

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

## Garage Gossip

**Neat Job—**  
One of the most distinctive cars ever seen in La Grande became the property of Mrs. Fred Holmes this week. Mrs. Holmes bought the car in Portland and had it driven to La Grande. The car is a Packard six with a special enclosed body of the coach type but with four doors instead of the customary two in cars of this sort. It is finished in the conventional Packard blue. Special equipment includes a trunk of unusual design and a set of disk wheels and balloon tires.

**New Cars Seen—**  
Several of the new Ajax cars recently put on the market by the Nash Motor Car company have been seen on La Grande streets this week. The Ajax is quite unusual in appearance and resembles no other car very closely. The car is in the light six class made to sell at around \$1,100 for the sedan. It is rumored that the Ajax franchise for this territory will be signed soon.

**Home Again—**  
W. C. Perkins, Ford dealer in La Grande who drives a Lincoln sedan, returned to La Grande Thursday after spending some time on a vacation trip to the coast.

**Mr. Perkins had expected to stay two weeks but on meeting his fellow playmates, Charles Reynolds and Elmer Stoddard also pleasure bent he was persuaded to remain a third. The trio spent many enjoyable days on the golf links at Seaside and Astoria. Mr. Perkins was accompanied by Mrs. Perkins and his son, Claire. Mrs. Perkins also enjoys considerable reputation as a golfer.**

**Rubber, Rubber—**  
C. L. Wheeler and H. L. Steiner, with the Pennsylvania Rubber company, are quite unlike the ordinary tire salesman. They are advocating that the dealers buy more than their normal supply of tires. The reason for this attitude, according to Mr. Wheeler, who acted as spokesman for the party, is that the price is, of course set by the demand. Should the tire dealers throughout the country attempt to store stocks of tires against an anticipated rise in price the inevitable will happen and the tires will take another jump. Should the consumption be anywhere near normal no further rise in the price of crude rubber is anticipated. The price is not the result of a world shortage of rubber, said the salesman, but rather comes through suppression

of the production and a failure to import sufficient rubber to supply the demand. Mr. Wheeler gives another angle to the situation which is not often thought of. He states that tires are no higher now than they were in 1923 while the mileage has been vastly increased and the average life of a tire thus lengthened considerably.

**Look 'Em Over—**  
Drop in at the Perkins Motor company at any time now and see the pictures of the new models. The cars themselves will not be in until September 10 to 15 but the pictures give a very good idea of what they look like and a number of orders have already been taken by the Perkins salesman. There is no doubt that the appearance of the Ford is has been improved. The longer bodies, higher radiators and other changes in the body lines, Amnicheled radiators, balloon tires and all add greatly to the looks of all the cars. The roadster is a particularly neat job as is also the Tudor sedan. The coupe has always been one of the best in the line and it still retains this position.

**An authority—**  
L. C. Smith knows his cars. He has specialized on Dodges for so many years that he can give you the specifications on any part of any Dodge model built, offhand or in the twinkling of an eye he can show these same specifications to you in print. The Dodge policy of giving an honest car for the money with exceptional life built in to it has been approved and verified by thousands of owners in all parts of the world.

**Not Talkative—**  
For a car salesman, or any other kind of a salesman M. J. Goss is a man of remarkably few words. He knows whereof he speaks when it comes to cars but he evidently feels that Studebaker cars can sell themselves to the buyer without other help than a chance to see and drive them. That this policy has been successful is proven by Mr. Goss' record. The number of Studebaker cars driven in this territory is additional testimony.

**Here On Business—**  
L. D. Lehmann and his assistant, G. E. Fox, of the Full Crawler company have been at the Perkins Motor company in the interests of this special equipment for Ford tractors which is now being intro-

**Listen In—**  
J. P. Morelock, Star car dealer, knows more interesting stories about cars and the people in the business than nearly anyone on the La Grande motor row. Mr. Morelock was for many years in the business in Portland. He has sold many makes of cars but says he has never handled any line to equal the Star cars. In addition to his other talents Mr. Morelock is an inventor. An engine cutting machine perfected by Mr. Morelock and another man has operated successfully in Wallowa county for several seasons. The machine puts the engine in the shop at a very low cost and at a rapid rate of speed. The invention is patented by Mr. Morelock and his partner who have already had offers from several concerns for the manufacture of the machine.

**Back From Trip—**  
Paul Sayre who has been selling Fords for the Perkins Motor company all season went to Portland last week for a brief respite from the arduous life of a Ford salesman. Mr. Sayre has had a very successful season. He majored in law at the University of Oregon for five years and his training along these lines has no doubt been an important factor in his success.

**Versatile—**  
Al Barth, erstwhile receiver for the La Grande Pirates has shown a lot of speed as a car salesman. Mr. Barth has been taking care of Essex and Jewett sales for Harris French while the latter has been attending to ranch business. Barth knows and loves cars and is thus enabled to better deal with the prospective purchaser.

**Hot Cakes? Easter!**  
The recent decrease in the Essex prices have had the opposite effect on sales, according to E. D. Ledbetter, local dealer. Essex cars have been selling even more rapidly than usual. As always there is a turn on the rose for Mr. Ledbetter is experiencing a good deal of difficulty in making deliveries due to the factory's inability to supply the cars.

**Business Good—**  
Avery Harrison, proprietor of the Blue Mountain garage where Chevrolet motor cars are sold, reports that business has been unusually good this week. The new Chevrolet coach has a number of improvements which contribute to the long life and general satisfaction of the car. One of these is a new placement of the headlights. Instead of the customary bracket a brace is now run across the front of the car. This piece of steel serves the double purpose of supporting the lights and holding the front fenders firmly in place and free from rattles.

**Sometimes Necessary—**  
Of course repairs are occasionally necessary on even the best of cars. On such occasions a large percentage of the local motorists drive over in the glare of the rear of the Gettings and Hanks garage on Jefferson avenue, stop the car at the bank door and yell, "Bill," in a loud voice. Bill Strong is his full name but nearly everyone calls him Bill without any further comment. Bill has been repairing cars for a good many years although far from an old man yet. He has been located in La Grande a long while. It would be interesting to know just how many cars he has worked on or how many bolts and nuts he has taken off for instance but of course no such figures are available for it is all in the day's work.

**Still Ahead—**  
The slogan of Buick, "when better cars are built, Buick will build them," is upheld to the letter by the 1925 models, says Mr. Jennings of Jennings and Shumate, local dealers in this popular line.

When the 1925 Buick cars were announced there was a good deal of interest in the cars and they have met all expectations, according to Mr. Jennings.

**Pretty Ritz—**  
Although it has been mentioned in these columns before the Chrysler six roadster which Leo French, local dealer, has been showing for the last few days in one of these rarities, a car in which the observer finds something new to admire at each inspection. With the top up the car is a dandy, with the top down it is a dream and so on. It has been secretly suspected that Mr. French likes the car so much himself that he rather hates to part with it and no wonder!

**Auto Laughs**  
Country Boy—"It's about thirty minutes drive from here."  
Home Seeker—"Thirty minutes? Why, the advertisement says ten."  
Boy—"Well, you kin believe me or you kin believe the advertisement, mister, but I ain't trying to sell you a place."

Some girls are so unlucky. Chicago man was run over by an auto the day before his wedding.

**Sammy Spark Plug**



**Says:**  
Acting without thinking is like shooting without aiming; and driving without good spark plugs is like aiming without shooting. Try it on your car and see.

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**RADIATOR WORK  
FENDER WORK  
BODY WORK  
W. E. Corum  
1304 Jefferson Ave.**

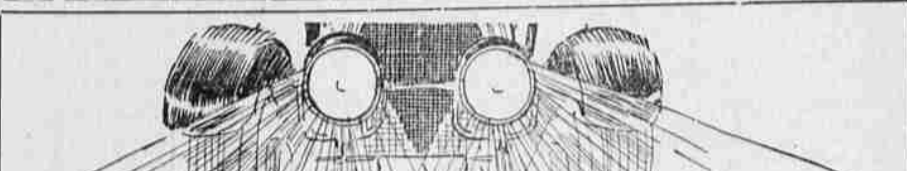
**Tips For Motorists**

Everyone knows just what the function of the muffler on his car is, but few people would ever connect it up as a cause for engine overheating. But it is a fact. Proper scavenging of the burnt gases must take place or the cylinders will be overheated. A muffler clogged with soot, cuts down the passage of the burnt gas which, not having ready egress,

**ROUND-UP FUND PLEDGED**  
PENDLETON, Ore., (Special)—Business and professional men of Pendleton have pledged a guarantee of \$25,000 to the Pendleton Round-Up for the use of that body in the event of bad weather for the 1925 show, according to C. G. Matlock, chairman of the commercial association appointed to obtain the pledges.

The guarantee is the largest ever raised, last year's pledges having been \$13,000. The custom of having business men underwrite the show against bad weather or any other cause that might lead to a financial loss has been followed several years, but none of the pledges has ever been asked.

Here's some striking news for today. About 5000 matches are lighted every second in the United States.



### OFFICIAL HEADLIGHT ADJUSTING STATION NO. 16

We have the latest approved apparatus for testing your lights and equipment to enable us to bring your car's lights up to the standard required by the New State Law, effective Sept. 1. FLATLITE, VICTOR-BROWN and BROWN-UNIVERSAL, REFLECTORS and ADAPTOES For All Makes of Cars.

**ED. G. REISLAND Prop. Auto Electric Service Co. 1515 Adams**

### The Old Ones Stay With Us New Ones Come Every Day

The satisfaction of keeping our old customers and adding new ones every day is most gratifying. It proves to us that Fair Dealing results in increased patronage and we pledge ourselves to continue in giving everyone who drives up our best personal service and honest merchandise for every dollar that is spent here.

We Believe in VELTEX GAS and OIL and RACINE TIRES

### La Grande Filling Station

Wins By Fair Dealing. J. F. Hensty, Prop.

## The World's Greatest Automobile Value!

What you get for your money—that is what really counts—that is the definition of value.

In a Chevrolet you get the greatest amount of quality at low cost that it is possible to obtain in any car built.

Chevrolet offers you the most for your automobile dollar. It possesses 83 distinct quality features. It possesses construction typical of the highest priced cars—a powerful, economical motor—dry plate disc clutch—selective three speed transmission—sturdy rear axle with pressed steel, banjo type housing—semi-elliptic springs of chrome-vanadium steel—beautiful streamline bodies, with closed models by Fisher, finished in handsome colors of Duco whose luster and color last indefinitely. Compare these features with those of any car that you may wish to buy.

Chevrolet gives you power, durability, dependability, comfort, economy and fine appearance. And because this car provides such an extent of quality at low cost, Chevrolet has become the world's largest builder of quality cars with sliding gear transmission. See these remarkable values today.

**Now You Can Get**

- a fully-equipped, quality touring car for \$525
- a racy, streamline roadster for \$525
- a fine coupe with balloon tires and disc wheels for \$675
- a Fisher Body Coach seating five people comfortably for \$695
- a handsome sedan, beautifully upholstered and with full equipment and appointments for \$775

All prices f. o. b. Flint, Mich.

### Blue Mountain Garage

M. A. HARRISON, Mgr. Opposite Postoffice

## Quality at Low Cost

## You Need Wait No Longer!

Prices are down. There's no heavy depreciation to be taken next year because there are no yearly models when you buy the new Studebaker.

You can save nothing by delaying longer the purchase of that new car. And you can enjoy it now, during the delightful months of Fall, all the pleasure and convenience that is assured every Studebaker owner.

The Closed Models are particularly in demand and we urge you, therefore, to make an early selection so we can work for prompt delivery.

Convenient credit arrangements make buying this Studebaker an easy matter. Ask us about it.

## M. J. Goss

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

## Our Repair Shop IS AT YOUR SERVICE

O. M. Huff, formerly of The Economy Garage, has been added to our force and will welcome his many friends among Ford owners.

Get the New Low Prices on OVERLANDS—FOURS and SIXES

## Gettings & Hanks

OVERLANDS . . . WILLYS-KNIGHT