January, 1926.

The largest expansion program in the history of Dodge Brothers, Inc. is now in progress.

Continually over sold since the business began, and particularly over sold this year in spite of the fact that production has been consistently in excess of 1,100 cars a day, the management is determined to take extraordinary measures to meet the requirements of its dealers in 1926.

Five large new buildings are already under construction and three others will begin immediately. It is announced by F. J. Haynes, president and general manager.

The total floor area of the eight new buildings will exceed 2-1/2 of a million square feet and will afford employment for several thousand additional men. The cost of the expansion will be at approximately eight million dollars.

When the present construction program is completed, by January 1, 1926, Dodge Brothers, Inc. will have a capacity of 1,500 cars a day. The present intention is to go into full production on this basis the moment the new facilities are available.

Dodge Brothers construction department has erected every building in the enormous factory and similarly will be responsible for every detail of the present program. It is estimated that fully 1,000 men will be employed the rest of the year in the expansion project now under way.

When Dodge Brothers factory

began operations late in 1914. It consisted of a few buildings with a total floor area of some 20 acres. Today it consists of 110 acres and the addition of the five new buildings will increase it to 130.

It will make Dodge Brothers one of the largest factories in the world.

A complete series of new buildings, as large in their many factories, is already under construction on Lynch Road. One building, 75 x 300 feet, will house the heat treat department; another, also 75 x 300, the heavy hammer shop. A die shop, 190 x 212 will also be erected. To supply power for these enormous new units a large and thoroughly modern power house will be built. Trunks of new railway tracks are already being laid, hundreds of workmen being employed in this project alone.

The largest of the additions to the main plant will be a six-story extension of assembly plant No. 2, 100 x 452 feet in dimensions. This addition alone will have a floor area of 232,000 square feet.

The new forge department on Lynch Road replaces a similar department in the main factory and the buildings which formerly housed it will make way for a huge five-story building, 295 x 150. This building will be for machining and storage purposes. What will be known as main plant No. 4, measuring 75 x 452, will join the machining and storage plant. It will also be five stories and will comprise an enormous L shaped mill.

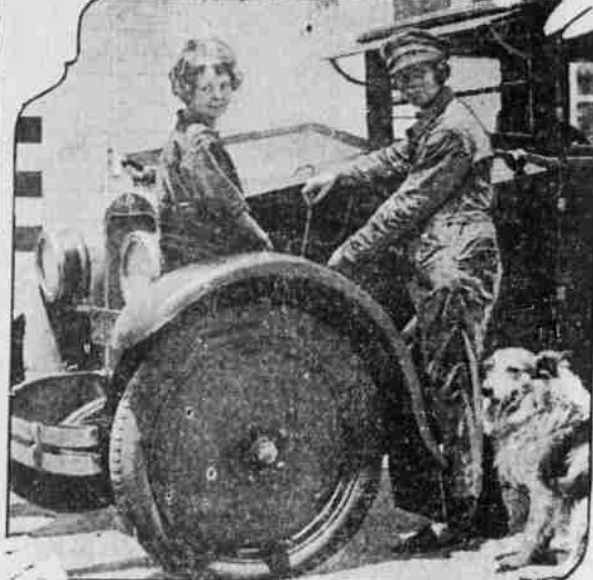
Dodge Brothers factory is one of the most compact in the world and the new buildings fit perfectly into the vast system of production. Planning a series of main buildings on one side are huge warehouses, where the raw materials are received and fed out into the various machining departments.

On the other side of the main buildings are the great assembly plants into which machining departments feed their finished parts.

The reputation of Dodge Brothers motor car and the character of Dodge Brothers dealer organization plus our determination to make a good car continually better, leaves no possible doubt as to our future market," said President Haynes. "Our only fear is that over 1,000 cars a day will be insufficient for the requirements of 1926."

Mr. Hebeny is taking a good deal but the \$100,000 he lent to Paul talked first.—Omaha World-Herald.

Movies? She Runs a Garage



Beverly Baird went to Hollywood a few years ago from Texas to try to get in the movies. The best she could do was a job as a double, and when she got injured she gave it up. So now she's opened a garage, and says it beats the movie game all holes. She's shown here with her three-year-old daughter.

GARAGE GOSSIP

Made Trip—
W. C. Perkins, head of the Perkins Motor Company, local Ford and Lincoln dealers, made a business trip to Portland this week.

Painting—
The pumps at the Standard Oil Service Station were newly painted this week in the regular bright vermilion.

Tire Man Here—
Mr. and Mrs. Henry of Portland were in La Grande the early part of the week and later spent several days at Wallowa Lake. Mr.

Henry succeeds Harry Lawley as United States Rubber Company representative in this territory. Mr. Lamley was transferred to the east.

Stopped Here—
Ed Cohen, Oldsmobile distributor for the state of Oregon, stopped in La Grande and visited for two hours with J. P. Morelock. He was on his way to Portland from the Olds factory at Lansing, Michigan.

Here On Business—
William Binchell of Pendleton, representing the firm of Brewer and Wright was in La Grande this week.

New salesman—
Earl Freener, has taken a position as salesman with E. L. Ledbetter, local Hudson and DeSoto dealer. He succeeds Jack Ray who went to Roseburg, Oregon.

To visit—
Mr. and Mrs. E. L. Ledbetter and daughters drove to Spokane this morning to visit relatives. The girls expect to remain for several weeks but Mr. and Mrs. Ledbetter will return within a few days.

New car—
John Speckhart has purchased a new Franklin sedan from Leo French. Mr. French and Mr. Speckhart went to Portland "in middle of the week to get the car. The car is one of the most beautiful jobs seen here this year. It is in huge brown.

Fishing—
J. P. Stacup and Golden Green will leave this afternoon on a fishing trip to Wallowa County. They expect to fish either in the South Fork of the Wallowa River or in Bear Creek. Mr. Stacup is with the local office of the Standard Oil here and Mr. Green is service man at the Highway Filling Station.

Fathers and sons—
W. D. Hooks of the firm of Pettings and Hanks, Overland and Willys-Knight representatives here spent three days the first of the week with the Fathers and Sons' outing held under the auspices of the L. D. S. Church. The camp was made on Catherine Creek with about 150 fathers and sons present.

Made trip—
J. P. Morelock, Star and Oldsmobile dealer, spent several days at Wallowa this week. Mr. Morelock maintains a garage at Wallowa as well as one in La Grande.

Will return—
Verne Jennings of Jennings and Shinnote is expected back from Portland this evening with one of the new Buicks. He has been in Portland for several days looking over the new Buick line.

Camped—
Mr. and Mrs. J. F. Heasty spent several days at Wallowa Lake the early part of the week. Mr. Heasty said that he enjoyed the vacation but that he was glad to get back in his regular place at the La Grande Filling company station on Jefferson Avenue.

Improvements—
L. C. Smith received a cartload of new Buicks yesterday. Mr. Smith says that the Dodge policy of constant refinement and improvement while retaining the same basic design, is shown in each shipment. Each new car load of cars is very slightly different. Each new series of cars put out of the factory is identical with the last except in some of the smaller details which are constantly being improved. Perhaps a fan belt adjustment, a change in the design of the pan or some other slight change leading toward longer and more satisfactory operation.

A man may be captain of his soul and still be compelled to recognize the existence of a few monarchs, episcopal and generals.—Arkansas Gazette.

Time it is cool enough to sleep in is almost time to get up.

FORD CLOTH WEARS WELL

DETROIT, Mich. (Special)— Upholstery of attractive appearance is desirable in any closed car, but unless the cloth combines beauty with wearing quality it isn't apt to prove so pleasing to the car owner after all.

Trimming the interior of a car with cloth that delights the eye is one thing, but making certain that the fabric is going to give good service is quite another matter. Nowhere is this more strikingly illustrated than in the way the Ford Motor Company tests the cloth it buys for upholstering closed cars.

No woman shopper, however sharp and shrewd, ever thought of going to such pains in examining cloth she was about to buy as does the Ford Motor Company when it purchases upholstery materials. It always keeps an eye out for attractive appearance and in so doing considers shades that will not easily show the dust and dirt.

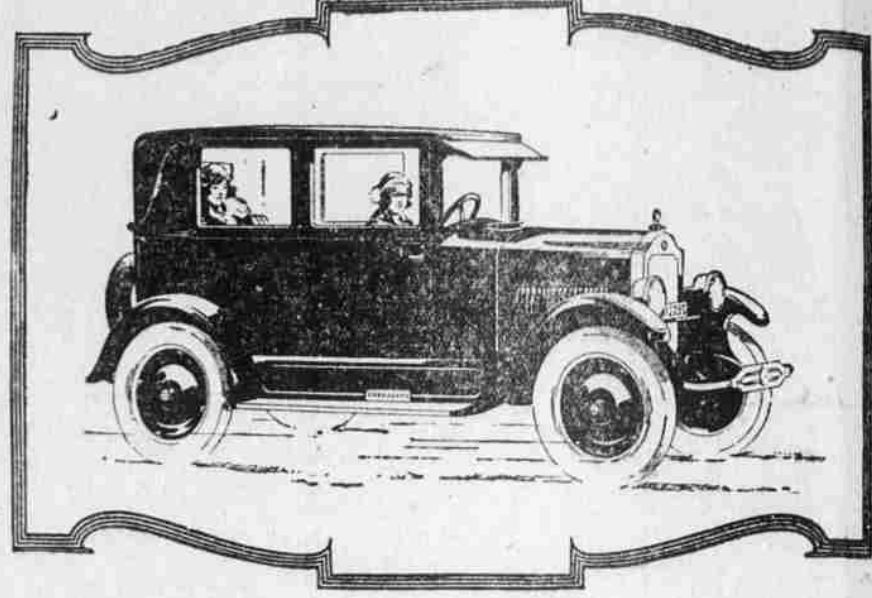
Of even more importance are the numerous tests devised to determine the wearing qualities of the materials. The Ford car usually is subjected to harder usage than any other car, and the exceptional appearance of trimming to be seen every day in cars that have been used for years attests to the thoroughness of the company tests.

To begin with there's the "rubbing" test, a simple but highly effective way in which the company finds out the wearing quality of all new cloth submitted as possible material for trimming.

In this test two seat cushions

are automatically rubbed together before it gives way under this extreme treatment. If the new cloth lasts as long or longer than the standard tests that disclose the exact tensile strength, the density of its weave, weight and distribution of its wool and cotton contents. As all cloth used in trimming Ford closed cars has what is known as an "up and down" weave (the same number of fibres in the warp as there are in the weft) the tensile strength both crosswise and lengthwise must be the same. To test this one-inch strips of the cloth are placed in a machine that pulls them until they break. A dial indicator registers the pressure of the breaking point, and all cloth must come up to the high standard set by the company.

When it leaves the loom, Ford cloth is 72 inches wide, but intensive shrinking brings it down to 58 inches, and a yard of the finished article must not weigh less than 13 ounces. A high percentage of wool is required in order to ascertain whether or not this standard is being maintained, samples of every shipment of cloth are sent to the laboratories for chemical test. The samples are treated in a solution which dissolves the wool but does not effect the cotton.



Tips For Motorists

A common cause of motor overheating is a retarded spark. A retarded spark causes a late spark, a spark that does not fire until the piston has started downward on the expansion stroke. Consequently the gases have expanded and when fired are in contact with a larger area of the cylinder walls. As the water system is in contact with this larger heated area, there is greater and quicker heat absorption which when continued for any length of time, causes overheating.

In a six cylinder engine, at a speed of 2400 R.P.M., the distributor furnishes 120 sparks per second. With a retarded spark, the temperature reaches nearly 2000 degrees Fahrenheit in direct touch with a larger area of the cylinder walls. Again, the heat indicating instrument on the radiator cap comes to your aid and warns you that something is generating an abnormal amount of heat which, unless quickly corrected, will cause serious damage.

TODAY! Not Tomorrow

The 1925 Star Car is the greatest value buy in its price class—today—not tomorrow. The new Million Dollar Motor has swept the Coast with its real power performance. This is the car for you, the car with a hundred and one advanced features—today—features which competition may have tomorrow. High class features which set the Star in a class by itself. It is the car for you. It will save you money in every mile.

Compare it with any car, detail for detail. Then you'll know—positively—why its the greatest value buy in the world today.



J. P. MORELOCK

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Reliable and Ready

We are always ready to give our customers reliable service—the service that you have a right to demand and the kind that you can expect when personal attention is given to everyone who drives up.

Don't hesitate to stop for air and water if that's all you need. Both are here for you.

Our sales of VELTEX gas and oil go higher every month.

La Grande Filling Station
Wins By Fair Dealing. J. F. Heasty, Prop.

What You Get For Your Money

That's the problem you must solve when purchasing a new car—nothing else matters in the long run.

The outstanding characteristic that has made this record year possible for us and has produced a long line of satisfied and ENTHUSIASTIC owners is

STUDEBAKER VALUE

And Studebaker value stands the test of comparison anywhere along the line—a one-profit car at a price made possible only by complete manufacture within the one gigantic organization.

The New Studebaker Coach is One of the Outstanding Models of the Year.

M. J. GOSS

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Your Tires

(By T. S. Landsey)

As related in a preceding article, the test carried out by the Bureau of Standards at Washington showed that it took an average of a little over a half a second for a driver to change his foot from the accelerator to the brake, or that a car at thirty miles an hour traveled about twenty-two feet before the brakes were touched.

In these tests each driver was expecting the signal to stop. It is safe to assume, therefore, that it would take considerably longer to shift the foot from the accelerator to brake pedal if the driver was not waiting for the signal.

Many interesting facts were brought to light as a result of these tests, some of which, may surprise car drivers but not students of psychology. The most expert driving and the quickest reaction to the signal was not obtained from the college students tested, but from taxicab drivers, whose whole business was learning to drive well. The test showed that women reacted to us quickly as men.

Quick stopping is a combination of mind brakes. There may be a stalled car just around the corner on a country road, and by the time that you see it, realize that you must stop, and move your foot from accelerator pedal to brake, you will be in a collision for that danger.

The good driver is always ready for danger, so rarely encounters it. He keeps his eyes on the road, his brake in the best condition, and good-gripping, non-slipping tires on all four wheels.

Crowded With Cars, Cars, Cars!

Whenever cars are on the move and there is an urge to go—then you find Playle's crowded with cars. Cars to be filled with Texaco gas or oil; Cars to have old tires repaired and new ones put on; Cars to be washed or greased; Cars to be serviced as only Playle's can satisfactorily do.

Our ever-increasing customers are proof of value and satisfaction.

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