

Highway and Auto Dope

Tourist Traffic and News

# AUTOMOBILE NEWS

## BUYING PLAN IS ANNOUNCED FROM FACTORY

Innovation in Car Purchasing Originated by Durant Motors, Now in Operation.

During the past week the Durant Motor company throughout the Western territory inaugurated one of the most revolutionary yet practical sales plans ever devised by any automobile factory, and the overwhelming response as reported to the factory from the northwest dealers is a clear reflection of the instantaneous public approval for

the Star gold certificate save and earn plan.

Thousands of people over the west have enlisted under this new plan, a factory report shows, which has just been received by J. P. Morelock, local Star and Durant dealer.

In discussing the plan that promises to create a new method of selling automobiles, Mr. Morelock, pointed out the following remarkable features.

"This newly created plan gives every man, woman and child an extraordinary opportunity of becoming an owner of a Star car without the outlay of any money. By putting forth a certain amount of effort—devoting a portion of one's spare time to the interest of the Durant organization, anyone may earn an automobile with a wide choice of the various models included in the Star line.

"This Gold Certificate plan is not limited to present Star owners. It is not limited to districts, but is open to all who may wish to become owners of an automobile.

"Details of the plan have been carefully worked out and it is amazing how even the most skeptical people have given enthusiastic

co-operation for the plan after all details have been carefully explained."

In the entire Western territory which is under the general supervision of Norman De Vaux, active head of the Star and Durant organizations in the west, this new plan promises to create sales records which will shatter the sensational sales records of June and July which were the largest in the history of the western organization. This plan is in accord with the sales drive recently started by the entire Star and Durant organization and has already added an impetus to sales which will cause the factory to step up production which is now running at record making capacity and will continue on this basis for many months to come.

Several weeks of careful planning and checking of the results of the plan after it had been in effect at the company's branches in California, where sales plans and ideas are tried out, definitely show the advantages of the plan for the dealers and the invaluable assistance to those persons desiring a Star car. Every phase of the plan is fully explained in the literature

## Henry Speeds



Even Henry Ford speeds a bit once in a while. Deputy Sheriff Harold Hamilton, above, of Melvindale, Mich., arrested the flogger king when he Ford car—not a Ford car—hit 16 miles an hour. The sheriff threatened to fire Hamilton, if he didn't apologize to Ford, and the police chief of the village said he would just hit him if he did. There was no apology and Hamilton was notified he could have a job in the Ford plant if he were fired.

prepared for the prospective Star car owner and will prove of considerable assistance.

## UNIFORM ROAD MARKING SIGNS ARE DESIRED

When John B. Reed and Fred J. Eklins, president and manager of the Automobile Club of British Columbia visited Portland and other cities of the Pacific coast last week in the interests of the motoring public, they were on a mission of no little importance to all districts and communities of the western coast country. The object of their visit was to create a more comprehensive and intelligent system of road marking and of tourist information. Standardization was the watchword of their program which provided for a meeting in Vancouver, B. C., on October 2nd, 4th and 6th of all motor associations and clubs of the western states with an object of working out a uniform system of road marking and of cooperative service between clubs.

This program is in direct keeping with the effort now being made by the United States Highway Bureau to standardize all transcontinental highways to simplify the directions to be used throughout the various states for the convenience of the tourists and motorists. At present the various regulations and signing systems of the several states are confusing to the tourist who must conform himself temporarily to the various regulations as he passes from one state to another. An effort will be made to correct this situation as far as possible, through the co-operation of the various involved.

The directors of the Oregon State Motor association voted to participate in the program outlined by Mr. Reed and Mr. Eklins, with a sentiment expressed that all western states interested would do likewise.

## AD CAMPAIGN IS CONDUCTED FOR DEALERS

Chevrolet Co-Operative Advertising Provides a Satisfactory Method of Telling Public of Cars.

The Chevrolet Motor company has announced a co-operative ad with its large dealer organization.

This campaign is a further move by the Chevrolet Motor company in its effort to obtain the most economical distribution of its product. It is probably the most comprehensive and efficient of the great advertising campaigns in the automotive industry. Approximately 1,000 newspapers are being used. Under this plan the Chevrolet Motor company in reality has become the advertising department of each of its dealers whom it provides with a highly efficient and consistent advertising campaign.

In addition, it becomes possible to key local advertising with national advertising and thus broadcast a single advertising message at one time in both national and local publications.

The co-operative feature of the plan does not apply in a financial way to the national advertising fund by the Chevrolet Motor company in the principal magazines of the country. This advertising is paid for from the general advertising appropriation of the company without expense to the dealers. The dealers continue to receive gratis the sales literature and the effective window display service of the company. These displays supplement the united advertising plan.

In brief the plan is this: The Chevrolet Motor company charges a small amount for each car shipped to dealers and credits it to the Chevrolet Dealers' Advertising fund. To this fund the company then adds a substantial contribution from its own advertising budget.

The company plans the dealer advertising campaigns, buys newspaper space, handles and prepares art work, sends the advertisements to the newspapers, directs the printing and display of outdoor advertising, handles invoices and pays bills. The dealers thus are relieved of a vast amount of detail.

A desirable angle of the plan is a guarantee to each dealer that every dollar which he pays into the fund will be spent in his district for newspaper or outdoor display space, all of the costs of preparing and placing the advertising matter being more than covered by the Chevrolet Motor company's contribution to the fund.

In furtherance of the plan, the Campbell-Kwaid company, which serves the Chevrolet Motor company as advertising agents and is one of the five largest advertising agencies in the United States, has sent out from its own organization 14 field men who are located at strategic points throughout the country.

These men bring the dealers into close personal contact with the main organization in working out advertising problems and assist in individualizing the dealers' advertising consistent with the program of a united appeal.

The individual requirements of each dealer are analyzed and he is

consulted in the choice of media in his territory. The dealers are kept in constant touch with the advertising plans and are given advance proofs of all newspaper advertisements.

"The guarantee to the dealers that their entire contribution will be spent for advertising space in

their districts I regard as second in importance only to the feature of unified appeal," said J. E. Grim, Jr., advertising manager of the Chevrolet Motor company. "It should be understood that this is not national advertising used locally; it is local advertising nationally directed."

The Paige-Detroit Motor Car company announcement of the improved Jewett models at reduced prices states that six inches has been added to the interior of each model. This has resulted in the back seat gaining three inches and the front compartment gaining the rest.

**Sweeping Price Reductions**

**HUDSON-ESSEX**

**COACH COACH**

Now **\$1195** Now **\$795**

**Hudson Brougham \$1495**  
**Hudson (7) Sedan \$1695**

All Prices Freight and Tax Extra

**World's Greatest Values**

**Now More Outstanding Than Ever**

166,369 Hudson-Essex sales for the eight month period ending August 1st represents the largest six-cylinder output in the world's history. This enormous production makes possible the finest quality at the lowest prices Hudson-Essex ever offered. The same management which established the Hudson Motor Car Company, now, as for sixteen years, controls and directs the design of its product and policies of the company.

**Hudson-Essex World's Largest Selling Six-Cylinder Cars**

**LEDBETTER GARAGE**

**Ford**


**Announcing Important Changes in Bodies and Chassis**

*Added Beauty and Utility*  
*Closed Cars in Color*

**No Increase in Prices**

All-steel bodies on Tudor Sedan, Coupe and open cars. Bodies and chassis both lowered. Larger, more attractive fenders, affording greater protection. New improved transmission and rear axle brakes on all types. One-piece ventilating windshield on closed cars; double ventilating type on open cars. Curtains opening with all doors on Touring car and Runabout. Closed cars in colors, with upholstery of finer quality to harmonize; and nicked radiator shells. Many other refinements now add to the beauty and quality of these cars.

**Perkins Motor Co.**  
La Grande, Oregon.

1900  1925

**25 Years of Firestone Service**

**to Highway Transportation**

25 years of anticipating the requirements of motorists—making manufacturing processes more certain—producing a higher standard of quality—25 years of unwavering adherence to the Firestone pledge, "Most Miles per Dollar"—summarizes Firestone's record of service to car owners.

Firestone factories have grown from a small building approximately 75 x 150 feet to mammoth plants having floor area of over 60 acres—from a capital of \$50,000 to over \$50,000,000—from an annual sales volume of \$100,000 to over \$100,000,000—all in the short period of 25 years.

This Firestone record could only have been made through furnishing the public with outstanding values and is, consequently, your assurance of quality and lowest prices.

If you would like to know more of this wonderful record, ask your Firestone dealer to send you an illustrated folder.

With today's high cost of crude rubber and other raw materials, Firestone's opportunity to serve the public was never better, due to its great volume and special advantages in buying, manufacturing and distribution.

**Perkins' Motor Company**

Phone M-500 Corner 4th and Adams

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *Abbott*

**Do You Motor For Pleasure?**

**Use Veltex Gasoline & Oils**

<b>Uniform</b>	It Will Give You—	It Will Not Give You—	<b>Trouble</b>
	POWER	SO MANY GEAR	
	SPEED	CHANGES	
	MILEAGE	SLOW PICK-UP	
	EASY STARTING	LOW MILEAGE	
		HARD STARTING	

**We Invite Comparison**

**FLETCHER OIL COMPANY**  
The First Independent Oil Company in Oregon.

*Veltex*

**TIRES \$9.90**

FOR 30 x 3 1/2 VOLVETER CORDS.

Made by the Mason Tire and Rubber Co. Come in and see them. We can save you money on tires.

**HIGHWAY SERVICE STATION**  
ROBERT CARRY

**We Have Installed A Beeler Auto Axle Gauge**

This machine eliminates guess-work in straightening axles. You can now have perfect wheel alignment as specified by the manufacturer. This is especially important to owners of cars with four-wheel brakes.

Save Your Tires and Bearings!

**La Grande Irons Works**