

Highway and Auto Dope

Tourist Traffic and News

# AUTOMOBILE NEWS

## PRICES CUT ONCE MORE BY OVERLAND

### Standard Four-Cylinder Sedan Will Be Selling Much Lower Than August First Price After Sunday.

The announcement of a lower price on the Overland standard sedan, two-doors, made over the signature of John N. Willys on Sunday, September 13th, marks the most important move made by this manufacturer this year, during which he has brought the organization which he heads to third place in the entire motor car industry.

This is the second price reduction on this model in the past 30 days and brings it down lower than the selling price at the first of August.

The tremendous demand for enclosed cars which is rapidly forcing production of these two-door sedans ahead of open cars, is primarily responsible for the cost and production will be stepped from

5000 to 10,000 per month with an attempt to reach this huge figure within the next forty-five days.

The low delivered costs bring a four-cylinder, five-passenger sedan with sliding gear transmission, honeycomb radiator and other standard equipment features into actual price competition with Ford for the first time in the history of the industry.

Specifications make the low price even more remarkable. The doors are unusually wide and so arranged that it is not necessary to have a divided front seat, a feature which is of importance to buyers of this type of car. The front seat is 20 inches wide and 19 inches deep, roomier than those found on any other light car at any price.

The rear seat is 46 inches wide and 18 inches deep, affording full room for three passengers in the rear of the car. These dimensions bring this model up to the regulation size for a full sedan.

Twenty square feet of window space are afforded by the construction of windows, giving as full a vision as is obtained in any open car.

The new windshield is of the latest one-piece construction, sturdily set in a heavy frame and easily and quickly opened for ventilation.

The motor is rated as 27 horsepower with a much higher power delivered at high speed.

Transmission is of the standard three forward, selective sliding gear type and the Borg and Beck type of clutch construction is employed giving an unusually sturdy power transmission system.

The use of molybdenum steel in

the rear axle shaft puts this important member in the class of that used on the most expensive cars in the country and the shaft is of the same size as that used in one of the most popular high-priced "mass" in the market.

Starting and lighting use the Auto-Lite system which is also standard equipment on many of the larger cars.

The car is finished in a satin duco and upholstery is of exceptionally fine fabric of long wearing capacity.

While many big things have been done by Willys-Overland, Inc., under the guidance of John N. Willys, the trade in general accepts this important price step as asserting the general trade more vitally than any other of recent years.

For the first time, a car of this type, fully equipped and with the general features of braking safety, driving convenience, quiet operation, power and operating economy, has been brought into the great mass buying level.

Sales authorities who are familiar with the frame of mind of the buying public are sure in their souls that it is a liberal impulse, shared in the industry and are eagerly awaiting the results not only so far as sales are concerned, but also as it regards the ability of the Toledo manufacturer to maintain the price.

"If he can hold it down to the new announced figure, the motor car buyer of modest means has been struck the greatest blow and has ever known," is the remark of one important Pacific coast sales executive.

"A manufacturer who can put the specifications of a car such as this, molybdenum steel, heavy frame, big motor, in an enclosed model to sell at such a price is a marvel," is the comment of a well-known manufacturer to whom the price was disclosed early last week.

"Even the sensational financial comeback of John N. Willys, which is the wonder of the modern industrial age, has to take a back seat for such a manufacturing achievement," is the opinion of a leading coast banker.

This new price, the step up in factory production, and the elaborate sales plan back of the Overland have effectively put a stop to all talk of Overland abandoning the field of light, low-priced, four-cylinder cars and have proved that Mr. Willys is as he always has been in the past, going out after a volume which will very likely carry him beyond even his strong three-place position of the present time.

Announcement is made that a heavy quota of these Overland standard sedans has been arranged for on the Pacific coast and that every effort will be made to keep the supply up to the demand.

If this prohibition keeps on being long you will have to apologize for being sober.

## CHEVROLET PRODUCTION SETS RECORD

### Company Is First Manufacturer of Gear Shift Cars to Attain High Production Figure.

The two-millionth Chevrolet built Sept. 8 establishes a new record in automotive history.

The Chevrolet Motor company is the first maker of selective gear shift cars to attain this production.

"Passing the two millionth production mark emphasizes Chevrolet's progress," said W. S. Knudsen, president of the company.

"The present record should not be the last as the company expects to produce close to half a million cars during 1925 which will exceed by wide margin its 1924 Chevrolet peak production."

When the first "Baby Grand" touring model was turned out at the Flint plant in 1913 Chevrolet production for that year totaled only 5,947 which today would represent less than three days work. The original plant would be lost today among the huge buildings of the organization which produces motor, pressed metal and assembly plants at Flint, Michigan, and assembly plants at Tarrytown, N. Y., St. Louis, Mo., Oakland, Cal., Janeville, Wis., Norwood, O., and Buffalo, N. Y., three factories at Detroit for the manufacture of gears, axles and forgings; a transmission plant at Toledo, O., a small parts factory at Bay City, Mich., and an export assembling plant at Bloomfield, N. J. The company occupies 147 buildings with a total space of 6,000,221 square feet. The various plants occupy 24 acres.

The first Chevrolet, purchased by the company a few years ago from the original owner, is still in perfect running condition. At the conservative average of 10,000 miles per car, the two million Chevrolets produced since the completion of this first Chevrolet represent 20,000,000,000 miles of transportation or more than 40,000 round trips between the earth and the moon. Placed end to end the 2,000,000 Chevrolets would form a traffic jam 4,845 miles long.

The Chevrolet Motor company at 12 years old is a comparative newcomer in the automotive field. The gigantic strides which it has made are illustrated well by the fact that nearly one million of the two million cars produced so far were made during the last two years.

As the company grew, improved machinery permitted more cars to be built per employee, marvelous precision equipment rendered possible quick and accurate assembling and the resultant increase in production gave the advantage of tremendous purchasing power.

These factors formed an endless chain continuously pulling down the cost of manufacture, an advantage which consistently has been passed on to the purchaser. The result is that the two millionth Chevrolet, a five-body coach with refinements unimagined a decade ago, now sells at a figure more than \$200 below the price of the original Chevrolet touring car which sold for \$1,000.

The company's position in the automotive industry was strengthened further in 1924 when it became one of the units in the gigantic General Motors corporation. The executive offices are in the General Motors building at Detroit.

Disregarding the idea of yearly models, constant efforts are being made to improve the car. But changes, even of the most minor variety, are made only after long and grueling tests over the roads of the General Motors Proving Ground at Milford, Michigan, far from Detroit, where seven Chevrolet cars, operating night and day, are making a total mileage of 75,000 monthly.

"Comparatively speaking, Chevrolet has started," said Mr. Knudsen. "The policy of providing maximum quality at the lowest possible cost has brought spectacular success to the organization. We shall continue to follow this policy."

## Chrysler Purchases American Body Plant To Insure Supply

The purchase of the Detroit property and plant of the American Motor Body company by the Chrysler corporation is announced by Walter P. Chrysler, president.

"Because of the present instability of the Chrysler corporation with its various plants to supply the demand for its product, the Chrysler corporation has purchased the Detroit plant of the American Motor Body company, which gives the Chrysler corporation 700,000 square feet of additional space," Chrysler explained in making the announcement.

"The first and second floors of the new plant will be used for manufacturing purposes by the Chrysler corporation and the other floors will be used for building open cars including four-cylinder touring cars and six-cylinder Phaetons and roadsters."

"During the past year, the Chrysler corporation experienced body shortage on several occasions with a consequent unavoidable slowing up of production. With a new plant, which is regarded as one of the finest body plants in America, and is directly across the street from the Jefferson avenue plant of the Chrysler corporation, we are assured of adequate supply of quality bodies. The purchase of this plant is simply insurance for the future."

"It will make certain our ability to meet the demands for our cars."

The Chrysler corporation has arranged to take over contracts for bodies made with other motor car companies.

The amount of the purchase price was not announced.

"Only two weeks after the Chrysler four was announced, we were producing 500 cars a day," says J. E. Fields, vice president in charge of sales of the Chrysler corporation. "It is doubtful if any new car has ever been forced to meet such an avalanche of buying orders as immediately descended upon the Chrysler four."

"People found in this car a new expression of four-cylinder value; a finer interpretation of four-cylinder economy; a better-balanced combination of beauty, performance, roadability and smoothness. In short, they discovered a generosity of quality and soundness of value such as they had never before seen in the four-cylinder field."

"At the same time, quality, results and durability of the Chrysler six were adding its public demand higher and higher month by month."

"The sales record—greatest in the history of the motor car industry—which the Chrysler six set up in its first year appears to be only the beginning."

"Today, with the most modern factory facilities and scientific manufacturing processes, worldwide demand for both the six and the four has sent them to new peaks of quality production."

at the lowest possible price has been demonstrated by the rise of Graham Brothers in the short period of five years to the position they now occupy—first in the production of 14-ton trucks and among the leaders in the 1 and 1 1/2-ton fields combined.

"Comparison of the annual growth of the truck industry with that of Graham Brothers emphasizes the rapidity of their advance. Total production of trucks of all makes in the United States in 1921 was 54.7 per cent less than in 1920. In 1922 it was 21.5 per

cent less than 1920. In 1923 the industry surpassed its 1920 figures by 21.5 per cent. In 1924 it was only 16.2 per cent ahead of 1920.

Graham Brothers 1925 sales exceeded their 1921 sales by 154 per cent. 1925 sales exceeded 1922 by 105 per cent, 1924 exceeded 1923 by 54 per cent—and now, at the end of the first half of 1925 the entire 1924 output has been equalled.

"Daily production of Graham Brothers trucks is now 40 per cent higher than in January, and

is being further increased to supply the demand. Retail deliveries during the summer months of June and July, which are generally regarded as low months in the truck industry, have held up to the record deliveries established during March and April."

Putting something by for a rainy day is all right, but now is the time to lay aside something for the cold days.

Things are getting brighter. Even the leaves will be turning soon.

## Delivered in La Grande Freight and Tax Paid

# HUDSON-ESSEX COACH

Now \$1415

# HUDSON-ESSEX COACH

Now \$950

**Hudson Brougham \$1740**  
**Hudson (2-Door) Sedan \$1945**

## 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, as for sixteen years, controls and directs the design of its product as well as the quality of the company.

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

# LEDBETTER GARAGE

NEW MODEL FORDS FIRST SHOWING THE TOURING CAR EARLY NEXT WEEK

## Perkins Motor Co.

Phone M-500. Cor. 4th and Adams

## We Buy, Sell and Trade Used Cars

SAMPSON THREN AND TUBER. VELTEX, the Quality Product.

## Gibbons Service Station

USE VELTEX PRODUCTS And you'll always be satisfied. Complete chassis lubrication. Telephone 573-J. Jefferson and Elm

# Firestone

## Tire Prices Are LOW—CRUDE RUBBER HIGHEST IN YEARS

### Buy Now and Save Money!

The unprecedented demand for Firestone quality and mileage has more than doubled the sales of Gum-Dipped Cords to car owners so far this year, enabling us—because of this tremendous volume—to keep prices low.

Experienced car owners insist on tires that deliver the greatest mileage at the lowest cost per mile, because such tires last longer—make the restricted rubber supply go further—reduce crude rubber costs—and help maintain the present low tire prices.

Gum-Dipping, the Firestone extra process, is also one of the biggest and most important economy factors in tire performance. This method of treating cord fabric, developed by Firestone tire chemists and engineers, insulates every fiber of every cord with rubber, and gives the sidewalls the extra strength to withstand the extra flexing strain—insuring maximum safety, comfort and economy.

Buy now—make sure of economical transportation by obtaining these outstanding Firestone superiorities at present low prices.

**MOST MILES PER DOLLAR**

**Perkins Motor Co.** La Grande, Oregon  
**Imbler Garage** Imbler, Oregon  
**Trail Service Station** Union, Oregon

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER... *W. E. Corum*

## TRUCK ATTAINS LEADERSHIP

Official figures showing that Graham Brothers shipments of 10,000 trucks for the first half of 1925 equalled their entire 1924 output are no surprise to those who have been watching the rapid rise of this company to its present position in the industry.

Graham Brothers trucks, equipped with Dodge Brothers engines were first offered to the public early in 1921. It was in 1921 that there was such general business depression in almost every industry in the United States. The truck industry, in particular, suffered heavily. The total 1921 production fell 34.2 per cent below 1920.

"Although there was a general depression in 1921 that people were not buying trucks," says Mr. L. C. Smith, local Dodge Brothers dealer, "the enthusiasm of the owners of the first of these rugged, powerful, dependable Graham Brothers trucks led to an immediate and rapidly increasing demand. With an increased number of owners, and satisfactory service available at Dodge Brothers dealers everywhere, came the good will which belonged to a worthy product."

"The soundness of Graham Brothers policy of supplying the best truck they knew how to build

## RADIATOR REBUILDING

RADIATOR WORK FENDER WORK BODY WORK

W. E. Corum  
1201 Jefferson Ave.

## CONSTANTLY IMPROVED BUT NO YEARLY MODELS

It has never been the policy of Dodge Brothers, Inc., to build yearly models.

When an improvement is discovered, perfected, tested and found good, it is made at once. The car is always up-to-date.

Moreover, the owner does not have to fear that his Dodge Brothers Motor Car will be made obsolete, shortly after he has bought it, by the announcement of radically new types.

## L. C. Smith

La Grande, Oregon

