

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

JEWETT SALES STRIDE AHEAD

Sales of the Jewett-Detroit Motor Car company on its improved Jewett Six showed an increase of 141 per cent last month over August, 1924, according to figures just announced by Harry H. Jewett, president of the company.

This increase may be due to both improvements and the reduction in all prices which were announced shortly after the first of the month.

Various additional agencies throughout the country by increasing the number of the Jewett Six increase referred to the fact that the company "is now in an enviable financial position, having \$4,000,000 cash on hand." This financial standing was pointed through the success of Jewett and the steady reliable business done

PLAN SAVINGS FOR BUYERS

"Chrysler motor car buyers will be saved five million dollars during the first year of the operation of the Chrysler plan," said Leo French, in explaining the new plan, which reduces financing charges and lowers insurance rates.

"The Chrysler plan is the result of long study on the part of Chrysler executives here to reduce the delivered payment delivery price of Chrysler cars," the local distributor continued. "The Chrysler corporation contemplates that a first step would be to take advantage of its mass purchase power and to arrange for the lowest financing charges, such charges to be uniform throughout the United States."

"Ordinarily no company is going to finance the sale of a car on a deferred payment basis unless that car is insured against loss from fire or theft. So once again the Chrysler corporation took advantage of its mass purchase power and arranged the insurance on all Chrysler cars. The same is true effect at the time of delivery to purchasers."

"The Chrysler corporation today provides for minimum finance charges on cars sold on the deferred payment basis."

"The Chrysler corporation will all of its cars insured against loss from fire or theft for one year."

"Last month about Chrysler purchasers saved more than \$400,000 by the operation of the Chrysler plan. Nothing the Chrysler corporation, its distributors and dealers make a cut from the operation of the finance plan. Neither the Chrysler corporation, its distributors or dealers make a cut from the operation of the insurance feature of the plan. The total saving is made by the public by car buyers."

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Henry Ford Today



Henry Ford's latest picture, shown by an NEA Service artist in connection with Ford's interview in which he declares, when asked if he will retire soon, "You never can tell."

CONSUMPTION OF GAS REACHES NEW RECORD IN STATE

SALEM, Ore. (Special to The Observer)—Tax on sales of motor vehicle fuels for the month of July, 1925, collected by the department of secretary of state, amounted to \$248,034.46, which was \$45,371.94 in excess of that collected for the corresponding month of 1924, the nearest approach to the record thus established since the first tax law of 1919 went into effect. Of this revenue, \$222,244.75 was collected from the sale of 11,277,723 gallons of gasoline and \$25,789.71 from the sale of 234,322.3 gallons of kerosene. The gasoline consumption record for July, 1925, for the state was 1,184,399.5 gallons in excess of that reported for July, 1924.

The total amount of tax collected upon the sale of motor vehicle fuel from February 25, 1925, when the original tax measure became effective, to July 31, 1925, amounts to \$1,819,410.91, the net proceeds

GARAGE WILL BE ENLARGED

Feeling that his present quarters are now large enough to adequately handle his business in connection with the Studebaker automobiles that he is handling, M. J. Goss, local garage man and car distributor, has announced that he will build on a 25 by 25 addition to the garage which will be constructed of brick, in keeping with the present building.

The additional floor space gained will be used for shop service. The present show rooms and offices will remain unchanged.

Mr. Goss has already let the contract for the work to W. C. Hansen who will begin construction immediately.

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30 x 3 1/2
CORD TIRES
\$8.90

Highway Service Station
Robert Carey

AUTO RECORDED SET
SAN FRANCISCO (AP)—A new automobile record for the mile this week at Telford, near here was set recently by Frank Lockhart in 22.14 seconds, twenty-fifth of a second faster than the second main set, set by Ralph DePalma. Lockhart also won the main event of the automobile racing program, a 25-mile race, in 22 minutes 28.4 seconds. Second place was taken by Jack Proffender and third by the late Starnes.

WAY WILL SERVE THEM
KILGORTH FALLS, Ore. — No appeal to the supreme court will be taken by Frank Way, who was sentenced to 15 years in the penitentiary by Circuit Judge Elliott following his conviction for manslaughter in connection with the death of Dorothy Murphy last May. Way said his funds had been exhausted in defending himself against the charge.

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

Jewett's Improved Coach \$1245

Larger—Roomier—Easier Riding

If you're driving any \$2000 car, we ask you frankly to compare it in roominess—beauty—quality—performance—with the improved Jewett Coach.

You'll thrill at its never have before at its amazing pick-up and go. Able, efficient power that's as silent as it is able. Because it's a Jewett. With all the vigor—snap and sturdiness that has built national admiration around this famous car.

Jewett Coach is always respected in traffic—master of toughest hills—and a pleasure to drive on the open road.

And it's performance that instills confidence as you drive. Jewett Coach costs but little more than ordinary cars and is worth much more. Jewett would not sacrifice quality for the sake of a few dollars in the purchase price. But you get a fine car with

no worry of upkeep cost. Facts prove that. Ask us about it.

Jewett sales increased 131% in August over last year. These figures tell their own story.

Engineering—designing triumph that it was, Jewett Coach improved is a far greater car now. It handles with unmatched ease. It rides any road in comfort, due to increased length—new spring action.

You want roominess! Power—beauty—speed—quality—of course. But roominess above all else in a Coach. Jewett Coach has roominess! More length has just been added to the already roomy body. Leg room front and rear increased.

Jewett Coach is here—now! Ready to show you what all this improvement means to you—yourself at the wheel. By all means examine and test this great car before you buy.

HARRIS FRENCH
2115 Washington Ave.

New 1-Ton Truck

CHEVROLET

Chassis Only \$550

Chevrolet introduces a new one-ton truck, built according to the fundamental policy of this company to provide "Quality at Low Cost."

It has a fine appearance and is specially designed and constructed for commercial service. Its deep 6-inch channel steel frame, built low to the ground on long semi-elliptic springs, allows the platform to be placed at the right height for easy loading and unloading.

The powerful Chevrolet motor is famous for its ability to stand up under heavy service. It has well balanced crankshaft, thoroughly lubricated, standard 5-speed transmission, fully enclosed dry-plate disc clutch, extra heavy rear axle with large spiral bevel driving gears and rigid one-piece pressed steel housing, heavy truck-type wheels and large tires, full running boards and fenders, Remo generator, starter and distributor ignition, and other quality features.

This truck is not only well adapted to city work but also for use in hills and over difficult roads.

For lighter loads there is a Chevrolet commercial 1/2-ton chassis possessing the same quality features, price \$425 f. o. b. Flint, Michigan.

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

Quality at Low Cost

Drive in Relaxed Comfort

Night Driving Tension Melts Away Under the Strong Rays of flatlite

—In you drive with the road always visible far ahead of you, secure in the knowledge that concerning eyes will suffer no damage from glare.

Flatlite does more than law—and goes further. Examples, for the first time, complete road illumination—the full undistorted power of the bulbs—unobscured and kept below eye level at its source, instead of through lenses that absorb and cut it down. Flatlite adjusts its plate window glass lenses. They go on right over your old reflectors.

Call them today and have a pair installed—and know the joy of freedom from the constant strain that accompanies night driving.

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.
1111 Wash. Ave. Dale City, Prop.

Where The World Refuses To Go By--

At Playle's, on the Old Oregon Trail and practically the entrance of the Wallowa Highway, the world refuses to go by. The world of motordom stops.

It stops for Texaco gas and oil, for new tires to replace old, (tires that are guaranteed against any expense of any kind for a year!), for cash washing and greasing, for tire repairs—for complete auto service that satisfies. Month in and month out, they come, stop, and go. And it takes quality to stop them.

Playle Oil Co.
Texaco Gas and Oil—Ajax and C. T. C. Protected Tires
Car Washing, Etc.