

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

## WOMEN TRAINED FOR SERVICE

### Expert Instruction Gives Mechanics Who Are to Take Care of Buick Cars.

In connection with the rapid development of the automobile industry it is being given by automobile companies to the servicing of automobiles. They are constantly striving to develop service to the point where it will be on a par with manufacturing—a service that will meet every requirement of every customer. Service has come to be recognized not only as of prime importance to every car owner, but also to the dealer as a permanent phase of his business, both in periods of depression and prosperity, and as a very important factor in the maintenance of sales of new cars.

Probably no branch of industry has developed with such startling rapidity as automobile service. Recently the advance has been especially noteworthy. In place of the old hand methods of a short time ago, are found special tools and equipment that do the work rapidly and with a degree of accuracy

## GARAGE GOSSIP

**Rival Attraction.**—A Chevrolet coupe furnished by the Blue Mountain Garage proved almost as great an attraction as the elephants and lions at the A. G. Barnes circus last Thursday. The coupe, one of the new models introduced just like the other interesting features of the show. It also assisted the strong man in his act.

**To Make Trip.**—H. D. McDonald, with Gettings and Hanks, local Overland and Willys dealers, went to Enterprise this morning on a sales trip. "Mac" is effectively pushing the Overland six.

**Narrow Escape.**—Frank Pat, head mechanic at the Blue Mountain Garage narrowly escaped a very envious reputation for himself and their school in service work. The General Motors Export Corporation is having its service men and salesmen for foreign service take this course in order to secure the benefit of this special training.

This course is simply one phase, but a very important one in the program to provide a complete service to customers. It illustrates the lengths to which automobile companies are going to give lasting value to the cars their customers purchase.

## CHRYSLER HAS LARGE OUTPUT

Seven hundred and fifty Chrysler cars, 500 of them the new Chrysler Four, are now being turned out every day by the Chrysler Corporation in its effort to catch up with the country-wide demand for its cars. The plants are working on a schedule of 10,000 cars in July. Unfilled orders at the factory are the greatest in history of the organization according to J. E. Field, vice-president in charge of sales.

"The first showing of the Chrysler Four has attracted thousands to our showrooms," said Mr. Field in a statement issued yesterday. "Scores have placed orders, without demonstration, after a first view of the car. So instantaneous has been its appeal that, already, public demand exceeds our scheduled production."

"Every facility at the great Chrysler plant is concentrated today on meeting the demand in delivering the Chrysler Four. Production is running 500 cars a day—the greatest output of four-cylinder cars ever attained in a Chrysler plant."

Chrysler dealers today are making delivery with a rapidity not anticipated by the thousands who placed their orders, content to wait until delivery could be made.

**Largest Production in History.**—This huge production by the two Chrysler plants is made possible by the installation of several hundred thousand dollars worth of new and improved machinery. The Chrysler Highland Park plant where the newly four-cylinder car is being built, is operating on a schedule larger than it has ever before reached in order to fill the flood of orders which began when the car was first shown three weeks ago. The Chrysler Jefferson Avenue Plant is turning out 250 Sixes a day. Increased efficiency in the Jefferson plant has recently permitted the production of an additional 100 to 125 cars a week.

The rapidity with which production of the new Chrysler Four cars a day to 500 is a feat which has astonished automobile manufacturing executives of long experience, says W. Ledyard Mitchell, vice-president in charge of manufacturing. This phenomenal increase was made possible through new machinery designed and installed under the personal direction of Walter P. Chrysler, and adds another manufacturing achievement in his long career—as the leading figure in that field in the motor car industry.

## WILL CAMP

J. E. Collingworth, of the Standard Oil service station will spend the week end camping at Meacham lake.

## HERE ON BUSINESS

J. P. Cruden, district sales manager for the Standard Oil company was in La Grande on a business trip the early part of the week. Mr. Cruden's headquarters are in Walla Walla.

## UNLOADED

The Blue Mountain Garage unloaded a car load of new cars at last Enterprise and La Grande yesterday. These will sell at the new low prices.

## ENGINEER HERE

T. I. Barnes, district engineer of the Standard Oil company, was in La Grande this week.

## FISHING

F. M. Spaulding, Standard Oil service man at the Adams avenue station, spent Thursday and Friday fishing on Looking Glass creek.

## YOUR TIRES

**YOUR TIRES**  
(By T. S. Lindsey)

One important thing to guard against when putting new tubes in is to not pinch them. Inflate the tire slightly before inserting it.

Brush all dirt, sand or small stones from the casing. The casing must be clean. Dirt or grit will quickly cut the inner tube.

Make certain that the inside of the casing is dry. Dust in a little soapstone but not too much. Too much soapstone may cut the tube. Never use wet soapstone. It may cause the tube to stick to the casing, and will make the tube apt to tear when again taken out.

An excellent way to prevent hardening of the inner tubes when they are stored is to place them in hot water once or every month or six weeks for two minutes; fluted and hung up. The treatment will keep the rubber pliable and soft.

During wet weather many tire tread become loose, owing to ingrowth of small tread cuts. Application of tire putty at the proper time will not allow water and dirt to get under the tread, and cause it to blister.

By watching little things the motorist may add many miles to both tubes and tires.

**NEW YORK July 24.**—The fact that George H. Townsend, well-known sportsman, is having his new power boat, being built for the Manhasset Bay races in August, equipped with a Packard Gold cup motor signals the union of two automobile enterprises in the contest of the water. For Mr. Townsend is president of the Moto-Meter Co. Inc. and he has named his new high-powered boat "Miss Moto-Meter." The Gold cup races will take place in Manhasset Bay on August 27th, 28th and 29th.

## TIPS FOR MOTORISTS

Among the classes of automobile engine overhauling is this obscure but important one: It sometimes happens that the cam in the breaker box on the shaft of the distributor slips out of place, due to a worn or broken key. This

## USED CARS

Essex Coach, New.  
1924 Dodge Coupe  
1923 Dodge Touring  
Oldsmobile Eight, Excellent Condition

## SMITH'S GARAGE

### We Have Installed A Beeler Auto Axle Gauge

This machine eliminates guess-work in straightening axles. You can now have perfect wheel alignment as specified by the manufacturer. This is especially important to owners of cars with four-wheel brakes.

Save Your Tires and Bearings!

## LA GRANDE IRONS WORKS

1312-14 JEFFERSON ST.

## WILL CAUSE IMPROPER TIMING

will cause improper timing known generally as a "late spark." That being the case, the result will be quite similar to driving with a retarded spark. The only difference will be found in the difficulty with which this trouble is located, as it generally takes an experienced mechanic to find this subtle, insidious enemy of the motorist. But the driver of the car will usually be able to tell just when the spark is "late", by feeling a loss of "pep" in his engine. Should he notice this defect and find that throwing the spark forward does not remedy the condition, then he can be pretty sure the trouble is in the breaker box.

Remember that there are 7500 sparks a minute in the average six cylinder car, and it is hard enough to keep the engine cool with a temperature of 3000 degrees Fahrenheit around the cylinder walls while everything is running smoothly, without adding to the burden of the cooling system. To the average motorist, the surest protection is to watch carefully the heat indicator on the radiator can and, when he cannot easily diagnose the cause of a sudden rise in the mercury, to consult a good mechanic.

We are getting ready for airplane traffic. Lots of our highways are built for just a few years.

## RACINE MULTI-MILE BALLOON TIRES

### No Axe to Grind

Perhaps your tire problem has to do with air pressures; perhaps you wonder whether you should equip with low-pressure tires of standard size, or balloons.

We are in a position to advise you fairly and without prejudice because Racine builds—and we sell—both kinds.

Moreover, both kinds equally uphold RACINE'S reputation for building first-quality products only.

## LA GRANDE FILLING STATION

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

## LA GRANDE FILLING STATION

### A Car You Will be Glad to Retain Through Years of Service

Long life in the hands of the original owners is the proof of Willys-Knight superiority. This remarkable car with the patented Sleeve Valve motor grows steadily better with increasing use.

At 50,000 miles it is a smoother running, more powerful, quieter car than when it made its first trip. Now equipped with the Lanchester Balancer—this important development has removed all vibration.

## WILLYS-KNIGHT

FOR THOSE WHO WANT THE FINEST

## WILLYS-KNIGHT

1312-14 JEFFERSON ST. LA GRANDE, ORE.

## They Could Afford To Spend More

Many of the leading owners of the New Studebakers in the La Grande community could afford to spend more for a car—but they asked themselves, "What more would that extra money actually buy?"

They are owners whose judgment is respected, whose appreciation for real value is founded on experience. They could have afforded \$5000 for a car, many of them, but picked the Studebaker at \$1500 to \$2200 because it gives as complete motoring satisfaction as anyone wants—comfort, performance, good looks.

Such value is possible only because of Studebaker one-profit production.

## M. J. GOSS

Cor. Fir and Adams

## Starting Off On A Motor Trip

It's one event when you should take particular pains to see that everything is provided for. The wise motorist lets Playle's check over his tires, grease the car throughout, change to Texaco oil, and fill up with Texaco gas.

With that done, your trip starts out right and is more likely to end up right. Drive in—or we'll get your car and return it to your door completely serviced as you wish.

## Playle Oil Co.

Texaco Gas and Oils—Ajax and C. T. C. Protected Tires Car Washing, Etc.