

Highway and Auto Dope

Traffic and Tourist News



AUTOMOBILE NEWS

STAR TAKES ANOTHER HILL

Standard Model Machine, Credited with So Many High Gear Feats, Goes Out for Low Gear Records.

OAKLAND, Calif.—The Star car has cleared every steep mountain hill in high gear. The Star has conquered practically every famous grade on the Pacific coast in high gear. Now the Star has undertaken a series of low gear power demonstrations, the first of which was staged on the steep and winding Mount Diablo road last week.

bodies the car at the wheel there were ten passengers crowded into the car, riding on running boards, fenders and hood.

The run was officially observed, like all of the many high gear power demonstrations that have been staged by the Star car during the past six months. H. E. Hyker, representing an Oakland newspaper, served as the official observer on this latest test run of the Star car and ten salesmen, assisted from the personal of the three Star car dealer organization of Oakland, rode as passengers, being the last up to eleven persons.

In addition to proving the power of the famous Million Dollar Motor, this low gear run on the steep slopes of Mount Diablo demonstrated, beyond question, the superior quality of the Star car.

It was the contention of Star officials that many persons had become interested in the Star car through its high gear records and that many more would be interested in a low gear demonstration. The run was approved by H. W. Curtis, director of sales and branches of the General Motors Company of California, who has sponsored practically all of the remarkable record runs and sensational power demonstrations of the Star car during the past six months, and the Oakland dealer organizations were called upon to detail salesmen to make up the official party. The newspapers were asked to detail an observer.

Not one of the salesmen doubted that the Star car would reach the top of Mount Diablo with the eleven persons crowded into the fenders, running boards, and hood of the machine into the seats. There were several, however, who doubted that the Star would negotiate the difficult mountain road without overheating. But when the summit was reached it was found that the radiator was cool as cool, in fact, that the passengers could place their hands and cheeks against the cow. The "Motor-ist" told the story, registering "cool".

The eleven persons who rode in the Star car were all grown men and the average weight was just a fraction more than 155 pounds. It must be admitted that 1522 pounds is a great load for an automobile to carry on the level highway, but for the Star car to climb to the top of Mount Diablo with 1522 pounds of humanity was really one of the most amazing demonstrations yet staged during the strenuous campaign that the Star car has been waging throughout the west during the past season.

OVERLAND CAR DRIVEN YEARS AT LOW COST

Important factors in the manufacture of Overland cars as proven daily by enthusiastic reports from owners include, factory engineers declare, an unusual built-in quality that insures long life and fine service in the hands of Overland owners.

Ever since Willis Overland first brought out the Overland first-cylinder car, quality has been the all-important feature, coupled with the lowest possible price, according to company officials. Thousands and thousands of Overland owners are highly enthusiastic over the performance of their cars, and unusual illustrations of Overland performance daily reach the Willis-Overland factory.

H. M. Vandergraaf of Goodwin, South Dakota, purchased his Overland in June, 1916. "This car has been in continuous service since its purchase," he writes, "and only yesterday I drove it more than 200 miles through mud and over bad roads without the slightest trouble, carrying four grown people and four children in the car."

Overland cars are known for their reliability, and the fact that they can be driven for years at a low cost is a major selling point.

GARAGE GOSSIP

Territory Man Here—

E. C. Koomal of Boise spent a day this week with Gettings and Hanks. Mr. Koomal is territory man for Ash Brothers, Willis-Overland distributors for western Idaho and Eastern Oregon.

Selling Cars—

Several sales have been reported by the Blue Mountain Garage since the drop in Chevrolet prices. Floyd McKennon has purchased a new coupe and John Henderson and William McMillen have each bought touring models.

In Portland—

Paul Sayre, salesman for the Perkins Motor company is spending a week's vacation in Portland.

Classy Car—

Leo French, local Chrysler and Franklin dealer has created a good deal of attention this week with a snappy Chrysler Six roadster. The car has all the latest extras to make it in the latest style. The rear of the car can be adapted to carry two extra passengers.

Takes Agency—

Harry D. McDonald, formerly salesman for Gettings and Hanks has taken the agency for the Hudson and Essex cars in Baker County. He will operate from Baker.

Here on Business—

Oscar Lebert, territory man for the Perkins Motor company, was in La Grande this week.

Tips For Motorists

Often a loose or broken fan belt is the cause of an overheated automobile motor and may, consequently, result in a burned-out engine. The cooling of the water is partially dependent on the fan and when the fan fails to function, the motor gradually warms up. Whereas a broken fan belt, of course, stops practically all air circulation, a slipping fan belt is nearly as bad, as it does not maintain enough tension on the fan pulley to keep it revolving at its proper speed.

Neither of the mishaps described above can very well be anticipated by the motorist. The only precaution that he can take is to make a daily inspection of the fan machinery in connection with other parts of the car. But he can, in case of an accident to the fan while he is operating the car, quickly prevent serious damage if he will observe the heat indicator on the radiator cap and stop his car to investigate whenever the red fluid rises to the danger point. With careful observance of this instrument, no material need suffer any irreparable harm to his car.

PORTLAND MAN KILLED

SILVERTON, Ore.—A man named Wally, age 23, of Portland was killed at the Silver Falls Tumber company camp. The body was brought to Silvertown. No information, except his surname and that he was unmarried, has been obtained.

COLLEGE BOYS ARE EMPLOYED

DETROIT, Mich.—How would it strike you to become a hard factory worker, spend three months on the job, then write a report on your impression and enter it in a prize contest?

This might not appeal to every one, but there are fifty young men from Yale University who are taking a try at it, and every one of them is enjoying it.

Of course, they haven't as yet reached the report writing stage, for their three-months course in the old school of experience at the River Rouge plant of the Ford Motor company is only just fairly getting under way.

Clad in work shirts and overalls, these ambitious young men look like anything but college boys. Nevertheless, they are enthusiastic over the work, and former in charge of departments in which they are employed report that they are showing unusual aptitude. The young men are employed in the production forces at the Rouge plant, where they have full opportunity for studying factory organization and for securing first hand knowledge of Ford methods, management and handling of men. For the most part the people have found lodgings during their stay with families of Ford workers which brings them into intimate relation with the home life of these men. Every week they hold a conference and exchange experiences.

Those in the group were especially chosen for this unique course by the Department of Social Service of the Divinity School at Yale. While at work here they receive the regular scale of wages paid Ford employees.

At the close of their three-month employment in the factory, each student is to submit a written report based on his personal experiences and impressions. These reports will be entered in a prize contest. Judges will be James J. Davis, secretary of labor, Raymond B. Powell of Princeton, Jerome Davis and Edgar S. Furness of Yale, and Henry Ford.

STAR DEALER WAS GREAT GRID STAR IN HALCYON DAYS

There is one Star dealer on the Pacific coast who was once one of the greatest football stars in the entire world. That man is Tom Evans, Star dealer at Santa Rosa, California.

Tom Evans never played the brand of football that is now so popular on the Pacific coast. His game was Rugby. He was a star on that all-star team known as the All Blacks—the Rugby organization that invaded the United States and convinced California, Stanford and the University of Southern California that Rugby was not the game for the American college man.

Followers of college sports in the hectic days of 1912 and 1913 will remember the All Blacks who came to America and defeated California, Stanford and U. S. C. with such ease that it was pitiful. The All Blacks won every game by a wide margin and they were only scored on once during the entire American campaign. California managed to tally up one lone score when one of Coach Jimmy Shaffer's trick plays just happened to work on the New Zealanders.

DEPENDABLE!

If people wouldn't rather pay a few dollars more for a car they can depend on, we wouldn't have a Used Car Department. We find that "quality" means more than "bargain."

L. C. SMITH

-now 75 Horse Power

Buick Performance steps further ahead in World Leadership

The Valve-in-Head engine in the Better Buick Master models delivers more than 75 horsepower! Extra power has been added to the extra power always a feature of Buick's famous engine.

Even drivers of previous Buicks will be amazed at the performance the Better Buick now places at their command. The higher efficiency of the engine in the Better Buick includes the same economical consumption of gasoline and oil that has distinguished all past Buicks.

And the Better Buick now leads the world in protection for engine and driving units. Three new seals have been added to Buick's famous Sealed Chassis. An air cleaner, a gasoline filter, and an oil filter now insure clean air, oil and gasoline for the engine.

Drive one of the Better Buicks. Know how much the new 75 horsepower Standard of Performance adds to the pleasure of Buick's ownership.

You never again will be satisfied with the power and performance of the ordinary motor car.

[When Better Automobiles Are Built] BUICK Will Build Them. . . .]

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Buick Sales and Service

RACINE MULTI-MILE TIRES



Why We Chose RACINE

When you stop to think of it, our selection of a tire is more important to us than your selection of a tire is to you.

You only have to run a car on your tires; we have to run our business on ours. We selected RACINE Tires because they have lived up to their good name for fifteen years.

La Grande Filling Station
WINS BY FAIR DEALING
J. F. HEASTY, Prop.

If You Had Two Hundred Dollar Bills

You would probably think twice and ponder for some minutes and investigate as much as possible before you spent them for any one purpose. Two crisp, new hundred-dollar bills are not to be trifled away.

Yet you probably spend at least that amount each year for gas, oil, tires, greasing, washing, etc. Isn't that an expense that deserves the superior service and facilities of Playle's?

Playle Oil Co.

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

Reduced Prices on all Models in effect NOW!

At the new reduced prices the powerful Star is now more than ever the world's greatest value buy.

The ever increasing popularity of the Star with the famous Million Dollar Motor and Four-Wheel Brakes has caused huge factory economies. These large savings are hereby passed on to you in drastic price cuts on ALL MODELS.

—SEE US TODAY—
MORELOCK AUTO CO.

J. P. MORELOCK, Mgr.
At New Reduced Prices

THE MILLION DOLLAR MOTOR