

Highway and Auto Dope

AUTOMOBILE NEWS

Tourist Traffic and News

CITY HAS MORE BUICK OWNERS

Business is moving along at a brisk pace in the garage just east of The Evening Observer office, where Jennings and Shumate hang out the Buick sign—and the sign is undoubtedly proving quite attractive if sales records of the past week or so are any criterion. The demand for Buicks in Union and Wallawa county is improving, according to Mr. Shumate, who declares that buyers keep him hard pressed to supply automobiles as rapidly as the purchases are made.

At present a total of nine new Buicks, of popular types, are en route here to be delivered to as many purchasers upon arrival.

Besides the nine coming, two arrived at Pendleton Wednesday and were delivered to their new owners.

Vernon Jennings and Clyde Kiddle drove to the Round-Up city, unshackled the machines, and drove them back to La Grande. Mr. Kiddle purchased one, a four-door sedan of the master class and the other of the same type was taken by Mr. Courtney, of Wallawa.

A new standard four-door sedan was delivered earlier in the week to C. J. Edenheim.

More Studebakers Are On European Markets

More high powered motor cars were exported by Studebaker during the first six months of 1925 than by any other automobile maker in America.

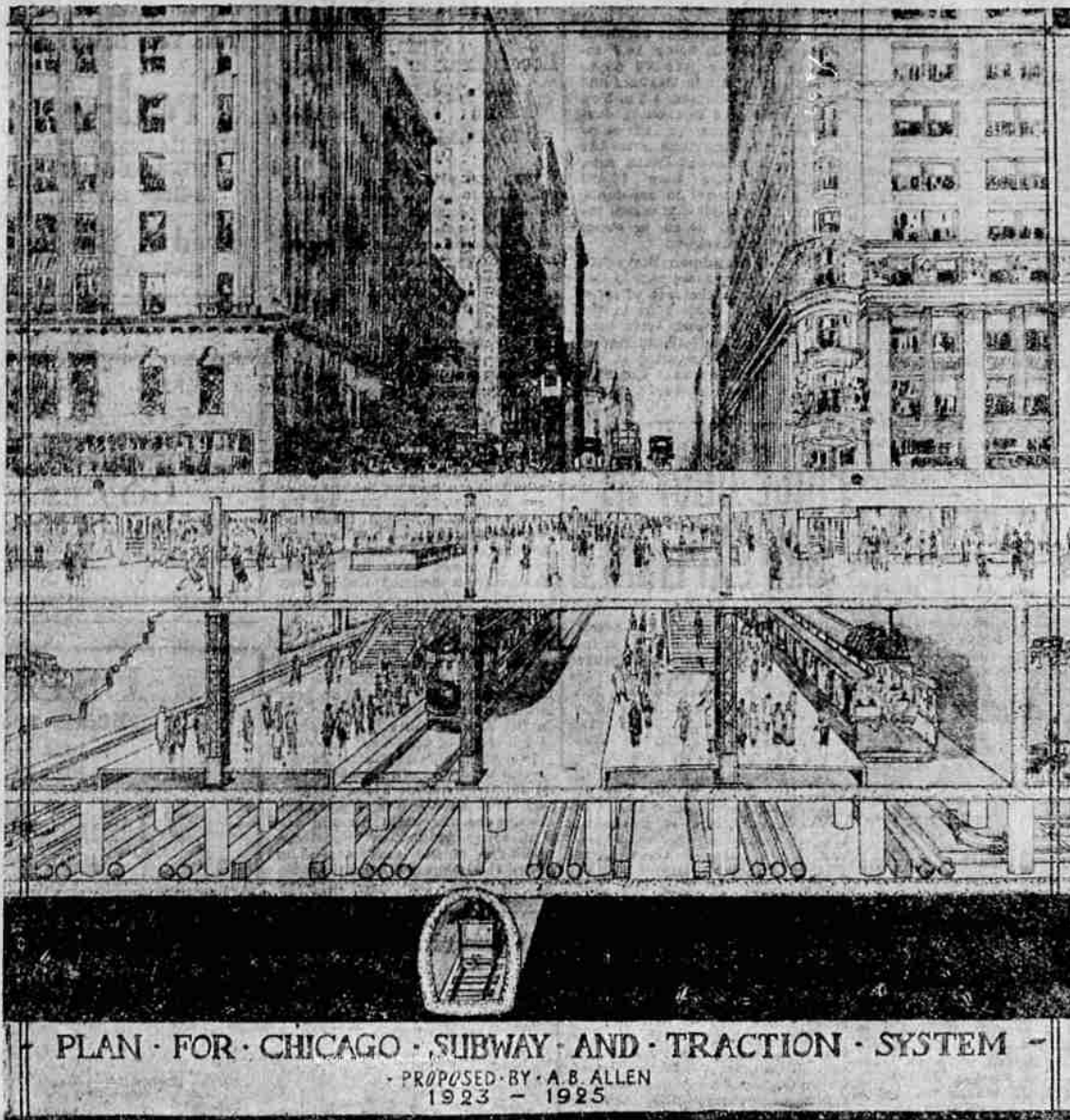
In most countries, this achievement was won against the penalty of a horsepower tax, which makes ownership of cars more costly in proportion to their rated power.

MAN DROWNS AT ALBANY.

ALBANY, Ore.—An unidentified man about 55 years old was drowned in the Willamette river in the eastern section of Albany. It was believed he committed suicide.

Nothing by which his identity could be established was found and he was a stranger in Albany. A few pennies were found on his person. He wore a khaki shirt and trousers and a dark coat and was partially bald. He was of medium height, weighed about 170 pounds and of sandy complexion. A set of false teeth was found in his pockets. Coroner Fisher has charge of the body.

MAY SOLVE TRAFFIC PROBLEM



PLAN FOR CHICAGO SUBWAY AND TRACTION SYSTEM - PROPOSED BY A. B. ALLEN 1923 - 1925

AN ENGINEER'S VIEW OF FUTURE CHICAGO, showing three levels. At the bottom will be the street railways, with stairs and elevators leading up to the second level. This level is for the exclusive use of pedestrians, and there will be no fear of being run down by an auto, as the autos are to be confined to the top level. On the right and left are parking spaces for cars, with causeways leading down to them.

Sulphation of Battery Terminal

When a battery terminal is present in sulphating, it is due to a break in the sealing compound that permits the acid to climb the binding post and attack the terminal. This break can be closed only by softening the compound.

A soldering lamp is good for this, but care should be used not to melt the leading binding post. Remove the battery from the car to avoid danger of fire.

Pre-Ignition.

When trying to locate the cause of pre-ignition, don't forget that it is sometimes caused by overheated spark plugs. A plug should not project too far into the combustion chamber. For this reason the proper length plug for each type of engine should be used.

DODGE BROTHERS COACH

In buying Dodge Brothers Coach, you may rest assured of this:

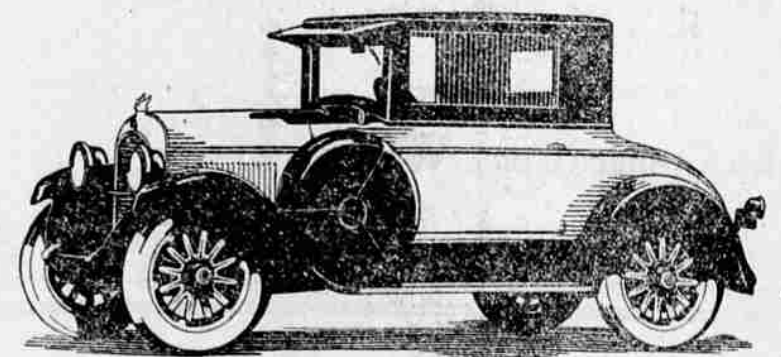
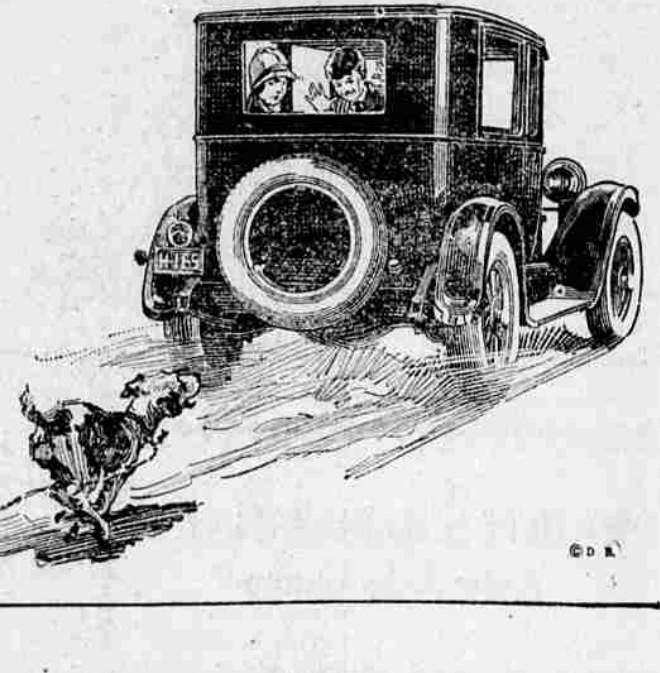
Nowhere can you purchase greater dependability, greater freedom from annoyance, and more substantial and durable beauty at a smaller cost-per-mile.

The Coach not only accommodates five adults in comfort—it carries them in comfort.

Dodge Brothers low swung body lines, long, underslung springs and balloon tires assure the owner a degree of travel ease which you would call exceptional in any type of car at any price.

\$1035 f. o. b. Detroit—\$1255.00 Delivered

L. C. Smith
La Grande, Oregon



THE FAVORED FOUR

Because of supreme quality, new performance results, advanced engineering and superior workmanship The Chrysler Four, quite as much as its companion car, The Chrysler Six, reflects the training and experience of its builder—Walter P. Chrysler.

Obviously, when such quality is combined with the unusual roadability which results from Chrysler designed spring suspension and balloon tires; with low center of gravity, pivotal steering and hydraulic four-wheel brakes to give utmost safety; and with Fisher bodies for maximum comfort—the result is unapproached motor car value in its price class.

Test it out, yourself, behind the wheel. We are eager to provide this opportunity.

The CHRYSLER FOUR		The CHRYSLER SIX	
The Touring Car	\$1140	The Phaeton	\$1630
The Club Coupe	\$1255	The Coach	\$1695
The Coach	\$1310	The Roadster	\$1865
The Sedan	\$1370	The Sedan	\$1955

These prices are delivered in La Grande, freight and tax paid, with Lockhead 4-wheel Hydraulic Brakes and include Fire and Theft Insurance for one year.

LEO FRENCH

CHRYSLER SIX - FOUR

NEW FORD IS ON DISPLAY

W. C. Perkins, of the Perkins Motor company, Lincoln and Ford distributors here, has returned from Portland driving a new Ford touring car, which is the first new Ford to be seen in La Grande.

The model is on exhibition here and is being viewed by many Ford fans. The touring car is black, all-steel body of streamline design, double ventilating windshield, Ford leather-cloth one-man top, tool box under front seat, standard equipment including four cord tires, weather-proof side curtains opening with all doors, windshield wiper, and nicked headlamp rings.

The touring model is four inches longer and roomier seats are provided. The front seat is three and a half inches wider and the rear seat is five inches wider than in the old model.

About forty of the new cars, of different types, have been sold. Mr. Perkins doesn't know when the company will be able to begin filling the orders but states that this will be as quickly as the factory can rush the cars to him.

While only the touring car has been displayed so far, other types will be shown as soon as they can be secured from the assembly plant in Portland.

Probably the best evidence of the widespread interest manifested in these cars comes from the general offices of the company at Detroit where it was stated that since the new cars were announced orders for more than 132,238 have been booked by dealers throughout the United States with thousands of orders coming in every day.

NONE TO SPARE

A motor-car had just knocked a man down and run over his toes, and the victim was claiming damages.

"Great Scott!" gasped the astounded owner of the car, "you want forty pounds for a damaged foot? I'm not a millionaire, you know."

"Perhaps you ain't," tersely replied the victim, "and I ain't no centipede, either.—The Tattler."

RADIATOR WORK FENDER WORK BODY WORK

W. E. Corum
1301 Jefferson Ave.

Small Cars Gaining in Popularity, Cox Says

"Parking and traffic problems have caused the small car to gain in popularity during the past few years and manufacturers have responded with a score of light machines with short wheelbases at very moderate prices," says Dale Cox of the Battery and Electric Service Co.

"The advent of the moderate priced car has brought out many moderate priced accessories and a desire for less expensive equipment. Batteries for this type of car have been under development by the Willard company for some time," he claims.

Willard has never made a cheap battery nor have they cheapened their good battery to take care of the small car needs, according to Mr. Cox. Instead they have developed a good battery at a low price to fill the bill. Although they are the exclusive makers of batteries with Threaded Rubber Insulation, Willard has always made a wood insulated battery and this battery has been refined for the light car. Increased demand on the part of the car manufacturers for this type of battery has enabled the Willard factory to go into large production, with the result that better wood insulated Willard batteries are available for small automobiles at lower prices than ever before, he concluded.

HIGHWAY WORK IS SHAPING UP

With the burial of Old Man De-tour, who has been making his home on the Emigrant Hill section of the Oregon Trail through the summer, road conditions throughout Union, Umatilla, Wallawa and Baker counties are reported to be in excellent shape—as easily traveled as weather conditions permit.

The new grade between Pendleton and La Grande is now in use—and heavy use inasmuch as the traffic to the Round-Up is almost a continuous stream—and the rough detours are eliminated.

Reports from Pendleton stated that over most of the hill the highway is in splendid condition. The exceptions are a few places where no surfacing work has been done. This surfacing work is now under way on the cut-off west of the St. Andrews mission.

The new grade up the hill eliminates many of the former dangerous curves and makes the highway wider, particularly at dangerous points.

SPEEDING UP AUTO OUTPUT

DETROIT, Mich. (Special)—Sustained demand and a growing list of unfilled orders has caused the Chevrolet Motor company to increase heavily its production schedule during September.

The schedule revision involves an increase of more than 16 per cent over the production program originally planned for September. The new schedule calls for 53,145 motor cars and trucks in September. The new schedule calls for that month and only 3,978 less than the highest production month in the history of the company.

Both day and night shifts have been augmented to maintain the new schedule. The company shipped 4,284 cars to dealers on Aug. 21, establishing a new record 600 higher than the largest previous shipment for one day.

The company, which recently made its two-millionth car, attained during August a greater production than for 1925 than the entire production of 1924.

Several factors have contributed to the unprecedented demand according to C. E. Dawson, assistant general sales manager of the Chevrolet Motor company.

The August 1 reduction of \$40 to \$34 in the closed model prices together with the announcement of the improvements on all models caused a still further increase in the unfilled order list," said Mr. Dawson. "The greatest demand at present appears to be for the Chevrolet coach. Increased popularity also has been gained by the new Utility Express one-ton truck which has replaced the former truck of the same name.

Another factor in car demand is the rapid economic recovery of the south and the southwest where purchasing power is now on a par with the remainder of the country.

Gasoline War Breaks Out at Minneapolis

MINNEAPOLIS (AP)—A gasoline "price war" broke here a few days ago resulting in a 2.1 cent drop in the price of motor fuel in virtually all filling stations in the city. The filling station price on low test gasoline has been reduced from 21.2 cents a gallon to 19.1 cents.

Everyone wants to know what will happen in the future. But then the future wouldn't be so bright as it is now.

An Ideal Model FOR HARD WINTER SERVICE The Studebaker Duplex-Phaeton

Open when you want it open—tight and warm when you want to be protected from fall rains or winter winds.

No other car offers you the unusual features found in this Studebaker Duplex. See them on the streets of La Grande—smart in appearance, built for hundreds of thousands of miles of hard service, comfortable and cozy for all kinds of weather.

And the price—far below anything of like quality and features. Truly a one-profit car offering value that only Studebaker's gigantic operations make possible.

Give yourself a treat by investigating this new Studebaker. Drive it yourself—ride in it. Then you'll appreciate the full meaning of "Studebaker Value."

M. J. Goss

Studebaker Sales and Service.

"This Is A Studebaker Year"