

Highway and Auto Dope

Traffic and Tourist News

# AUTOMOBILE NEWS

## BUSY SEASON IS EXPECTED

One of the best automobile seasons in years is looked for this autumn by E. L. Ledbetter, Hudson-Essex distributor in La Grande, who declares that every factor he can observe points to unusual prosperity and activity.

"The most important of all factors," says Mr. Ledbetter, "lies in the fact that the average motor car buyer believes that right now he can obtain the best values ever offered him. The best engineers and experts agree that this is so. With this firm belief in mind the car buyer is obeying his impulse to buy the machine which he

may have been considering for months.

"The great factors favoring this activity are generally good crops, good prices, plenty of employment at good wages and a general air of enterprise and optimism. La Grande is fortunate in these respects this year."

Mr. Ledbetter states that the sale of Hudson and Essex cars continues to hold a high place. "In part this is undoubtedly due to general conditions, but there is behind it also a big demand for our line of cars," he concludes.

## BUICK DEMAND AT NEW PEAK

Although the Buick factory has been swamped with orders for the new 1924 models from dealers over all the country prospects continue to frequent the salesroom of Jennings and Shumate, local Buick dealers, according to that organization. Monday a new Buick was delivered to a La Grande purchaser and others will be delivered as quickly as they arrive.

"That motorists everywhere feel that Buick has fulfilled its pledge to build a better Buick is proved by the actual orders that have been taken," said Mr. Shumate.

"The public has been quick to realize that Buick is in advance of many other cars in the same price class. It must be remembered that Buick is a pioneer in the industry. Twenty-one years of accumulated experience, and the immense resources and facilities, which it has built up, have put the factory in a position today to produce a car that has unrivaled value both from a quality and price standpoint.

"Although Buick has held a position of leadership from the day the first car was built, the factory officials have never been content to rest with its achievements. Always they have kept before them the pledge that the slogan implies. When better automobiles are built, Buick will build them. And so they have devoted all their experience and resources to produce the better Buick that is rapidly going into the hands of the thousands of new owners.

"Word from the factory brings the message that the entire United States has gone Buick mad, and that at no previous time in the factory's history has there been a greater demand for Buick cars than at present.

"We are not at all surprised at this showing, realizing that the number of persons who have bought Buicks in the past twenty-one years is rapidly approaching 1,500,000."

## STUDEBAKER SALES CLIMB

DETROIT. (Special)—Studebaker September sales are expected to bring the total for the third quarter above the 35,000 mark. All plants have been virtually operating at capacity since March 1 and there is no sign of a let up. The estimated sales of 35,000 in the third quarter would make that three months period the second greatest third quarter in the history of the company.

## SALES RECORD IS MARKED UP

DETROIT, Mich. (Special)—The Chevrolet Motor company has added another record to the series of sales and production marks established this year.

The new record is represented by the deliveries to Chevrolet dealers during August. A final check of August deliveries places the figure at 41,500, a larger number of cars than the company has placed with its dealers during any preceding August.

The deliveries also exceeded those made during either June or

July of this year.

"The achievement of the August record preceded by only a few days production of the two-millionth car by the Chevrolet Motor company, the first manufacturer of selective gear shift automobiles to attain that figure.

Maintenance of deliveries through the summer months is cited by R. H. Grant, general sales

manager of the Chevrolet motor company, as endorsement of his statement made several months ago that the automobile industry is approaching a more stable and uniform basis.

"Eventually automobile production will be nearly uniform throughout the year," he said. "The reasonable peaks and valleys

of production are being flattened out."

## COYOTES RAVAGE FLOCKS

SANDY, Ore.—The Abbot and Fitzpatrick flocks of several thousand sheep which are grazing in the Plaza ranger station above government camp district are being invaded by coyotes.

## INSPECTION IS THROUGH JOB

(Continued from page seven)

be one of the most completely organized from an inspection standpoint. One out of every five and a half productive men in the entire plant is an inspector, states Mr. Harry M. Jewett, president.

"Twenty-nine different people

inspect every motor we build," he continued.

"Each motor block goes through 167 inspection operations before receiving the piston and connecting rod assemblies. Only a quarter of an ounce variation is allowed in the six piston and connecting rod assemblies. The manufacture of vital parts is held to five ten-thousandths of an inch.

# NINE VITAL FACTS

Here, in brief form, we present for your information nine vital facts underlying the success of Dodge Brothers, Inc., and the goodness and value of their product.

Dodge Brothers, Inc., consider these facts so fundamentally important to the motor car buyer that they will be repeated, from time to time, until every newspaper reader in America may be presumed to have read them:

Dodge Brothers, during the past eleven years, have built and sold more than one million four hundred thousand motor cars—and more than 90% of these cars are still in service. This record requires no comment. It stands impressively alone in motor car history.

It has never been Dodge Brothers policy to build yearly models. When an improvement, that is really an improvement, is discovered, it is made at once. Their slogan, "Constantly Improved But No Yearly Models" is familiar the world over.

Dodge Brothers build one chassis and only one. This policy materially lowers manufacturing cost. It also enables Dodge Brothers engineers to concentrate their entire time and thought on the betterment of this one type.

Dodge Brothers have never had an "off year" or an "off car." This is because they have never used the public as a testing ground for "new models" or lowered the quality of their product in the slightest degree. Every change has been an improvement on the original design.

Dodge Brothers pioneered in building the first all-steel open car, and the first all-steel closed car. These epochal develop-

ments have saved Dodge Brothers owners many millions of dollars by materially prolonging motor car life and by effecting marked economies in manufacture. This construction has also reduced incalculably the danger from accident and fire.

Dodge Brothers sell directly through their dealers to the purchaser. There are no sectional distributing agencies to increase the cost of distribution and the cost of the car.

Dodge Brothers have never given so-called "free service." The car is sold at a fair and honest price. Nothing is added to this original purchase price to pay for service that the owner may never need.

Dodge Brothers Dealers were pioneers in unanimously adopting the flat rate service system. By this system, the owner knows in advance what any service job will cost. There are no unpleasant surprises in his bills.

The sturdiness and long life of Dodge Brothers Motor Car is reflected in its resale value. Comparatively few Dodge Brothers Motor Cars are advertised in the resale columns of the newspapers. The values they bring testify unanswerably to their goodness—and the public's belief in their goodness.

The purchase of an automobile is a serious and important business. The time has passed when transient novelties can lead a thoughtful buyer to overlook the great essentials of motor car worth.

A few of these essentials are clearly outlined above. They go far to explain why Dodge Brothers name is accepted, the world over, as the hall mark of dollar-for-dollar value.

**DODGE BROTHERS, INC.**  
DETROIT



## Winter Months Are Coming ---and WILLARDS Will Stand It

There's no season of the year so hard on batteries as cold weather months.

It's the time of year when you need your battery most - - and when your battery needs your attention most.

If you are going to need a new battery—and your old one is on its last legs—don't wait until a freeze comes and your car is stalled.

Have your battery tested NOW and get expert advice on its condition. Then plan to have a new Willard installed in plenty of time. The Willard will stand all seasons. It pays for itself in longer wear and more battery satisfaction.

### BATTERY & ELECTRIC SERVICE CO.

1311 Wash. Ave. Dale Cox, Prop.



## When You Say "Give Me A Quart"

Do you know what you get? Do you get the best oil for your car? Not very often! The above phrase is one which allows the dealer to give you the oil he makes the best profit on.

Veltex dealers make a fair profit on this brand and at the same time he gives you the best the market affords. SUPERIOR QUALITY is not accidental. Exactness watchfulness and rigidly enforced specifications makes the uniform high quality of Veltex Oils. This we maintain at all times.

VELTEX CUSTOMERS ARE INCREASING. WHY?  
—THEY HAVE TRIED OTHER BRANDS

### FLETCHER OIL COMPANY

First Independent in the State

