

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

CHEVROLET PRODUCING NEW TRUCK

Improved Chassis with Greater Strength and Carrying Capacity to Sell at Regular Price.

The Chevrolet Motor company now has in production a larger and greatly improved Utility Express one-ton chassis which sells at the same price as the former chassis.

Besides an increase in length, strength and weight, the new truck has undergone a radical change in the height of the frame from the ground. The frame which formerly was 28 inches in height has been lowered to 24 and nine-sixteenths inches. This change affords maximum convenience for loading.

The wheel-base has been lengthened from 120 inches to 124 inches and the overall length of the chassis from 172 inches to 177 inches. The frame is made of 6-

inch instead of 5-inch channel steel. The weight of the new chassis is 2020 pounds against 1900 pounds, the weight of the former model.

Only one or two minor changes have been made in the power plant.

The rear axle has been re-designed and strengthened. It is of the semi-floating type with pressed steel housing and a large rear cover which makes the unit extremely accessible for inspection. The differential carrier is in unit with the third member assembly.

The front springs now are semi-elliptic instead of quarter-elliptic and the rear semi-elliptics have been lengthened from 42.25 inches to 45 inches.

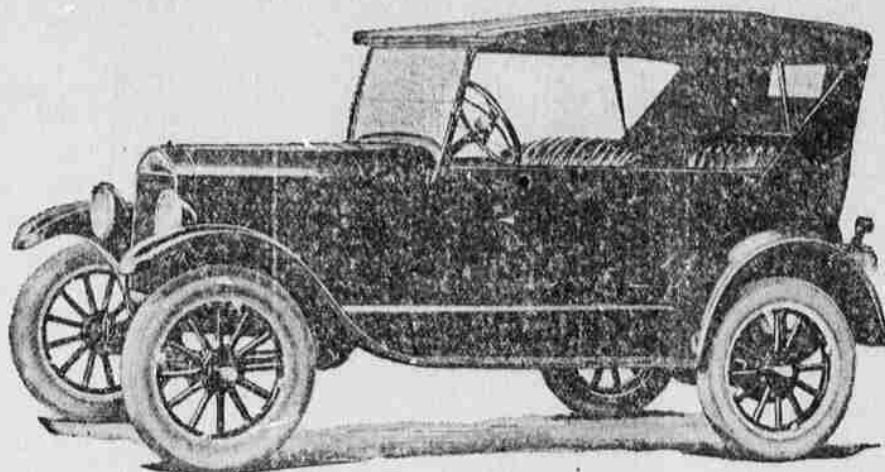
The steering wheel is the semi-reversible full worm type mounted on a bracket riveted to the frame. All brakes now have centering and equalizing devices and the rear wheels carry heavy-duty 30 by 5-inch tires as standard equipment.

The price of the new Utility Express chassis is quite low. An almost unlimited variety of bodies may be obtained.

Oregon Motorists Now Enjoy 1,200 Miles of Pavement

There is approximately 1200 miles of paved highway in Oregon at the present time. On January 1 last there was 919.3 miles of bituminous and 234.9 miles of concrete paving completed within the state. This only included the

Graceful Lines Feature Ford Touring Car



The pronounced streamline of the improved Ford touring car is particularly accentuated in the higher radiator, the long sweep of the hood and cowl and the large crown fenders which come down well over both front and rear

Auto Duties May Prove Advantageous

The British automobile market holds a great opportunity for American manufacturers who approach it with a full realization of its possibilities and its problems, according to Sir William Letts, veteran automobile manufacturer and president of the Willys-Overland-Crosley company of Manchester, England.

Sir William, now on his twenty-sixth visit to America, recently was elected president of the Society of Motor Manufacturers & Traders of Great Britain, the highest office open to any member of the automobile industry. Owing to his great experience, his unusually international viewpoint, and his authoritative position among British manufacturers, the optimistic and constructive views expressed by Sir William Letts at this time are of particular interest and importance.

"The McKinney duties of 1-3 per cent on motor cars imported into Great Britain which have recently been reimposed, contrary to a rather common impression, should stimulate and greatly improve the opportunities of the British market.

"Obviously, the development of the British market for automobiles must depend fundamentally upon the prosperity and steady employment of the British workman. By placing a protective tariff on automobiles, Great Britain gives her domestic manufacturers an opportunity to develop a large volume of business and to keep domestic labor employed, thus putting into the pockets of workmen the means of purchasing automobile transportation.

"Those American manufacturers who have studied this situation realize that their opportunity in this market lies in the establishment of British factories to build in Great Britain cars which have the economies and advantages of your volume production and American design."

The first establishment of Willys-Knight and Overland automobiles in the British market, through the organization in 1920 of the Willys-Overland-Crosley company, was cited by Sir William as a typical example.

"When John N. Willys established in 1920 the Willys-Overland-Crosley company, with a large proportion of British capital, to build the Overland car by British workmen with British material, he laid the foundation for the present popularity of Willys-Overland products in Great Britain.

"In Mr. Willys' recent visit with me to the Willys-Overland agents throughout Europe, we found everywhere the greatest enthusiasm for the New Willys-Knight six and New Overland six. The first delivery of 2000 of the Overland sixes in the British market was absorbed instantly, and it has been frequently spoken of as one of the most beautiful cars this year in Great Britain.

"The British company has also developed the commercial vehicle, the Overland one-ton truck, to an amazing degree. Sales in this commercial field are constantly increasing. The first six-cylinder Overland four-cylinder model of low price, great economy and excellent design is now seen with great frequency on every British road.

"Of course I appreciate," said Sir William, "that a very measurable portion of the success of the British company today is a reflection of the wonderful success of the Willys-Overland company in America. I understand that the assets of this company have been increased more than \$25,000,000 within the past three years. We cannot hope to build up figures such as these in our British company for some time to come, but the market in Great Britain will develop just as it has developed over here—through the development of the motor car as a fundamental economy in transportation, and I am convinced that such far seeing leaders of American automobile manufacturing as John N. Willys are going to reap a great reward for their foresight in building up their manufacturing business on a sound economic basis

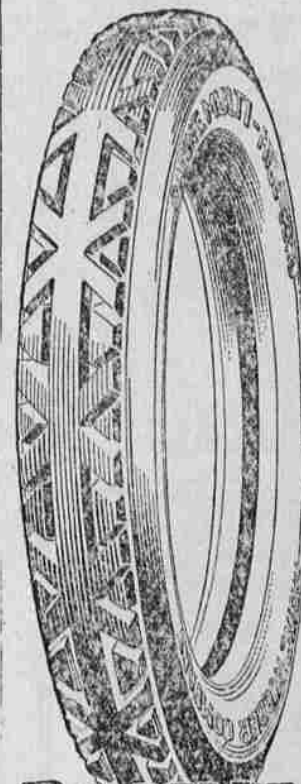
made motor vehicles. This society exercises a very marked influence on the development of the whole motor industry throughout Great Britain, as it works for the development of sound legislation and for the improvement of retail trade conditions. It has been very influential in the development of roads in Great Britain for motor traffic, which at the present time has reached the approximate figure of \$250,000,000.

TWO WOMEN FINED FOR SMOKING ON STREET
JAMESTOWN, N. Dak., (AP)—No "perfect lady" smoked cigarettes on the street, according to the police of this city. This was brought out in the arrest for disorderly conduct of Ruth Anderson and Mrs. William Schwartz by a policeman as they paraded with smoking "pills" in their mouths. Arraigned before Police Magistrate Wieneke Friday, the pair said that if smoking on the street was disorderly conduct they were guilty. Each was fined \$5 and costs.

Ample leg room is claimed for the tallest person in both seats. The Jewetts also have a decidedly longer appearance from the outside. The cars, according to the local dealers, have more beautiful lines as a result.

The First Shipment Of NEW MODEL FORDS WILL ARRIVE About September 10th Watch for Our Announcement Of First Showing

Perkins Motor Co.
Phone M-500. Cor. 4th and Adams



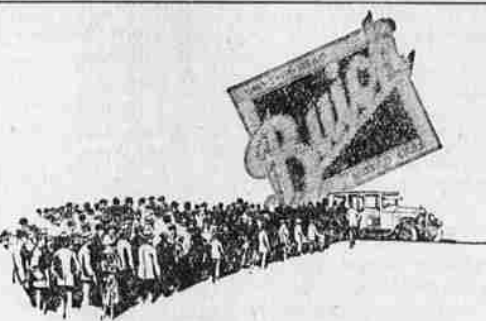
Looking Ahead

It might pay us—for a season—to sell a tire of less distinction and quality than RACINE.

But it would pay us only for a season, and we expect to be in business a great deal longer than that.

RACINE MULTI MILE TIRES
La Grande Filling Station

WINS BY FAIR DEALING
J. F. HEASTY, Prop.



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A performance wonderfully improved; 75 horsepower and more to meet the "go" in traffic and to take any hill in high. Engine dependability further insured by the three new seals for the famous Buick Sealed Chassis; air cleaner, gasoline filter, oil filter. Buick approved mechanical 4-wheel brakes for the constant protection of your family and yourself.

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WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

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

TIRE SALE

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