

Highway and Auto Dope

AUTOMOBILE NEWS

Tourist Traffic and News

LIGHT LAW IS DEFENDED

Measure An Aid to Safety Says State Official in Answer to Protests from Motorists.

Immediate defense of Oregon's new automobile lighting law, which will go into force September 1, was voiced by James H. Cassell, secretary of the special motor vehicle license revision committee appointed by Governor Pflieger to the 1925 legislature.

Simultaneous with Mr. Cassell's defense, however, came protests from automobile owners, who declare in some cases that the costs involved in changing to the new regulations were almost confiscatory in their total. One reported that the change cost him \$3.45; another \$19.25; another that the cost for changing his machine, an older model, would pass the \$50 mark.

Safety Driving Held Aim

Mr. Cassell, in objecting to a condemnation of the new regulations, declared the new Oregon law a splendid step towards better highway illumination, which means safer driving, and its enforcement should have the hearty co-operation of all agencies. Any element of cost, he said, "is more than offset by its distinct advantages."

Mr. Cassell laid stress on the

statement that the Oregon law was sponsored as "a part of the national movement for uniformity of motor vehicle laws. The adoption of the so-called eight-point test law by Oregon, Washington, California, Idaho and one or two other western states."

California Adopts Law

According to Mr. Cassell the eight-point test law was adopted by California several years ago after it had been developed by automotive lighting engineers, adopted by the Society of Illuminating Engineers and endorsed by the Federal bureau of standards. This standard eight-point test law, modified by California further to reduce the glare in the eyes of the oncoming motorist and the Oregon law regarding headlights is identical with that of California, except that in Oregon headlights must be dimmed when approaching another machine on wet hard-surfaced roads.

This exception was written into the law, Mr. Cassell said, in recognition of the fact that it might be unwise to change too rapidly from the old dimming law and an increase of the glare from headlights became on wet black-top surfaces.

Movement Held General

In emphasizing that the adoption of the law in Oregon was a part of the general movement toward uniformity in highway legislation, Mr. Cassell said that it came as the result of the "diminution of state boundaries caused by the development of the modern highway and the great tourist movement. "States are beginning to realize," he said, "that the problem of law enforcement is a most difficult one unless uniform laws be applied to the thousands of non-resident

TRACTORS ARE IN DEMAND

DETROIT, Mich.—Sales reports received by the Ford Motor company from branches throughout the country during the past week show an increased demand for tractors and tractors with retail deliveries exceeding those of last year.

Figures from these reports, which cover the first twenty days of July and which were just given out, give the sales of Ford one-ton trucks as totaling 12,145 an increase of 20 per cent over the same number of days in July last year.

While the greater portion of the truck sales cover industrial installations, there is a noticeable increase in deliveries in rural sections where harvesting of crops is under way or is just beginning. Another feature indicating that farmers are coming into the buying market in increasing numbers, is the reports of Fordson tractor sales. Retail deliveries of Fordsons during the first twenty days of July numbered 2,654, an increase of 43 per cent over the same number of days in July a year ago.

In view of these reports and the business conditions they indicate sales during the remaining weeks of the summer will continue, it is anticipated on a higher level than ordinarily expected for this season of the year.

DODGE PRICES ARE LOWERED BY FACTORY

Announcement of a reduction in the prices of Dodge Brothers motor vehicles, both passenger and commercial, effective Monday, August 27, has been received by L. C. Smith, local dealer.

"These new prices come at a time when Dodge Brothers product has reached the highest peak of mechanical perfection in its history," declares Mr. Smith. "In an attempt to supply public demand, factory production has been stepped up since the first of this year from 900 cars a day to the present rate of over 1,100 and now Dodge Brothers are pushing as rapidly as possible an eight million dollar expansion program to give them buildings and machinery for a production of 1,500 cars a day."

"This price cut is just the application of Dodge Brothers policy of faithfully returning to the buyer the saving made possible by increased production. Since the first of this year production has been steadily increased month after month. The first six months of 1925 were the largest in the factory's history—more than 11 per cent greater than the first six months of 1924. The problem for Dodge Brothers executives has been not to find a market for their product, but to increase production to supply a ready market."

"The constantly increasing, yet never satisfied demand for Dodge Brothers motor cars is convincing evidence that a motor wise public is more and more appreciative of Dodge Brothers sound policy of constantly improving a basic design instead of bringing out a new model every year."

MOVIE CAMERA TO BE TAKEN ON MOTOR TRIP

An unusual feature is provided in the "Motorcade" of the Illinois Automobile club which leaves Chicago early in October for an expedition to Florida and return.

A special moving picture camera will accompany the Willys-Knight six pilot car to take pictures of the caravan at interesting and historic places on the trip. The same equipment was carried with this Willys-Knight six when it made the same trip early in July and August to select the route over which the Motorcade was to travel.

It is expected that some unusual photographs of Chicagoans and their families and friends will be taken on this most pretentious cavalcade when more than 100 members of the I. A. C. will take their vacations in a motor to the sunny southland.

"Enforcement of the new Oregon law is in the hands of the secretary of state. Having no funds available to build up a system of adjusting stations, the automotive industry of Oregon has been asked to co-operate with the enforcement agency. Thus several hundred official lighting stations are being appointed. These stations are manned by mechanics who must be adjusting under certificate from the secretary of the state. The station may charge, under the law, a fee of 25 cents for headlight adjustment."

Lobbying Charge Denied

Mr. Cassell denied that the automotive industry of Oregon had anything to do with the introduction of the eight-point test law. "It's part is merely that of co-operating with the secretary of state in adjusting lights, merchandising equipment or making necessary repairs that a receipt attesting to the legality and correct adjustment of the lighting device may be given to the owner," he declared.

GENERAL MOTORS DENIES NEW TYPE AUTO AND FUEL

DETROIT (AP)—Reports of the discovery of a new automobile fuel that would revolutionize the motor car industry today were characterized as ridiculous by A. P. Sloane, Jr., president of the General Motors corporation. Mr. Sloane took occasion of reports published on the strength of a statement reported to have been made before the annual convention of the American Chemical society at Los Angeles.

"My attention has been called to recent statements in the public press relative to revolutionary inventions in the way of a type of automobile for new motor fuel or something else new and radical. These reports are ridiculous on their face for General Motors has recently announced new series of cars which should be a sufficient answer. In addition to this, there is absolutely nothing to form even the slightest foundation for such a statement."

There are 4,500,000 farms in America, according to the Christian Science Monitor and these use 4,200,000 automobiles and 670,000 trucks.

STUDEBAKER'S PROFIT SMALL

Aside from the inevitable economies effected through large scale production to accomplish many savings in the manufacture of its cars through making every vital part in its own plants. With the exception of Ford this concern is the only manufacturer making in its own plants all bodies, chassis, clutches, differentials, steering gears, springs, valves, gear sets, gray iron castings and drop forgings. The Studebaker in the five car field and Ford in the low priced field have the profits of the outside body and parts-makers. This advantage has enabled Studebaker to keep the price of its cars consistently low and pass on to the purchaser the maximum value.

In announcing the new prices, Studebaker specifically points out that the price changes have been made without sacrifice in materials or workmanship in the product. With the exception of bump

bars, motor-meter and spare tire and cover on the Big Six models, the prices apply on the same Studebaker cars which have been sold to the public so successfully throughout the year.

Rotten wool is used in the polishing of the fine parts of the highest grade Swiss and French watches.

LAND HEARINGS DATED

HALEM, Ore.—Members of the senate committee on public lands which has to do with the granting of additional lands to the state, grazing of livestock in the national forests and administration of national parks and Indian reservations, will hold a hearing in Portland September 3 and 4, according to a letter received at the committee offices here.

The committee will hold another hearing at Pendleton on September 10 and at Baker on September 11.

Information regarding the hearings was sent to Governor Pflieger by Senator Stanfield.

There Should Be A Reason

For the great increase in our business. More people than ever are coming here for Tires, Accessories, Gas and Oil.

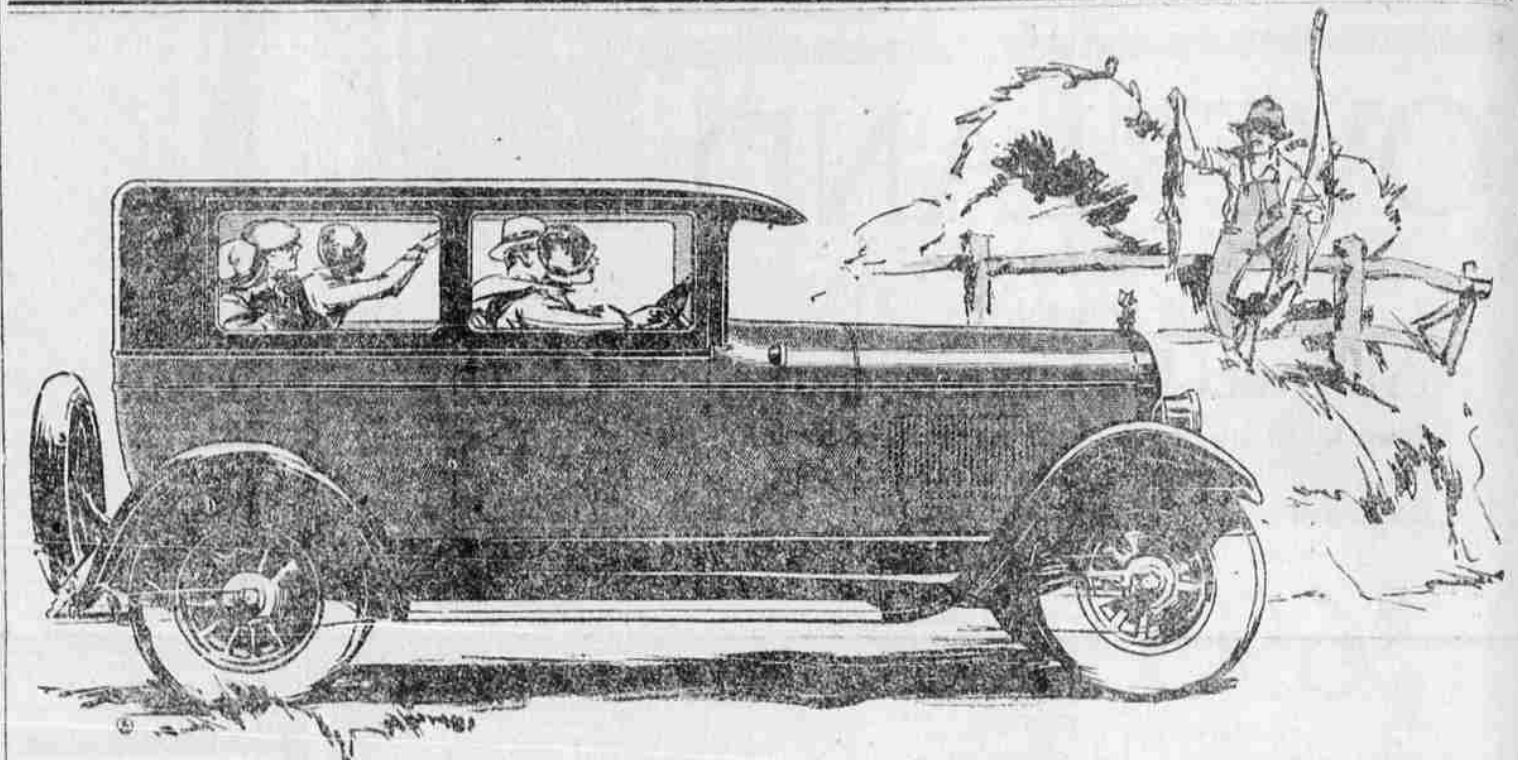
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Many Important Improvements New Lower Price!

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To its already ample roominess—unmatched in the Coach field—we have skillfully added length without bulk—for even more roominess.

Jewett Coach now has more entrance space than any two-door car on the market. It's the greatest example of manufacturing and designing skill Jewett has ever produced.

A Coach with so many great qualities, you will be hard put to the task of finding its greatest.

You will get an impression of quality when you see Jewett Coach such as you have never associated with so low a price. To look so good—Jewett Coach must be good.

And when you drive—you will realize instantly that Jewett has made a truly great motor even greater in smooth, quiet power.

See These Improvements!

You will be impressed with its new completeness that neglects nothing—charmed with its distinctive new coloring and upholstery.

You can only appreciate this great

coach after a thorough inspection of its many improvements. The new coincidental lock that locks steering wheel and ignition with one turn of the key; a new air cleaner that keeps road dust and grit out of the cylinders; indirect lighting that eliminates glare on the instrument board; light switches conveniently at hand on the steering gear; gear shift and emergency brake levers moved forward to provide clear floor space in front, and many other equally important improvements.

It Took 17 Years to Build It

Jewett has concentrated the experience of 17 years on this Coach. Through all these years it has been our desire to produce a car as good—as beautiful—as completely an engineering triumph as Jewett Coach—at a moderate price!

Already Jewett Coach has produced for us a sales record unequalled in our business.

Now—we offer a greater Jewett Coach, with all its improvements at an important reduction in price.

Come in and let us show you what these improvements mean with yourself at the wheel.



Jewett Coach now has more entrance space than any two-door car on the market

Now lower prices on all improved Jewett models as follows: Jewett Coach \$1245, Jewett De Luxe Touring \$1320, Jewett De Luxe Coach \$1400, Jewett De Luxe Roadster \$1500, Jewett De Luxe Sedan \$1680. Prices f. o. b. Detroit, tax extra. Paige-hydraulic 4-wheel brakes at slight extra cost



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