Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

PRICE CUTS CONTINUED

Further Price Slashing Is Indulged in by Manufacturers in the Last Few Weeks.

NEW YORK. —Price reductions in passenger car lines are continuing. Only one or two important lines still remain unaffected by the general downward trend. The reductions have served the purpose of stimulating sales at a time of year when demand usually falls off materially. Following the best July in history, August sales and production are holding up well.

Earnings in the last half of the year are likely to be less than in the first half because of the price reduction, since there is no strong likelihood that production for the second half will exceed that of the first half by any very wide margin. Reasonably good profits seem assured, however, for some time ahead. The third quarter this year will be far ahead of the third quarter of 1924 unless all presents signs fail.

Parts and accessory concerns are participating equally with the vehicle manufacturers in current prosperity. Parts plants in general are working well over 75 per cent of capacity, while some are pushing their facilities to the limit. A group of eight representative parts makers showed net profits for the first half of 1925 which were 89.5 per cent in excess of their earning during the same period last year.

Production capacity in the passenger car field is being increased although at a conservative rate in most cases. Production still is being held closely in line with sales and dealers stocks are normal in practically every part of the country.

Two more new models are being announced this week and several more are expected within the next fortnight. After that, announcement should fall off in number, although one or two rather important ones are expected around the first of September.

Favorable prospects for crops, especially wheat, make automotive executives particularly optimistic about fall and winter business. Farmers buying may be a large factor in determining automotive production for the last four months of the year. Consequently, agricultural conditions and prices are being watched carefully.

The automobile industry moved with a degree of caution during the first quarter of this year, in order to avoid the repetition of market congestion that occurred in 1924. Starting the second quarter, however, output and sales gained so rapidly, according to reports to Dun's Review, that the first half of the year closed with the volume of business from 10 to 20 per cent in excess of that for the comparative period of 1924. Demand for cars has increased to such an extent that distributors are behind in their deliveries. Manufacturers of busses are operating at capacity, and in some instances, demand for this particular type of commercial vehicle is ahead of production The used car trade is in in better condition than for a long time.

Boatmen Pay Heavy Fines

MARSHFIELD, Ore.— Boatmen of the Macleay Estate company, whose boats are in use taking salmon from Rogue River have been fined nearly $10,000. Recent inspections of boats there developed few were complying with government regulations.

MORE COMFORT FOR DRIVER

Important Improvements Made in Dodge Brothers Panel Commercial Car.

The passenger automobile of today, compared with that of a few years ago, shows clearly the results of almost unlimited effort which designers and engineers have devoted to increasing driving ease and riding comfort. Controls are easier to operate, springs are longer and more flexible, seats and upholstering are more comfortable, bodies are more roomy, closed car production has been vastly increased.

"But how much effort has been devoted during these years," asks Mr. L. C. Smith, the Dodge Brothers dealer, "to making the commercial car and truck more comfortable for the driver. This man, who must drive six days a week, many miles a day, through all kinds of weather, deserves all the comfort which can be built into his cab."

The comments of a number of merchants and drivers who were in the display room yesterday to look at the new closed cab Dodge Brothers commercial car show that they are quick to perceive the many improvements.

The seats are truly comfortable because the cushions are built exactly like those of a passenger car, with coiled springs and plenty of padding and are upholstered with genuine leather. The cab is roomy and the controls are easy to reach and operate.

One feature which instantly attracts the attention of every driver is the tray or shelf above the windshield for carrying books, gloves and the like within easy reach.

The new cab is all steel throughout with full length steel door. The side windows are raised and lowered by means of cranks similar to those used in high grade passenger cars. The plate glass windows slide in goiseless runways. The full ventilating type shield is wind and water proof.

The spare tire carrier is mounted under the rear of the body, leaving the full side panel available for attractive display advertising.

"Increased comfort and pride in the attractive appearance, easy handling and smooth running of this new commercial car, mounted on Dodge Brothers dependable standard chassis," says Mr. Smith, "encourage better care and inspire the driver to added interest in his work. The all-day-long smile and cheerful disposition of the driver does not suffer with discomfort, strain and fatigue are business assets which it would be difficult to overvalue."

WILLYS SIX IS PRAISED BY ROUTE MAKER

"It certainly is a pleasure to drive the Willys-Knight Six, because our steady driving has not been a bit tiresome" was the telegram received at the Willys-Overland factory from Frank J. Kroulik who is in charge of the Path finding car for the Illinois Automobile Club's "Florida Motorcade."

Kroulik, who is editor of the Illinois Motorist, official publication of the I. A. C., and his associates selected the Willys-Knight Six as their Path-Finding car in charting the route to be followed by the Motorcade when more than 100 Chicagoans, their families and friends will drive through to Florida and return in the most pretentious tour of organized motorists ever attempted.

"We are thankful we chose the Willys-Knight Six, for it has given us no trouble whatever, and is the smoothest running car we have ever ridden in" was the way Kroulik expressed his opinion of the the car on his trip. The Path-Finding Willys-Knight, in addition to charting the trip to Florida and return, will return to Chicago in time to act as Pilot Car over the routes selected when the Motorcade leaves Chicago in October.

Kelly Tire Company Shows Increased Earnings Recently

June sales of Kelly-Springfield Tire company were the largest in the company's history, exceeding in dollar volume any preceding month.

Some progress has been made in re-establishing operations on a profitable basis. Although it has not been the policy to issue a semi-annual report of earnings, and official statements are made only at the end of the year, operations in the first six months show a profit after depreciation and interest charges.

It is expected earnings the last half will be better, and the management is confident of closing the year with a profit in contrast to the sizable deficits of the past two years.

The company is protected on its crude rubber requirements at favorable prices and notwithstanding erratic fluctuations in the commodity its inventories can be converted at a profit.

Bank loans are somewhat lower than at this time last year and outstanding debt is being reduced. The sinking fund is reducing funded debt at the rate of $1,000,000 a year, effecting a saving in interest of $50,000. The first installment of $500,000 of bonds on this year's quota was redeemed in May and the remaining $500,000 will be called in November. At the end of this year funded debt will stand at $7,000,000 and interest savings effected the past three years through retirement of bonds will amount to nearly $250,000 annually.

Kelly-Springfield tires are sold in La Grande by J. C. Smith, local Dodge Brothers dealer.

Chevrolet Makes Cross-Country Trip At Very Low Cost

Los Angeles to Detroit at a total cost of $22.20. That is what it costs in a Chevrolet according to Joseph L. Roger ,Hollywood and A. V. Gallina, Los Angeles, insurance men who recently made the trip of 3,194 miles at an expense of $44.40 for gasoline, oil and food or seven-tenths of a cent per mile per mile.

The Chevrolet used was a sedan owned by Mr. Gallina. It had been driven only 820 miles before they decided to make a vacation tour to the Detroit home of Mr. Rogers brother, Clifford W. Rogers.

Alternating at the wheel, they made the trip in five days and 18 hours ,only a day and one half longer than the time made of the transcontinental flyers which travel a much shorter distance due to the winding roads.

The tourists gave no particular thought either to the speed or economy of the trip until they were questioned in Detroit by the manager of a Chevrolet service station where they stopped on the arrival to change the crank case oil. He induced them to visit W. S. Knudsen, president of the Chevrolet Motor Company, General Motors building. After inspecting and driving the car, Mr. Knudsen pronounced it in excellent mechanical condition.

"The trip was in no sense a stunt," said Mr. Rogers. "We had no accidents except a puncture, the repair of which incidentally is included in the expense budget. Our only adventure was finding two Indian children nearly dead of thirst on a lonely stretch of desert land in New Mexico. They fell on their knees when we gave them a bottle of water."

"Where the child doth well, let the master praise him, and say, here ye do well. For I assure you there is no such whetstone to sharpen to good wit and encourage a will to learning, as it praise."-Roger Ascham, 1515-1568.

INCREASED SALES NOTED

Following the regular semi-annual directors' meeting of Studebaker held at South Bend on July 21, new Studebaker prices were announced effective August 1st. Greatly increased sales, due to the widespread public approval of Studebaker's announcement in June that "yearly models" would be discontinued, has contributed production economies directly responsible for the price reductions.

A report of the finances of the corporation as revealed at the directors' meeting showed that sales for the second quarter of 1925 were the largest in history representing an increase of 48 per cent over the corresponding period of 1924. Although complete figures for July are not available it is understood that July sales will be at least 200 per cent greater than in 1924.

As a result of Studebaker factories working at peak capacity through May, June and July — months when the volume of business generally tapers off—production costs have been lowered. Profits have automatically increased. In keeping with the policy of exacting only a fair profit on its cars, the management accordingly decided on the last day of July that savings effected through increased production should be immediately passed on to the public in the form of new prices to become effective August 1.

FORD NOT AFTER HUDSON COMPANY SAYS EDSEL FORD

"There is not now and never has been any foundation for the rumor that the Ford Motor Company has acquired or is seeking control of the Hudson Motor Company. This rumor has persisted until in some quarters sheer repetition has given it a status of fact. For this reason we now make formal denial and state that the rumor in all its forms is unfounded."

Women managing a restaurant in Canton, China, found cooks of their own sex incompetent and were compelled to "man" their kitchen. In China, the sphere of woman does not include housework.

OVERLAND

These new low prices have brought the

All Steel De Luxe Sedan

down to the lowest price level ever reached for a full size, five passenger enclosed car with four doors and a sliding gear transmission

only

$695

f. o. b. Toledo

for this roomy, comfortable, easy riding, beautifully finished car of acknowledged longer life, greater economy and more useful power, than any other car at anywhere near the price.

SENSATIONAL REDUCTIONS on other Overland models bring these startlingly low prices

Standard Sedan	$645
All-Steel Coupe	$625
Touring	$495

all prices f. o. b. Toledo

See these cars at these prices—*Your old car in trade—18 months to pay*

Gettings & Hanks

1312-14 JEFFERSON ST. LA GRANDE, ORE.

A Beautifully Finished And Equipped

5 Passenger Coupe

But we call it a Coach

It is a coach in style and design, but beyond that the name is inadequate. Beyond that this Special Six model is a Coupe in its fine finish, its excellent equipment, its comfort and appearance.

Of course Studebaker performance and Studebaker power are integral parts of this fine motor car—making its value all the more unusual.

M. J. GOSS

Studebaker Sales and Service.
"This Is A Studebaker Year"

Pendleton Round-up

Are You Going?

We have made arrangements for storage space in one of the garages close to Main Street for our friends and customers. A place to leave your car where it will be safe while you attend the show. And they will be glad to service your car with Veltex Gas and Oil.

Ask any Veltex dealer about this and get your space number as soon as you decide the date you will go.

FLETCHER OIL COMPANY

The First Independent Oil Company in Oregon.

Veltex

Guaranteed Used Cars

1924 COUPE

Just like new—A Bargain! Price.....$445.00

1923 COUPE

A-1 mechanical condition. Has all the accessories. Price....$375.00

1924 TOURING

This car has been driven about 5,000 miles. Good as new. Price $395.00

LOOK THESE GOOD BUYS OVER

1916 MAXWELL - - - - - - - Price	$ 50.00
1916 DODGE DELIVERY - Price	75.00
1916 DODGE TOURING - - Price	125.00
1920 FORD TOURING - - - Price	125.00
1922 FORD DELIVERY - - Price	175.00

All Cars Have 1925 Licenses

PERKINS MOTOR CO.

4th and Adams