

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

CHRYSLER IS ENTHUSIASTIC ABOUT SALES

Prospects for Large Volume of Business for Second Half of Year Are Good, Says Car Maker.

Walter P. Chrysler, president Chrysler Sales Corp., is enthusiastic about prospects for the motor industry for the last half of 1925. In a statement printed by the Wall Street Journal during the past week, he said "Automobile sales for 1925 will very closely approach those of 1923 the record year. Production will probably run 95 per cent of 1923 and with a general tendency all along the line of holding down dealer stocks to current sales demand, the industry should go into 1926 in a very healthy condition. "The recent price reductions should be looked at as a very constructive thing. The same num-

ber of cars that cost the public \$25,000,000,000 at the old prices will not cost the public 1,750,000,000 at the new prices. These lower costs mean in turn that about \$100,000,000 new credit will be required to handle the financing. This virtually means an addition of \$150,000,000 to the fund available for financing motor cars and should be reflected in sales during the coming six months. "In heading future demand for more new people nowadays into consideration of the greater mileage gotten out of cars. Where a few years ago the man who ran his car 5000 miles a year was the exception, now a man who does not run 20,000 miles a year is the exception. Motor transportation has not to be figured on the mileage basis but how many years the car lasts—and while cost per mile has been going steadily downward, the number of miles per month or year for every driver has been going steadily upward. And it will continue so long as the public road system is being extended. Competition is also finding its expression in other directions than price, as indicated by the Chrysler finance plan which will save car purchasers about \$5,000,000 during the coming year.

"In the items of number of miles per dollar invested in motor cars the public is receiving eight times as much for its money as five years ago. Not only in first cost nearly half so much as in 1920 but the user is getting nearly four

ECONOMY RUN COMPLETED BY STUDEBAKERS

Cars with More Than 50,000 Miles Registered on Speedometers Pass the Road Test.

The fourth annual "Economy Run" for Studebaker cars with more than 50,000 miles on their speedometers brought to the starting line in Los Angeles 20 entrants, the largest number of one make of car ever assembled for such a run. Every car completed the 172-mile course from Los Angeles to Lake Arrowhead and return without a single mechanical mishap and without being late at a single point. The average "mile" of the twenty was 52,657 miles at the rate of 17.2 miles per gallon. The "youngster" of the lot had gone only 55,358 miles; the oldest car had done 256,152.

Even the winner in the big size class had 186,815 miles behind it at the start. Yet it made the 172 miles, rising a mile in altitude to beautiful Arrowhead Inn, with an average of 16.1 miles to the gallon. The winner in the Special Six class was a 1921-model which averaged 16.5 miles to the gallon. First among the Standard or Light Six class had gone 75,595 miles, and made the remarkable record of 26.5 miles to the gallon with no coasting.

The entire run was made strictly within legal limits—15 miles an hour in cities, 25 miles an hour in the country, full stops at all stop-overs and all the heavier mountain climbing in second gear from specified limits. The test was for economy in operation and freedom from mechanical troubles. All the cars were privately owned, entered by the Southern California dealers. The 1,872,156 miles aggregate showing on the twenty cars' speedometers at the start was a striking evidence of the reserve mileage built into those widely advertised one-mile cars.

The oldest cars entered were the 1918 models. Every Six Six entered made more than 15 miles to the gallon or equivalent over the 172-mile course. The Standard Six class was 18.2 miles. Motors were not shut off during the trip except on returning.

The Gibbons' oil company checked gas and oil. Cliff Matlock of the Lovelock Pacific company recorded the run. J. R. Van Noy of Arrowhead Inn checked the arriving and leaving time at the Inn. Start and finish was at the Studebaker Convention's branch office in Los Angeles, with A. W. Maxwell, manager in charge of the run. In each car was a checker supplied by a competing driver. Curt Anderson, branch manager for Harry D. Riley of Arrowhead, drove the winning Big Six; E. G. Mowley piloted the winning Special Six entered by the Althamer estate. Jack Adams drove the best Standard Six for Keller Brothers of Pasadena.

The run over, each of the twenty cars was returned to its owner, to keep on its regular service, for all are in daily use and give every evidence of continuing it for years to come. Each owner insists his car is not "old." As one remarked in a poetic mood: "There is no age, to a stout heart."

TOURING RECORDS ARE SMASHED BY LINCOLN STANDARD

DETROIT, Mich. — All touring records from Los Angeles to Yellowstone park were broken, park officials have just announced, when James Kane of Los Angeles and C. S. Powell of San Diego, completed a remarkable run of 2282 miles, six times the number of miles per year out of his car. That makes the investment cost per mile one-eighth of its former cost.

Chrysler Corporation will ship approximately 15,000 cars in August. Our plants are heavily overhauled. The renewed purchaser of the touring sections is less hesitating to be full, and with plentiful credit supply and full employment generally over the country I can see nothing but continued prosperity for a good many months to come.

GERMANY WANTS PROTECTIVE DUTY FOR FACTORIES

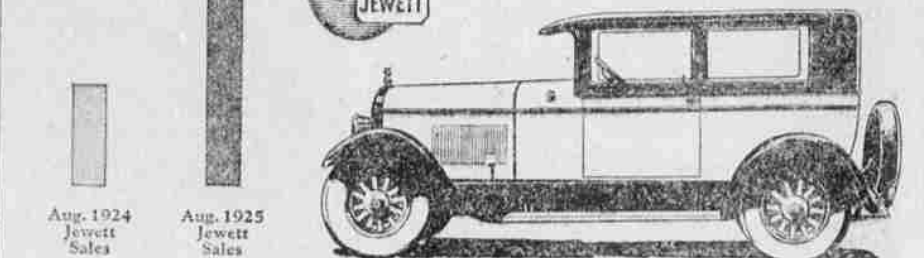
BERLIN, (AP)—A number of reasons were expressed recently by Dr. Carl Reichstein, automobile industrialist, why, in his opinion, Germany never can compete with the United States as an automobile market. Explaining the necessity for a protective automobile duty, he pointed out that Germany never will be in a position of attaining anything like American prices because of the impossibility of turning out the same number of cars, and even if this were possible there would be no means of disposing them. An automobile in Germany is a much greater luxury than in America, Dr. Reichstein declared, and even in the event of a general increase in income no person with an annual income of 10,000 marks would dream of buying a car for a price even as low as 2,000 marks. Germans, it is asserted, attach greater importance to housing, clothing, intellectual enjoyment and the education of their children and spend far more for these items than do Americans.

PORTLAND, OREGON, IN FOUR DAYS AND A HALF, OR 50 HOURS AND 42 MINUTES RUNNING TIME, USING A NEW LINCOLN TOURING CAR.

Kane and Powell put the Lincoln 506 miles the first day, between Los Angeles and Sacramento, despite the fact that the machine was "brand new" and had not been driven a mile since its unloading from the factory. The second day the party reached Roseburg, Ore., after driving 467 miles and the next noon, Portland, going 225 miles during the morning hours. After half a day and night with friends in Portland, Kane, on the following day drove from Portland to Tule Falls, 134.5 miles of 261 miles. The last day of the trip covered 432 miles, the men reaching Mammoth hotel at the north-end of the Yellowstone loop, having entered the west entrance of the park earlier in the day. Kane and Powell were welcomed to Mammoth Hot Springs by Sept. Barnes M. Albright of the national park service who congratulated them on the record run from California.

According to Kane and Powell gasoline consumed during the trip totaled 204 gallons, or 11.3 miles to the gallon.

Jewett Improvements More than Doubled Our Business



"Never a Car Like This—Never Such Value!"

Actually 131% more business in August this year than last. When you see this latest Jewett at its new low price, you'll know why.

Famous for its unusual roominess and comfort, Jewett Coach is now larger—roomier—even more comfortable. Added length gives greater leg room and substantially better riding quality.

Months ago Jewett took the stand that roominess was what the public wanted in a Coach.

Jewett met that need squarely by producing the country's roomiest Coach. Sales that followed eclipsed all records.

In value—in quality—in roominess—in performance—Jewett Coach then excelled all Coaches.

Even such excellence has now been improved. You relax the moment you enter this great

car. Plenty of leg room. No stiffness. Never a cramped position—even when five are riding.

Never Such Performance!

A surge of able, efficient power such as you have never experienced. Silent as it is able. Because it's a Jewett with all the ability that has made a famous name for a famous car.

Respected in traffic—on toughest hills—on the open road. For Jewett is known as the car whose performance cannot be questioned. Costs but little more than ordinary cars. It offers much more in performance, comfort, quality and long life.

See this great car today! Ride in it. Drive it! You'll know why it more than doubled our sales.

Coach Now \$1245



More entrance space than any Coach. Enter or leave car without disturbing those in front.

Many Important Improvements
A new air-cleaner adds years of service—insures clean air—clean oil—clean cylinders. Greater freedom from carbon, sooted cylinders and worn bearings—increased motor life are the results. Light switch is now conveniently at hand on the steering wheel. Indirect lighting on the dash eliminates glare. Gear shift and emergency brake levers are moved forward to provide clear floor space in front—and many other improvements.

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

HARRIS FRENCH

1115 Washington Ave.

for Economical Transportation

CHEVROLET

The Coach \$695 F.O.B. Flint, Mich.

The Public Acclaims this the finest Low Priced Coach

Built on the new Chevrolet chassis with construction typical of the highest priced cars—powerful motor; a new disc clutch, the easiest-acting you have ever handled; extra strong rear axle; long semi-elliptic springs—this car provides a remarkable combination of strength, power and comfort.

But in addition it is a beautiful car. Its fine Fisher body meets your ideals of fine appearance and comfort. It is finished in sage-green and black Duco whose lustre and color last for years. For such a coach to be priced so low is truly an achievement in motor car manufacture. See this car today.

Touring	\$525	Coupe	\$675	Commercial	\$425
Roadster	525	Sedan	775	Express	550
Truck Chassis - 550					
ALL PRICES F. O. B. FLINT, MICHIGAN					

Blue Mountain Garage

M. A. HARRISON, Mgr. Opposite Postoffice

QUALITY AT LOW COST

VEEDOL

Ask Gibbons Service Station, SAMPSON TIRES AND TUBES, VELTEX, the Quality Product.

Gibbons Service Station

USE VELTEX PRODUCTS
And you'll always be satisfied. Complete chassis lubrication. Telephone 575-J Jefferson and Elm

A Select List

Look over the Studebaker owners in the La Grande territory. They are substantial, conservative, successful citizens.

They have a reputation for good judgment. They do not expect an exorbitant price on a used car traded in. But they do expect high value in the new car they purchase.

That they are convinced of Studebaker value is shown by their Studebaker ownership. Ask those you see driving the new Studebakers—then come in, see and drive for yourself.

M. J. GOSS

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

OUR BEST SALESMAN

Is one of our satisfied customers. Our greatest asset is our reputation for fair dealing and when this reputation is passed along we find new customers coming to our place every day.

Racine Tires	COURTEOUS PERSONAL SERVICE	Veltox Gas and Oil
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La Grande Filling Station

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

Scared of the Dark?

The "Perils of the Dark" are Real Enough to the Motorist—but they vanish before the penetrating beam of flatlite

Flatlite REFLECTORS

—and you have safe, comfortable, relaxed motoring, in place of the strain and worry that attend night driving with old style road lighting.

flatlite throws below-eye-level light through plain window glass with no absorbing lenses to use it down. You have the full, unclouded power of your bulbs to show you the way, and no glare to give offense to oncoming drivers.

Every State endorses flatlite; it is legal everywhere, and carries with it protection that no other kind of lighting affords.

We can install a pair of flatlites for you in a few minutes' time, right over your old reflectors, and we put in plain window glass in place of your present lenses. Drive around today and get this new nighttime safety—and, drive with an easy mind thereafter.

Flatlite Prices

Ford \$4.00	Dodge \$4.50
Small Cars	... \$5.50	Large Cars	... \$6.50

Official Headlight Adjusting Station
Ignition and Battery Work

BATTERY & ELECTRIC SERVICE CO.

1311 Wash. Ave. Dale Cox, Prop.

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