

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

CHRYSLER IS PRODUCING 800 DAILY

Quality Standards of Construction Is Still Maintained Despite Increase in Volume.

Chrysler dealers everywhere are celebrating this week the completion of highly important work from the huge Chrysler plants.

The word comes that production on the six and four cylinder models is averaging more than 800 cars a day—the greatest output ever attained by a maker of high grade automobiles.

This is the result of unremitting effort day and night ever since the Chrysler four was announced less than three months ago and a flood of orders from every quarter of the country overwhelmed production facilities and testified to the universal demand for Chrysler products. This demand was heightened by the appearance of the new Chrysler six, so that superlatives efforts were called for in being short production that would meet the needs of the situation.

To step up to more than 800 cars a day and at the same time not to abate in any respect the quality standards for which Chrysler manufacture is famous, has called for the best work of the highly skilled Chrysler craftsmen. Their overtime labor and the installation of new production machinery at a cost of more than \$2,500,000 have had their effect and Chrysler output is beginning to make inroads upon the steadily increasing public demands for the products.

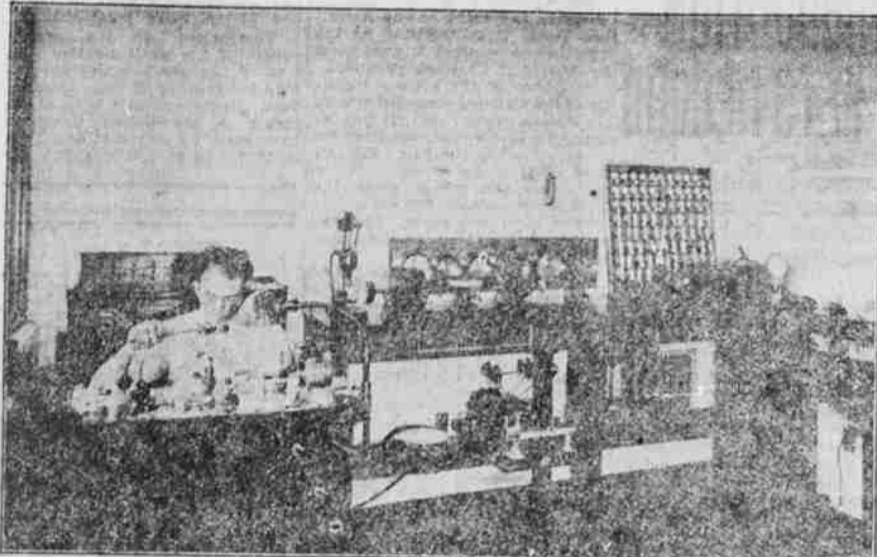
JOYS OF JAIL REMOVED

MEDFORD, Ore.—Considers that the joy of seeing time in the Jackson county jail has been extracted by an order signed this week by Circuit Judge Thomas and passed on the bill door at Jacksonville. The position of trustee has been abolished and the court house janitor now mows the court house lawn. Another custom forbidden by the order is that of prisoners talking from the jail windows with outsiders. Visitors to prisoners are allowed only on Wednesday afternoons, and at other times only through a special order of the court.

Provisions are also made for keeping the prisoners from reaching the wood box and hitting the jailer over the head with a stick of stove wood, another old custom.

Some women have a lot of nerve. We saw one with long hair.

Ford Watchmaker a Busy Man



The Ford watchmaker's shop in Engineering Laboratories of the Ford Motor Company at Dearborn, Mich.

PAIGE GROWTH IS RECOUNTED

The automobile industry abounds with stories of huge sums made during the last several decades. One automobile magnate, Harry M. Jewett, president of the Paige-Jewett Motor Car Company, once returned a block of stock in the Ford Motor Car Company which Mr. Ford automatically bought and paid a price said to be \$20,000,000.

Several years after refusing the chance to buy this stock for some ten or twenty thousand dollars, Jewett saw the mistake he had made.

That was seventeen years ago. The result was the founding of the Paige-Jewett Motor Car Company. Less than \$100,000 was invested in the enterprise. The factory was an old plant formerly used for the manufacture of drugs. Three hundred and two cars were built that first year.

have grown to \$11,500,000. The stockholders have been paid a fair return on their money and many have made small fortunes through the selling of the many extra shares of stock gained through stock dividends.

The old drug factory was abandoned within a few years. The growth was steady. The present day factory equipment consists of modern buildings with more than a million square feet of floor space.

Behind this steady growth has been the same organization as met from President Jewett down. They gained steadily in experience until today the Paige executives stand out as leaders in manufacturing and merchandising.

"We have always had one idea in mind," states Mr. Jewett, "that is 'how can we make them better?' And each year we have made them better. Work like ours always tells in the end. It has steadily built our business during the seventeen years, until this year our sales will total about 50,000 Paiges and Jewetts."

Saving is a fine habit. But be careful what you save. Don't try to save all your good deeds for the future.

Ford Company Is Now Organized in Mexico City Plant

The Ford Motor Company of Mexico has been organized in Mexico City and is now turning out assembled Ford cars and trucks for distribution in that territory. In all its essential details, the Mexican plant is similar to Ford plants in other foreign countries and the United States. Production has begun and while facilities at present only permit assembly of chassis, additional equipment is now being installed. This includes craning systems and also facilities for building bodies.

The Ford Motor Company plant in Mexico's first automobile factory and its operation is regarded as much a show place of the city as an industrial enterprise by the citizens and Mexican government officials. The plant is housed in a ten story building of 48,000 square feet of floor space which has been remodelled to conform with Ford standards of production. General offices of the company are located in the building.

You Don't Want It--

When you buy one of these new Studebakers, you don't want it to run you for 200,000 or 300,000 miles.

You'll not require that much mileage; you have a new car before you travel that distance. BUT you do want a car with that amount of service built into it!

You want that kind of a car because it means that your annual depreciation is small—you have a car with high resale value. That's what Studebaker ownership means.

And remember, there are no yearly models to add depreciation. See the new Studebaker yourself. No greater value than this unusual one-profit car.

M. J. Goss

Studebaker Sales and Service.

"This Is A Studebaker Year"

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

CAR FINISHING METHOD SHOWN

Simple, common sense methods of performing seemingly different operations is one of the secrets by which some of the leading automobile manufacturers have been recently able to improve their products and at the same time reduce prices to a marked degree. The very simple method of "color separation" recently installed in the Duco finishing department at the Oldsmobile plant is an example of this point.

The latest Oldsmobile is finished entirely in Duco, the best wearing and most lasting automobile finish yet produced. Duco is a nitrocellulose mixture which gives a hard, yet lustrous surface. It dries so rapidly that it is impossible to apply with a brush; so it is put on with an air gun which shoots the Duco in a fine spray over the body.

This "spray gun" method presented difficulties when efforts were made to use different colors on the same body, as it was impossible to bring the two colors together evenly. This was solved at the Oldsmobile Works by the use of ordinary brown wrapping paper and plain grocery store corn starch paste.

The first step in finishing Oldsmobiles is a thorough cleaning of the body and painting of the interior. Then an oxide metal primer is applied to the steel body, after which it is dried over night in an oven with a temperature of 150 degrees. Next a rusty glass is applied and again the body goes into an oven, this time heated to 165 degrees. A sand surface is then applied with an air gun after which the body is rubbed with water and sand paper. Spot putty is again applied and the body is dried once more to remove all moisture.

The body is then ready for color and a ground coat of color is applied. This, as well as all the preceding coats, is put on over the entire exterior surface.

When the two colors are applied the lower portion of the body is then given four coats of Duco of the final color. After this is dried, a strip of brown paper about 10 inches in width is pasted over the Ducoed part of the body. The upper edge of the paper is pasted to the body even with the line where the two colors are to meet. The upper part of the body then receives its four coats of Duco—that portion of the coloring material from the air gun that falls below the line harmlessly strikes the paper. This paper is then pulled off and a wet sponge removes any bit of paper or starch that may remain on the body.

After these four coats of Duco have dried the entire body is rubbed with the sand paper of the same texture as used by dentists in polishing teeth. A coat of thinner, colorless wax is applied to the two-colored finish, and then polishing and stripping completes the finish.

The operation is the same on both open and closed body types, the closed having a black upper structure and a grey or blue lower body and the open cars being Russian brown below the lower molding and molokis grey above. This upper color also extends in a middle over the top of the hood.

RAILROAD SURVEY MADE
KLAMATH FALLS, Ore.—All surveys of the Oregon Trunk railway between Bend and Klamath Falls have been completed, according to officials of the northern line. The surveying crews have been withdrawn and the blue prints are ready for submission to the interstate commerce commission. Local officials of the Oregon Trunk declared that if the interstate commerce commission granted the needed permission to build early next spring, trains would be running between Bend and Klamath Falls by the spring of 1927.

Nation's Capital Has Traffic Difficulties

WASHINGTON, D. C.—Pedestrians, motorists, street car patrons, and bus riders in the national capital are awaiting with more than ordinary eagerness the completion of a traffic and transportation survey which has been in progress here since April. They hope the survey will help to untangle Washington's traffic tangles, cut down the rising rate of street accidents, and bring about a general overhauling of the city's transportation problems.

When Major Peter Charles L'Efant was assigned in 1921 by President George Washington to evolve a city plan for the capital, he had no idea of the extent to which the wheels of transportation would be turning in less than seven years, on his checkerboard streets, his diagonal avenues, around his circles, and through his picturesque triangles.

"This problem of traffic has arisen so swiftly that it has overwhelmed Washington, just as it has overwhelmed other cities," said Major William E. H. Covell, assistant engineer commissioner of the district public utilities commission, under whose direction the survey is being made. "The original L'Efant city plan was followed with practically no alterations up to the latter part of the last century. As late as 1902, when the McMillan report presented the conclusion that the original L'Efant plan should be applied to the development of the outlying sections, not a word was mentioned about transportation, nor were any plans suggested for traffic. It is plain that the complicated traffic problems of today are caused almost entirely by the increasing use of motor-driven vehicles and electric cars."

Some conception of how traffic moves in a modern American city with half a million population may be gained from traffic count made as a part of the survey. This count showed that 257,928 vehicles other than street cars and motor buses entered and left the congested section of Washington in one day. These vehicles carried 234,856 passengers; an average of 14 passengers each. A total of 17,249 street cars and motor buses entered and left the congested district during the same day, carrying 327,102 passengers; an average of not quite 19 passengers per conveyance.

Thus a grand total of 305,265 vehicles of all kinds, carrying a grand total of 561,958 passengers, entered and left the congested district of Washington in one day.

How all this traffic flows in and about the city, what the transportation facilities are, costs of different types of service, causes of accidents, population trends, speeds of travel, and all the other elements in the complex question of transit will be detailed in the final report of the survey which will be made to the commission in the latter part of September. The actual work of the survey is being done under Major Covell's direction by McClellan and Junkerfeld, Inc., a New York engineering firm; the expense of approximately \$50,000 being paid by the North American company, a public utility holding company which has substantial investments in a part of Washington's transportation system.

"The function of this survey will be to give us exact facts and figures," said Major Covell, "to be used as a basis for the recommendations of various traffic experts as to permanent remedies. We believe it is the most comprehensive study of transportation ever made in any American city, and we think the facts brought out in the survey may serve in the nature of a guide for the nation as a whole."

RACINE MULTI-MILE TIRES

Why We Chose RACINE

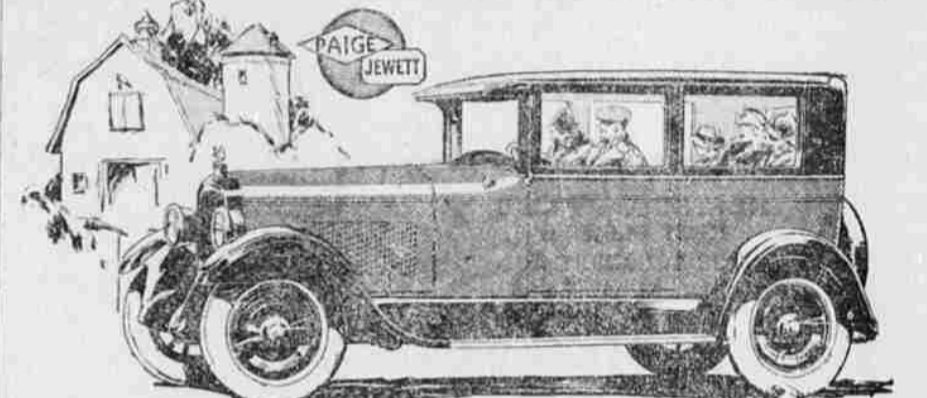
When you stop to think of it, our selection of a tire is more important to us than your selection of a tire is to you.

You only have to run a car on your tires; we have to run our business on ours. We selected RACINE Tires because they have lived up to their good name for fifteen years.

La Grande Filling Station

WINS BY FAIR DEALING
J. F. BEASTY, PROP.

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



Improved Jewett Gives Larger Finer Car for Less Money

Greater sales, greater enthusiasm than ever before greeted this comparison-proof Jewett Coach.

And no wonder! For in roominess and fine riding quality—in quality of detail—in sheer ability on the road—in value, Jewett Coach leads the field.

Here is roominess like in big sedans—only without their bulk. We recently added more roominess. And added length gives amazing new riding ease. Take any road you find at the speed you like to ride. Jewett Coach will do it restfully.

Never Such Performance! To drive Jewett Coach is to experience a brand of performance that's utterly new and amazing. Power that pulls the hardest hills on high and carries you along open stretches at 60 and better.

You'll realize that Jewett has put two to three thousand dollar engineering into a car that sells for \$1245. That's why Jewett performance is taken for granted wherever motor cars are sold.

And you can expect this kind of performance from Jewett Coach for years without worry of upkeep cost; for it's a sturdy, well-built car through-out. That's why Jewett is worth more than ordinary cars. Because Jewett has been unwilling to sacrifice quality in a single detail.

August Jewett sales this year exceed August, 1924, by 131%, emphatic proof of this car's great new value.

Let us show you today what this new motor car satisfaction really means—yourself at the wheel.



More entrance space than any Coach. Enter or leave rear 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 gear. 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. (61-3)

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 \$1650. Prices f. o. b. Detroit, tax extra. Paige-Hydrolic 4-wheel brakes at slight extra cost.

HARRIS FRENCH

1115 Washington Ave.

FLETCHER OIL COMPANY

The First Independent Oil Company in Oregon.

Velox

S. L. VHM

WHAT

VELTEX MOTOR OILS are produced from the highest grade PURE Paraffine base cylinder stock the markets afford, and up to a high standard specification, which is uniform at all times. These oils are not a blend of asphaltic and paraffine stocks, which tend to cheapen the finished product.

They are guaranteed to equal any oil you have ever used or your money will be refunded by the dealer.

Patronize a VELTEX dealer—you will like him.