Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

STUDEBAKER CUTS PRICES

Large Reductions on All Models Announced by the Studebaker Factory; New Prices Effective at Once.

SOUTH BEND, Ind. — Studebaker has announced reduced prices on all models. The new prices include all regular equipment on Standard Six, Special Six and Big Six models, except that bumpers, extra tire, cover and mutometer are no longer furnished on Big Sixes.

Commenting upon the price reduction, an official of the Studebaker Corporation of America said: "Studebaker's one-profit manufacturing system is the direct reason for this reduction in prices. Under this system we manufacture all vital parts for Studebaker cars in our own plants. This saves the extra profits which many manufacturers have to pay to outside parts and body makers. We give purchasers the full benefit of these savings in manufacture.

"Only two automobiles in America are made on this one-profit basis—the Studebaker in the fine car field and the Ford in the low-price field. Only in these two cases does one company in its own plants and with its own centralized organization make all bodies, all engines, all clutches, steering gears, differentials, springs, gear sets, grey-iron castings and drop forgings.

"With only one manufacturing profit instead of many included in the purchase price, Studebaker is able to build a better car and to offer it at a much lower price. The public appreciates this fact. Studebaker sales are today rising to a new high peak instead of declining as is usual during the summer.

"The cars on which these new prices are announced are the identical cars which have given Studebaker tremendous sales volume. There is no sacrifice in quality of materials or workmanship. We have brought out no new yearly models to sell at new prices. It is Studebaker policy to keep our entire line of cars constantly up-to-date without the announcement of yearly models.'

"The new prices are a striking tribute to Studebaker's one-profit production system. Savings made possible by this system enabled us to announce new low prices on January 8th of this year. Now we are able to make further reductions. As a result Studebaker one-profit cars today offer greater values than ever before."

Studebaker cars are being sold at the new prices by M. J. Goss, Union and Wallowa county dealer.

Even If It Hurts

Now and then we sacrifice a new car sale because we will not pay an excessive price for a used car. If we paid Brown too much we would have to get it back from Jones. That would be unfair—and we believe in fairness, even if it hurts.

Smith's Garage

La Grande

Dodge Brothers Dealers Sell Good Used Cars

FLETCHER OIL HAS GROWN TO LARGE CONCERN

From small beginnings to one of the recognized leaders in the field has been the record of the Fletcher Oil Company of Oregon in the brief space of five years.

The first carload of eastern oil ever shipped to La Grande in bulk arrived here this week containing 8,400 gallons of Veltex Oil from Cabin Creek, West Virginia. Shipments heretofore had been in steel barrels, about 60 to the box car but the Fletcher Oil shipments are now ordered in regular tank cars. By this means of handling the company has approximately three times the amount of oil shipped at slightly above the regular box car cost and is thus able to hand on savings in both shipping and handling costs to the public.

The Fletcher Oil Company is largely composed of local capital with T. R. Maxwell, general manager. The company was the first independent oil company incorporated under the laws of Oregon and the first to enter the local distribution field.

The company was organized five years ago and has in that time grown from an organization handling small local shipments to its present size.

JEWETTS TO ARRIVE SOON

Longer Wheel Base and Many Other Mechanical and Body Refinements Featured at a Lower Price.

The new Jewett line, announced last week at the reduced prices, will be shown in La Grande within a few days by Harris French. Mr. French has already placed his order for a car load of the new models and expects them here the latter part of the next week.

The 1926 Jewett line is featuring a number of improvements $1680. All prices listed are the outstanding leaders in the moderate priced six cylinder field.

Five body jobs, all closed cars with the exception of the De Luxe Roadster, and the Touring Car comprise the line. These include the Standard Coach $1245, De Luxe Touring Car $1320, De Luxe Coach $1400, De Luxe Roadster $1500 and the DeLuxe Sedan $1680. All princes listed are factory quotings, government war tax to be added.

The Jewett now has a 115 inch wheel base, three inches longer than last year models which make for greater roadability, more comfortable riding and more room for passengers.

Another innovation in the Jewett is the addition of an air cleaner which automatically filters the air which goes into the carburetor thus keeping from the delicate parts of the motor mechanism the abrasive dust particles so injurious to the cylinder walls and pistons.

Other features are light switches on the steering wheel instead of the dash, the gear shift lever moved ahead to give more foot room, the pedal action improved, a coincidental lock on the steering post, hub caps of new design and numerous other improvements such as hidden wires to the headlamps and wing type inside door handles on the closed cars.

CHEVROLET PRICES CUT

All Closed Cars Listed at a Lower Figure; Reductions Effective Immediately.

DETROIT, Mich.,— Announcement of a price reduction effective at once on Chevrolet closed models was made today by R. H. Grant, general sales manager of the Chevrolet Motor Company.

"The record production and phenomenal sale of Chevrolets during recent months enables the company to reduce prices at an earlier date than at first had been contemplated," said Mr. Grant. "It is the result of quantity production permitting quality manufacture at lower cost."

Mr. Grant pointed to the fact that the Chevrolet Motor Company will have exceeded by August 20 its total production for the year of 1924 after having established production records for three successive months. The company will make its two millionth car early this fall, and will be the first manufacture of three-speed gear gear-shift cars to reach that production mark.

"The largest producers gain an advantage by effective substantial savings through enormous purchasing power," continued Mr. Grant. "The Chevrolet Motor company is passing this advantage on to the car buyer."

Incidentally, the benefit of the the price reduction will extend also to more than 8,000 persons holding Chevrolet Six Per Cent Purchase Certificates for future delivery on closed models. The payments and interest on the Certificates for future delivery on closed models. The payments and interest on the Certificates now will attain the total of a down payment for delivery earlier than would have been the case under the former schedule.

The Chevrolet cars are being sold here at the reduced price by the Blue Mountain Garage, Avery Harrison, manager.

Five thousand watches are pawned every day in New York City.

DEFINITION OF GOOD WILL IS GIVEN BY DEALER

The United States supreme court has defined good will as "the disposition of a pleased customer to return to the place where he has been well treated."

"Good will is also," explains L. C. Smith, local Dodge Brothers dealer, "the disposition of a customer to recommend a satisfactory product to his neighbors and friends.

"It can be created by the printed word only in so far as that word reflects integrity of the institution behind it.

"Good will is admittedly the most valuable asset that any business can possess. And no organization has so impressive a reason to appreciate the magnitude of its value as Dodge Brothers, Inc.

"This value—this unprecedented and world-wide good will — is founded on a few old-fashioned principles of good faith and good workmanship which the world has come to associate with Dodge Brothers name.

Do You Use Veltex Oils?

Veltex

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.
Iennings & 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

Veltex

THIRST CAUSES MANY DEATHS

Back in the days of '49, many a gold-seeker died of thirst on western desert plains, but you don't hear of such things nowadays.

"Yet, you see many cases of death from lack of water," says Dale Cox, local Willard Service station operator. "They are battery deaths, however," he adds.

"The one thing most likely to bring a storage battery to an untimely end is thirst. Many a battery is expected to travel indefinitely without water, but none will do it. This is especially the case in summer.

"The simplest and surest means of committing battery murder is to use it without giving it water. Without water the plates become hard and are rapidly overheated by the charging current. This may cause the plates to buckle and completely ruin the battery.

"Filling a battery too full is almost as bad as not filling it enough. If filled above the right point, the acid solution will overflow and eat away the wood case and injure any part of the car with which it comes in contact.

"If the specific gravity of the solution becomes less and less, the car owner may be deceived into believing that the acid has evaporated. What really happens is this: As the battery discharges, the acid in the solution is absorbed by the plates. If this process continues until the battery is fully discharged, the solution is almost all water. Recharging the battery forces the acid out of the plates into the solution again. No acid, only the water evaporates, and all the car owner need do is see that the battery is supplied with distilled water to replace what is lost by evaporation. Acid should never be added by the car owner.

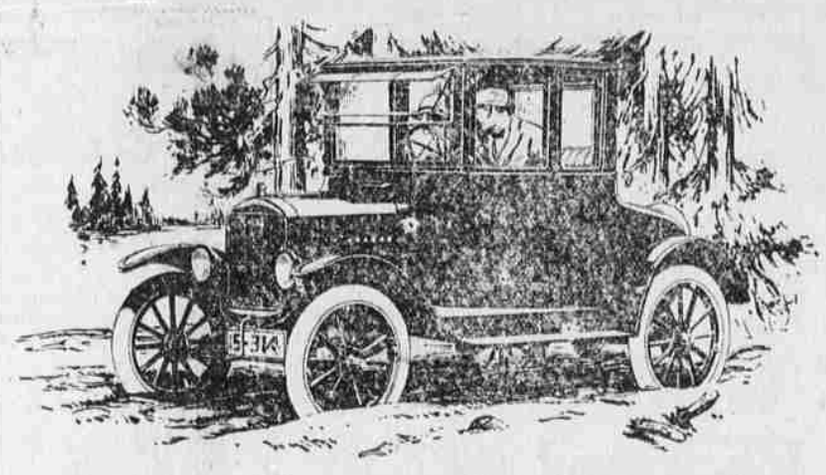
"If car owners will remember this one point about their batteries there will be a great deal less mortality among automobile batteries," concluded Mr. Cox.

SYRACUSE, N. Y.—Officials of the Franklin Automobile Company state that orders already in hand call for September shipments that are 25 percent ahead of the average September shipments of the Company over a five year period, and 40 percent ahead of the 1924 September record. The Company's normal output up to October 1 is taken by dealer orders now placed.

The firm's June business broke all records for this month in Franklin's twenty-three year history, production being 47 percent ahead of May of this year.

This remarkably favorable Franklin showing is a reflection of the popularity of the Franklin style cars which have attracted an increasingly strong following among car users since its introduction on March 1.

What did the morons stick on their windshields before bathing girls were invented?—Stanford Chaparral.



Away From the Crowds

America is still undiscovered, still waiting to be discovered —by you!

Away from the paved highways, deep in the hidden solitudes —are shady groves fragrant with the scent of flowers—sun-drenched valleys—lazy streams—or hurrying brooks as befit your mood. Waiting to please you with their untouched charms.

Take your Ford and venture forth into the delights of the unknown. Leave the beaten path to others. Go where you will—whether the road is paved or not.

It is the car for the true adventurer; the car that no going —be it sand, dirt or rocky road—can halt; the car that will take you safely, certainly and happily to where Nature hides her true loveliness.

Ford

Runabout - - $260 *Tudor Sedan - $380*
Touring Car - 290 *Fordor Sedan - 660*

On open cars demountable rims and starter are $75 extra. Full size Balloon Tires $25 extra. *All prices f. o. b. Detroit*

Coupe
$520
F. O. B. Detroit

SEE ANY AUTHORIZED FORD DEALER OR MAIL THIS COUPON

Please tell me how I can secure a Ford Car on easy payments:

*Name*_____
*Address*_____
*City*_____ *State*_____

Mail this coupon to

Ford Motor Company
Detroit

X-1

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Lower Prices

Buick always leads in motor car values

STANDARD SIX
60 Horsepower; 114½-Inch Wheelbase

2-Passenger Roadster	NOW $1355	WAS $1545
5-passenger Touring	NOW $1385	WAS $1475
5-Passenger Coupe	NOW $1425	WAS $1645
5-Passenger 2-door Sedan	NOW $1425	WAS $1565
5-Passenger 4-door Sedan	NOW $1540	WAS $1650
4-Passenger Coupe	NOW $1520	WAS $1545

MASTER SIX
75 Horsepower; 120-Inch Wheelbase

2-Passenger Roadster	NOW $1560	WAS $1645
5-Passenger Touring	NOW $1555	WAS $1675
5-Passenger 2-door Sedan	NOW $1670	WAS $1775
5-Passenger 4-door Sedan	NOW $1780	WAS $1875
4-Passenger Coupe	NOW $2090	WAS $2465

MASTER SIX
75 Horsepower; 128-Inch Wheelbase

7-Passenger Sedan	NOW $2310	WAS $2750
5-Passenger Brougham	NOW $2230	WAS $2715
2-Passenger Sport Roadster	NOW $1770	WAS $2065
5-Passenger Cabriolet	NOW $2065	WAS $2465
5-Passenger Sport Touring	NOW $1895	WAS $2150

These prices delivered in La Grande

Jennings and Shumate