

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

LONG TRIP COMPLETED

Enterprise Women Take Successful Motor Tour with Minimum Difficulties.

Eight Enterprise women unaccompanied by members of the male sex, recently made a very successful trip to Yellowstone park this demonstrating with unusual effectiveness the dependability of the modern automobile.

Those in the party were Annie Millard, Nellie Zacher, Mrs. E. F. Millard and Mrs. J. P. Sanders. Mrs. Millard's sedan, Mrs. E. F. Millard's sedan, Mrs. J. P. Sanders' sedan, Florence McFarlane, Kay Patton and Evelyn Palmer in the McFarlane sedan.

They report a trip free from auto troubles and more for the most

part over very good roads. On the eastward drive they encountered a good deal of rain including a cloud burst that held them up for over an hour.

Entering the park they found much of interest. Mrs. Sanders, who was through it nearly twenty years ago, says that the many auto tourists visiting the park have called for numerous improvements that detract from the natural wild beauties. Where once horse drawn vehicles were the means of conveyance, the motor buses now carry passengers daily through the park drives. Where there were originally buffalo, there is now a herd of 200, only a few of which are kept where the travelers can see them. As all wild life is protected the wild animals become as tame as domestic animals. Several great hotels and dance pavilions are located in the park and are liberally patronized. Guides said 125,000 guests visited the park in 1924 and they were expecting many more in 1925.

The party drove as far as Cody, Wyoming to see the second largest irrigation dam in the world and were struck with the picturesque town which does everything possi-

DEALERS ARE WELL TRAINED

Chevrolet Service Department Devotes Time to Equipping Representatives to Do Most Satisfactory Work.

(By R. H. Grant)

A great deal has been said about rendering proper service on automobiles to owners. As a result to the many articles that have been written on this subject there has been a constant improvement in automobile service. However, "actions speak louder than words," and the Chevrolet Motor company, in its attention to get rapid action towards the betterment of service, decided not only to lay down policies, but to spend money in assisting dealers by practical work on how they could actually render better service to their customers.

In order to do this, a year ago last August the Chevrolet Motor company planned a campaign with its dealer organization and service stations to arrange their shops, equipment and personnel along lines that would actually give the type of service that every automobile owner desires. To accomplish this with our large

CHEVROLET CARS ARE IMPROVED MECHANICALLY

DETROIT, Mich. — Following closely the recent price reduction on Chevrolet closed cars, came the announcement today from W. S. Knudson, president and general manager of the Chevrolet Motor company, that the entire line of both open and closed models has been improved by the addition of numerous refinements.

Included in the list of improvements are new and attractive headlights which replace the former type. They are mounted on a heavy tie-bar placed between the front fenders. This arrangement affords later mounting for the headlights and permits them to be interchangeable, eliminating the necessity for right and left hand lamps. The tie-bar also provides a convenient place for carrying the front license plate.

The former steering wheel has been supplanted by a substantial walnut wheel with notched finger-grips. The center of the wheel spindle is of polished aluminum.

An improved mounting for the spark and throttle controls has been arranged on the instrument panel.

The gear shift lever has been lengthened three inches.

The horn formerly used has been replaced by a motor driven Klaxon horn.

A heavier tie-rod has been replaced between the radiator and dash.

Additional interior refinements have been added to the Harrison radiator of rustless airplane metal.

Balloon tires are standard on all closed models.

GARAGE GOSSIP

Mechanic Here—

R. P. Leo factory mechanic for the Star Motor Company has been in La Grande most of this week servicing star cars. His headquarters are at the J. P. Morlock garage on Adams Avenue. Mr. Leo works directly out of the Oakland factory.

Factory Man Through—

Bruce Pallaack, territory man for the Star company was in La Grande the earlier part of the week. He went to Boise from here.

To Attend—

J. P. Morlock, local Star and Olds dealer left yesterday morning for Walla Walla to attend a gathering of Star dealers and factory representatives. Just what is the reason of the meeting is not known. Several rumors are existent, among others that the Star company will announce a six A possible price drop is held to be another possible reason for this meeting.

School Starting—

J. R. Faucett, company school representative from Seattle, Wash. here this week taking enrollments for the Standard Oil school which starts today. The school is for the purpose of improving the Standard Oil service to the public as well as to give the men a knowledge of the business. Instruction is given in regular classes by the correspondence method.

Selling Car—

O. D. Scott, salesman for E. D. Ledbetter has been selling Hudson and Essex cars in Wallawa County the latter part of this week.

Unloaded Car—

E. L. Ledbetter unloaded a car load of cars this week.

On Vacation—

Mr. and Mrs. W. C. Perkins with their small son, Clair are on a vacation.

A Long Way—

Graphic illustration of the extent of the tourist travel was furnished recently when a car from Maine, going west pulled up beside a car from Hawaii going east at the Standard Oil Filling Station.

Three cars from Hawaii during the past three months have been noticed at the station.

New Model—

Leo French, Chrysler dealer, expects to have one of the Chrysler six roadster, models on display next week. This little machine is one of the classiest jobs on the road. It's lines show speed all the way through and on the highway. If no police are watching, the car will turn up well above 100 miles. Mr. French does not expect to be able to keep the car but a days or two for roadsters are built small quantities and are difficult to get therefore when a dealer is lucky enough to get one it is usually snapped up quickly.

Will Return—

E. L. Ledbetter, Hudson and Essex dealer at La Grande, with Mrs. Ledbetter is expected back this evening from a trip to Spokane. Mr. Ledbetter has been gone several days visiting relatives. He made the trip by car.

Sold—

Leo French reports the sale of a Chrysler Four Coach to Harry Priest.

Tips For Motorists

(By T. S. Lindsay)

Many motorists fail to realize that in stopping in a motor car quickly they are literally burning up brake bands and tires.

Most motorists know that the gasoline engine develops great power especially when one is stepping on the gas or trying to make a quick pickup. When a driver tries to stop this power suddenly by jamming on brakes, there is generated, at the point of contact between brake lining and tire a heat that is truly terrific.

Most motorists know, through experience, that a gasoline engine generates heat. Yet the amount of heat generated in traveling from a standing start to 25 miles an hour is a distance of 200 feet, is only slightly greater than that generated on your brake and tire surfaces as you stop your car when traveling at the same speed and within the same distance.

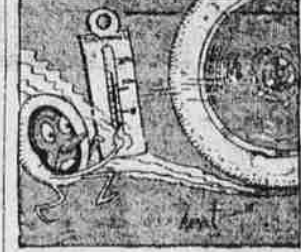
Think of supplying this tremendous amount of heat to the comparatively small surfaces on your brake bands and tires and then you may marvel at the design and manufacturing methods that produce a fabric able to withstand the punishment.

When brakes are applied with pressure that the wheels slide heat and wear are transferred to that one small point of the tire which is in contact with the road. If four wheel brakes are used this friction is, of course, between four tires and the road surface. From one and one half times to double the amount of braking is secured by four wheel brakes as against brakes on the rear wheels only.

Your Tires

Improper carburetor adjustment is often the cause of overheated engines. Too rich a mixture results in a prolonged, sluggish ignition causing the intense heat to be maintained over a longer period of time. This causes the water to heat up quickly and, in its comparatively short cycle of circulation, it cannot become properly cooled so that an overheated engine results.

The increased heat due to the prolonged, sluggish ignition caused by a rich carburetor mixture, is transmitted to the circulating water through the medium of the cylinder walls. The rise in the water temperature is instantly recorded by the heat indicator on the radiator cap through the medium of the vapor temperature over the water. The warning of an overheated engine is thus given in ample time before serious damage results. The next thing to do is to have a competent garage mechanic adjust the carburetor until it is exactly right and then for the motorist to leave it strictly alone.



dealer organization, consisting of approximately 6500 dealers, it was necessary to train a special service promotion representative and an assistant in each Chevrolet zone territory, whose primary duty was to go into every Chevrolet dealer's service station and remain there long enough to put effect the methods suggested by the Chevrolet Motor Company.

The schedule of work to be done by the service promotion representative covers the arrangement of the shop, so that the work benches and tool equipment, will be properly placed for efficient service and maximum service space for the handling of the largest number of cars possible without congestion; the installation of special tools, which will enable the service station to render fast and efficient repairs work at the lowest cost; arranging the stockroom and setting up the proper supply of service parts; establishing a flat rate system of repairs, so that the car owner will know exactly how much any particular repair job is going to cost him.

Another very important duty of the Chevrolet service promotion representative is to train the service men in the dealer's organization not only in the proper use of the special tool equipment and in the handling of the repair work, but also in the manner in which they should contract with the car owners.

A record is kept of the activities of the Chevrolet service promotion representatives, so that when these men once start working on a dealer's service station, they are not given a release on this work until their record indicates that everything has been taken care of and the job has been completed 100%.

It is the expectation, from what has already been accomplished, in place every Chevrolet service station to a position to give quick service to its customers, quote reasonable prices before starting the work, and to insure satisfactory repair work to the car owner.

Hudson - Essex

LEADS THE FIELD

- in production
- in sales
- in value.

Ledbetter's Garage

for Economical Transportation

CHEVROLET

New Low Prices

The Coupe	- - \$675	- former price \$715
The Coach	- - \$695	- former price \$735
The Sedan	- - \$775	- former price \$825

All prices f. o. b. Flint, Michigan

Increased demand has made it possible to improve the quality and lower the price. Come in and see these remarkable values.

BLUE MOUNTAIN GARAGE

Opposite Postoffice. M. A. HARRISON, Mgr.

QUALITY AT LOW COST

Prune Growers to Meet.

ROSEBURG, Ore.—Prune growers of the Roseburg vicinity will meet to complete organization of an association for cooperative handling and selling of the crop of members. Articles of association already have been drawn, and at Saturday's meeting it is planned to elect officers and get the organization started. Although it is too late to accomplish a great deal this year, it is expected that the association will be a dominant factor in next year's market.

Food and people may become too rich to agree with one.

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DODGE BROTHERS SPECIAL TYPE-A SEDAN

Its beauty is particularly appealing because it distinguishes a vehicle of sturdy worth.

You are afforded the satisfaction of driving a car that actually lives up to its smart appearance.

Five Balloon Tires

L. C. Smith

\$1330 f. o. b. Detroit; \$1470 delivered

Why This Constant Growth At Playle's?

(By T. S. Lindsay)

Our convenient location might explain the constant coming of new customers FOR THE FIRST TIME—but there must be something more to bring them again and again until they are counted as "old regulars."

There must be a superior service and superior facilities to serve the particular car owner—and there is. We would like to acquaint you with it.

Playle Oil Co.

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