

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

OVERLAND SIX PRICE CUT ON SEDAN MODEL

Increased Production Held Responsible for Reduction of List Price at the Factory; Effective Today.

Closely following a sharp cut in the price of the standard Sedan model of the new Overland Six, comes the factory announcement that, effective on August 1st, the price of the Deluxe Sedan on the same chassis has been reduced from \$1150 to \$1095, f. o. b. factory.

This is a reduction of \$55 within seven months of the announcement of this Overland product, which at the same time of its introduction to the automobile world was the price sensation of the industry.

It is in line with the policy of the larger motor car manufacturers to pass along savings in overhead, brought about by increased production, to the benefit of the automobile buyer.

Ever since the Overland Six was announced, the factory at Toledo has been working at maximum capacity turning out a volume of cars which has tremendously overshadowed any previous records of Willys-Overland, Inc.

Today, this organization is the third largest in the motor car industry in production and sales and the second largest where all manufacturing is done under one corporate title, with one dealer organization handling all lines, the Overland and the Willys-Knight.

This position of the Willys-Overland, Inc., is indication of the buying trend of the motor car public at the present time when the large and older institutions are receiving over 95% of all orders.

According to Gettings and Hanks, local representatives of Overland Willys-Knight cars, word has been received from the factory that the balance of the year will see even greater production figures than have ever been reached before in the history of the manufacturer.

These production figures will apply not alone to the Overland

Many New Ideas In 1926 Buicks



Standard Six, five passenger two-door sedan

Buick, again demonstrated the marvelous resources and abilities of the automotive industry when it introduced the present Better Buick. Embodied in this latest Buick offering are additional power and strength, the newest engineering achievements designed to give even longer motor car life, the maximum in comfort and safety, besides new beauty and refinements of design and finish representing the latest skill in body craftsmanship. And in face of these material and costly improvements lower prices are announced through the entire line of Standard and Master Sixes.

The announcement and the showing of the better Buicks silenced the rumors that Buick would abandon the valve-in-head for another type engine which would permit of cheaper construction. The same principles that were inaugurated by Buick 21 years ago and which have made it the leader in the industry have been adhered to throughout.

The mechanical improvements introduced would have been considered impossibilities only a year ago. They represent the work of Buick research and engineering staffs constantly striving for betterments.

The new prices likewise represent achievements of the engineering, production and business departments of the Buick organization, and are in no small measure due to the phenomenal approval of Buicks by the public. This latter factor has resulted in continuously increasing sales with the attendant possibilities of economies in purchasing and production.

The complete line includes 16 models, six in the Standard Six and ten in the Master Six class. In all cases the distinctive Buick lines have been continued, with refinements such as the rounding of radiator lines and the addition of streamline moldings. All are finished in new and beautiful tones of durable Duco. Some of the models have Duo-tone Duco finish in distinctive combinations. All closed bodies are by Fisher and are upholstered in quality plush.

Buick has always been noted for its sealed chassis, which prevents dirt or water entering any of the moving parts. Now it has added an air cleaner, oil filter and gasoline strainer. These, combined with the standard Buick construction, practically eliminate the possibility of any foreign substance entering the engine or moving parts of the chassis and, consequently, minimize service requirements and add to the life of the car.

Because these three new units have no moving parts, there is nothing to get out of adjustment. They require no power—in fact they are thoroughly automatic, and require only occasional cleaning to remove the dirt and grime gathered from the air, fuel and oil.

The above illustration shows the Standard Six five-passenger two-door sedan. The price of this model, \$1195, is representative of the increased values included in the entire line of Better Buicks.

The new models are now being shown here by Jennings and Shumate, local Buick dealers.

STAR PRICE CUT IS ANNOUNCED BY FACTORY TODAY

Star prices for the opening of the 1926 season were received last evening by J. P. Morlock, local Star dealer, in a telegram direct from the factory.

Prices on all models were cut. The latest slash was on the sport sedan which was reduced \$70. The list of the entire line with prices at which the cars are delivered here with equipment follows: roadster, \$675, regular touring, \$680, sport touring, \$815, special sport, \$855, coupster, \$725, sport coupster, \$915, sport coach, \$965, sport sedan, \$1025.

There will be no changes in models or equipment, according to the wire. The complete Star line was brought out a short time ago and since the first announcements of the car with "the million dollar motor" two new models have been added, the coach and the coupster, making a complete line so that the desires of any motorist can be met.

MAKING ROLLER BEARINGS ONE OF FORD PROCESSES

Transforming steel ribbon into roller bearings is one of the interesting operations carried out in one department at the Highland Park plant of the Ford Motor Company in which a number of special Ford designed machines play an important part.

Just how much activity there is in this department may be gained from the fact that 125 miles of steel ribbon is used daily in the production of roller bearings at the present output schedule, permitting the assembly of 51,609 complete bearings every day.

The steel ribbon used is five thirty-seconds of an inch thick and about an inch wide. It is wound in Ford designed and built machines known as "winders" and when it emerges from these machines is in the form of a heavy spiral rod with a narrow opening through the center. The rods are cut into proper lengths for the rollers, and the short lengths are then hardened and tempered.

Grinding operations in which the rollers are ground to very close limits are carried on in other Ford designed machines, known as "centerless" grinders in which the precision necessary in the rollers is easily regulated.

The last operation before the rollers are finally assembled and welded in the cage is one through which every finished bearing must pass—the process of being demagnetized. Practically every bearing after having passed through the various manufacturing operations carries a certain amount of magnetism. If this remained the rollers would have a tendency to pick up and retain small pieces of steel that might by chance get into the sleeve of the bearing. It is not likely, of course, that any harm would result even if this magnetism were not destroyed, but the policy followed is another bit of evidence that the Ford Motor Company leaves nothing undone to insure the utmost of service in all its products.

Franklin June Business Far Ahead June, 1924

Franklin's June output this year, which broke all records for this month in the firm's history, is 250 per cent ahead of the Company's corresponding business in 1924.

Statistics Prove Anything Old Uncle Eben Jones went into a life-insurance office and requested a policy.

"Wha, uncle," said the president, "you are too old for us to take the risk. How old are you?"

"Ninety-seven," come next August," said the old man, and added readily: "If you folks will take the trouble to look up your statistics, you'll find that mighty few men die after they're ninety-seven."

AND MANY OTHER DISTINCTIVE FEATURES

NEW TITLE LAW IS PROTECTOR

Certificate of Title Required by Secretary of State Safeguards Purchase, Sale or Transfer of Cars.

SALEM.—No law enacted within recent years affects as many of the residents of Oregon as the act enacted at the 1925 legislature for the protection of title of motor vehicles within the state through the issuance of certificates of title and evidence of registration, and to regulate the purchase, sale or other transfer of ownership of motor vehicles, declares Secretary of State Koser.

The law went into effect July 1, and allowed only a little more than 30 days within which to make provision for its administration while in practically every other state having a similar law six months to a year was allowed for the purpose. It has been physically impossible to provide the necessary machinery and facilities within the limited time, but it is expected the certificates of title for every motor vehicle operated in Oregon, will be issued by December 1, 1925. Every motor vehicle owner in the state who has not already applied for the required certificate of title is urged to do so immediately. It is estimated that by the end of 1925 there will be between 210,000 and 215,000 motor vehicles in Oregon.

Other laws similar. Ten or twelve states have a similar law to the Oregon law. In those states it is claimed that motor vehicle thefts have been greatly reduced and also that the existence of such a law has had a material effect upon the rates charged by insurance companies in connection with insurance of motor vehicles.

Applications are being returned to the secretary of state at the rate of from 3,000 to 5,000 per day, and it will require the issuance of from 2,000 to 3,000 certificates each day up to December 1 in order that every motor ve-

hicle owner will be provided with a certificate of title by that time.

Certificate Necessary. "No motor vehicle can be transferred from one person to another without a certificate of title," said Koser today, "and in these cases of transfer since July 1, the record owner on that date will be required to make application for certificate of title, which

certificate can then be transferred by him to the person to whom he has sold the vehicle subsequent to that date.

"Again no 1926 motor vehicle license can be issued for and motor vehicle owned and operated in this state unless a certificate of title is first issued. In view of this it becomes necessary for every motor vehicle owner of Ore-

gon to secure a certificate of title for his motor vehicle so as to pave the way for the issuing of the 1926 license, which will be taken up early in the month of November, as has been the practice for many years past."

A little less use of gas in peace would help some, too.—The Thomas E. Pickett Service.

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:
 - I. 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 Flecer
- ISLAND CITY:
 - Clyde Kiddle
 - John Lindsay

FLETCHER OIL COMPANY

T. R. MAXWELL, Mgr.—A HOME COMPANY



GUARANTEED USED CARS

1924 Coupe

Good new bumper front and rear, Hassler shock absorbers, speedometer. Car in very good mechanical condition. Price

\$450

1924 Tudor Sedan

Speedometer, Hasslers, dash light, rubber very good. This is one of the late model Tudor Sedans. Price

\$425

1923 Panel Delivery

Newly painted. 1925 license. Just an A No. 1 delivery car. Priced for quick sale. Price

\$300

1924 Roadster

This car has been used very little and is in the best condition. Your chance to get a good bargain. Price

\$300

We have other bargains in used cars. Come in and look them over. Our prices and terms Will Please You.

Perkins Motor Company

Phone Main 500 La Grande Cor. 4th & Adams

1926 improvements



75 Horse Power



Duotone Duo Colors



Oil filter



Fisher Closed Bodies LATEST and MOST BEAUTIFUL DESIGNS

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM.

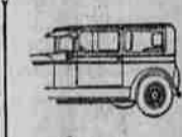
Again

Buick has built a better Automobile

See it today at any Buick showroom

Jennings & Shumate

1926 improvements



4 and 2 door sedans



4 Wheel Brakes



Gas filter



Air Cleaner

AND MANY OTHER DISTINCTIVE FEATURES