

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

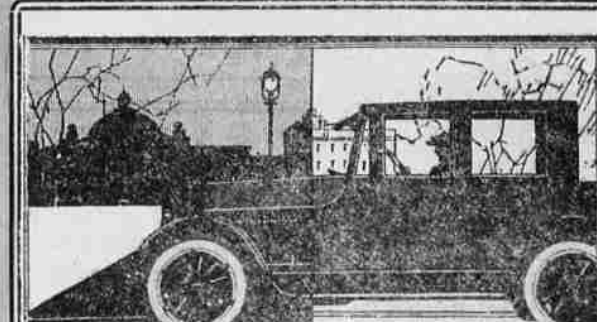
## DODGE CARS LAST YEARS IN SERVICE

### Ten-Year-Old Machines Still in Service All over the Country; Life of Enamel and the Upholstery Noteworthy.

Dependability and long life, according to L. C. Smith, local dealer, are largely responsible for the "World Wide Good Will" enjoyed by Dodge Brothers, Inc. These characteristics are but the natural results of selection of the highest grade materials of precision in workmanship and of soundness of design.

"The files at the factory," says Mr. Smith, "contain hundreds of letters written voluntarily by enthusiastic owners of Dodge Brothers motor cars which were among the first shipped into different parts of the country and which are still in active service. A large percentage of these has traveled well upward of 200,000 miles.

"As typical examples of these 'Old Timers,' car No. 12, the first Dodge Brothers car delivered on the Pacific coast, is reported still in service after over 170,000 miles on all kinds of mountain roads. Car No. 12, the first received in Denver, Colorado, arriving there December 10th, 1914, was first used as a de-



### Enjoy This Release from Worry Whiz along at daylight speed, with daylight ease, in daylight safety

#### flatlites:

bring to night driving a sense of security that rids motoring of one of its greatest worries.

flatlites use every bit of light that your bulbs produce, instead of filtering it and absorbing it through diffusing lenses. They keep the light on the road, below eye level, by means of patented fines and corrugations.

Thus you travel along a road that is bathed in a white flood of illumination, and keep the offending glare from the eyes of oncoming drivers. You can whiz along at daylight speed, with daylight ease, in daylight safety, flatlites go on right over your old reflectors, and come provided with window glass to replace your patent lenses.

Snap off today and get your pair. We take but a few minutes to install them—and forever after you laugh at darkness and all its terrors.



## REFLECTORS Flatlite Prices

Ford . . . . . \$1.00    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.

## NOT TO SUIT OURSELVES

We do not run our business to suit our own little whims but we do aim to cater to the needs and wishes of our steadily growing list of satisfied customers. It is only natural that motorists will flock to the place where their money will buy honest merchandise at a fair price and where they feel that appreciation of their business is shown by prompt personal service.

RACINE TIRES    VELTEX GAS AND OIL  
**La Grande Filling Station**  
Wins By Fair Dealing.    J. F. Heasty, Prop.

## Garage Gossip

### "Steve" Gardiniers, who formerly called La Grande his home but has for some time been a resident of Portland, arrived in La Grande Friday to spend a few days and has incidentally, been telling of a motor accident he witnessed in front of his home recently which indisputably proved the excellent construction in Buick closed cars.

### The Way to Do It—

Two automobile dealers, or merchants in other lines for that matter, are able to expand as they would like to because of the difficulty of obtaining competent men to take charge of new establishments. J. P. Morelock is enabled to take care of the Star agency in La Grande and at Wallawa so satisfactorily because his son, Ed Morelock, himself a capable automobile man, maintains the Wallawa garage.

### Hunted—

L. G. "Tex" Knight, of the Perkins Motor company, while generally successful as a car salesman, has so far failed diametrically as a deer hunter. With Charles McCook, an O. W. engineer, Mr. Knight went out on the first two days of the season without success. With true salesman's persistence Tex says he is going back again Sunday and as many times thereafter until he at least sees a deer.

### "Let 'er Buck"—

Although not a resident of Pendleton, Harry Stilwell, Fremont fire man, is by nature a booster and so can find him wanting one of the ten gallon hats advertising the Round-Up. Mr. Stilwell works out of Portland. He was here the latter part of the week.

### Not Held Long—

E. L. Lambert received a car load of Essex cars this week. As usual in the case of the famous Essex coach the cars were delivered on the following day with still other orders left unfilled.

### Sill Working—

For a while this week most of the light adjusting stations in the city had difficulty in securing equipment but now the situation has been relieved for nearly all of them have received new shipments of goods. While the stations are still busy the rush has been pretty well caught up. Fred Burgess was added to the list of local light testers this week. Mr. Burgess had to construct a special place for the work.

### Prevent It—

When Jules Dusevair, Star Motor company factory mechanic, first made the new famous agent of the Waterman Canyon in California in a Star car in high gear there was a great deal of talk from competitors that the feat could not be accomplished. Finally the matter was taken to the Los Angeles business luncheon for investigation. And now, according to word received here yesterday by J. P. Morelock, local dealer in Star cars, the climb had been made again before a large number of people assembled to witness the demonstration. This was done successfully and the Star people have issued a challenge carrying a \$500 forfeit to any car made to well under 15000 which can make the grade in high gear.

### Watch 's Go—

The new six cylinder car which is to go into production some time this month is expected to set the motor world by the ears. J. P. Morelock, Star car dealer, expects to have a demonstrator about the first of next month.

### Very Good—

Mrs. Avery Harrison maintains, and correctly too, judging from the results, that women make the best window decorators. Mrs. Harrison decorated her new car.

### 1914 and 1915 to register their cars. It still in service, at his sales room. Of 25 cars sold during those years, 22 were registered. Most of the other owners had moved from the city.

### "Or great interest is the fact that out of these 22 cars 43 had their original baked enamel finish, a large percentage almost the original lustre. The leather upholstery was invariably good.

### "World Wide Good Will" for Dodge Brothers, Inc. is the natural reward of universal respect and satisfaction among the users of their product."

## WILLYS CARS GIVE SERVICE

Records which are being worked out by the engineering department of Willys-Knight Inc., show that there are many of these automobiles which have been driven in excess of 100,000 miles without motor trouble and that this service is normally expected by the average buyer of a Willys-Knight car.

The investigation is covering the first models built ten years ago and also covers many instances of extra-hard service, where cars have been driven up to 50,000 miles in one year.

In the Hood River apple country or Oregon there is a Willys-Knight coupe-sedan which has averaged better than 40,000 miles a year for the past two years without a cent for motor repairs despite the fact that the car is put to unusually hard service.

In central and eastern California there are Willys-Knight cars which are used daily in mountain driving with hillclimb piling up to 1200 miles a week that still have to undergo their first experience with a merchant's tools.

A recent run by an owner from San Francisco to El Centro, thence to Los Angeles and return required an average of better than 375 miles a day with one day calling for 472 miles through desert country and over steep mountain grades. The total elapsed time with no consideration given to the time spent for meals.

The car which made this trip had already been driven 27,000 miles and the motor has never been touched in any way.

There are instances where Willys-Knight motors have been driven up as high as 200,000 miles and still maintain their original smoothness and power.

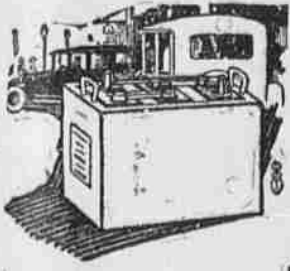
In every case where these old motors have been tested out for power, the results have shown that they develop a higher power rating than that which was considered their best performance when they were new.

The most recent development of Willys-Knight engineers, the addition of the Lanchester balancer to the motor, is expected to have a direct bearing on securing even greater mileages out of the new motors than the abnormally high achievements of the past.

An important after effect of the pathfinding Willys-Knight Six who with companions is chartering the route to be followed by Illinois Automobile club members to Florida in October, indicate the party's arrival in Mobile, Ala.

"National Motorcade pilot car arrived in Mobile tonight, (August 21)" reads the telegram from Kroulik. "We have covered 3260 miles with no adjustments necessary and car is running in the same fine shape as when we reported it. Several sales have resulted from demonstrations of pilot car."

Kroulik and his aides left Chicago early in August to chart the route over which several hundred members of the J. A. C. will travel in the largest and most prestigious automobile convoy ever attempted. Club members will leave Chicago early in October, going south through Illinois, Tennessee and Florida. On their return they will arrive in New Orleans and then north, picking up their original trail at Memphis. The same Willys-Knight six which Kroulik used in charting the tour, will make the entire trip as pilot car, during which moving pictures will be made with stops at historical points of interest.



### FRED--

THE BATTERY MAN  
Can put new life into that old battery. Don't guess, but take it to him.  
8-Hour Service

## EXIDE BATTERIES

Fred T. Burgess  
1308 Jefferson

balancer, which does away with all motor vibration, is a direct and appreciable increase of power.

### Japan Suppresses College Issue

TOKYO, (AP)—A recent issue of the Waseda University Journal was suppressed by the police on the grounds that some of the articles contained were dangerous to public peace. The chief article which aroused the authorities was one said to have been written by a member of the faculty criticizing the Shanghai situation. This is declared to be the first time the police have suppressed a Japanese school publication.

## ANOTHER

Air-pressure Gasoline Pump installed today!  
This gives us two new pumps, which means  
**QUICKER SERVICE - TRUER MEASURE**  
30 x 3 1/2 Tires at a Real Low Price  
**HIGHWAY SERVICE STATION**  
ROBERT CAREY

LOOK OVER OUR WANT ADS FOR BARGAINS

## Economical Transportation

# CHEVROLET

## Now 2,000,000 CHEVROLETS

### Why?

#### QUALITY AT LOW COST

Chevrolet has now built 2,000,000 cars—the first manufacturer of automobiles with modern sliding gear transmission to reach this tremendous production.

This achievement has been made possible because Chevrolet has met the great public demand for a quality car at low cost.

Chevrolet has a construction typical of the highest priced cars—

Touring \$525	Roadster \$525	Coupe \$675	Coach \$695
Sedan \$775	Commercial \$425	Express Truck \$550	

ALL PRICES F. O. B. FLINT, MICHIGAN.

### Blue Mountain Garage

M. A. HARRISON, Mgr.    Opposite Postoffice

## Spending Money As A Matter of Habit

That's a poor practice. Buying gas and oil, greasing and washing service, just because you are in the habit of doing it is poor economy.

Playle's increasing number of customers come as a matter of dollars and cents—not as a matter of habit. The value they buy, the service they get—that is the thing that counts.

# Playle Oil Co.

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

Fred T. Burgess  
1308 Jefferson

## Tips For Motorists

Not all motor troubles are avoidable, but serious damage to any automobile engine may absolutely be averted by the observance, on the part of the sane motorist, of two very simple rules: First, to give the car more-than-casual inspection, each morning, before setting out; second, to heed the advice of the motorometer which is placed on the radiator cap, not for ornament, but specifically as an advance warning to motorists when some sort of trouble is brewing. This device will not tell the driver what is wrong—that is up to him to discover when he gets the danger signal—but it will tell him, in plenty of time, that something is wrong.

Incidentally, here is a list of possible troubles the motorist should look for in the case of both the early morning inspection and after he has received warning of trouble while on the road: radiator leak, broken water pump, rotting or rubber hose connections, choked water passages, cylinder friction, loose oil pipe connection, clogged strainer, broken oil pump, worn piston rings, driving with retarded spark, improper timing, improper carburetor adjustment, broken fan belt and clogged muffler.

Willys-Knight Car Receives Prizes Of Motorcade Pilot  
Latest word received from Frank Kroulik, in charge of the