

Highway and Auto Dope

# AUTOMOBILE NEWS

Traffic and Tourist News

## OPEN CAR NOT ON DOWNGRADE

The "passing" of the touring car and roadster because of the increased popularity of closed automobiles is a fiction of the imagination. In the opinion of Mr. Shumate, of Jennings and Shumate, local Buick dealers, there will always be a market for the open car.

"Analysis of conditions," he says, "shows that open cars will continue to be made and sold for many years.

"There will always be a certain group of automobile users which will prefer the open car. In addition, the number of families that own two or more cars is constantly increasing, and in many cases one or more of the models owned is a touring car or roadster. Then, too, there are sections of our country where climatic conditions make the open car the popular model. And lastly, the very popularity of the closed car will create a demand for open cars, for there is a class of persons who will always buy something different from that which is enjoying the fancy of the majority.

"Automobile companies that have successfully merchandised open cars in the past will find a continued demand. The Buick Motor company recognizes this condition and has included six open models in the sixteen body types which make up the Standard and Master Six Buick lines which have just been introduced."

## Motor Accessories Become a Necessity

NEW YORK (Special) — With the development of the automobile engine to a point of efficiency which appears to be near perfection as possible, the whole attention of manufacturers has been turned, lately, to the auxiliary equipment which aims to increase the safety of operation. The object of this, according to Earl V. Honnecke, international president of the Boosters, "is to make the automobile as fool proof as possible."

"Nearly every mechanical part has some sort of dial gauge or indicator to communicate its condition to the operator," he said.

"There are ammeters and oil dials, gasoline gauges and radiator heat indicators. The perfection of these instruments, which has been vastly helped by their almost universal acceptance as standard on new cars in as important to the automobile now as was the initial development of the engine in the first years of manufacture. With increasing dangers from congested traffic conditions, the modern motorist needs every help that science can give him. The position of the motorist, in the direct line of vision, is an important factor in safe motoring under present-day conditions. Such accessories pass definitely out of the class of "optional" into that of "necessity."

Johns Hopkins was a Baltimore merchant, bachelor and Quaker. He founded the university that bears his name because he believed only two institutions would endure—a university, for there will always be youth to train; and a hospital, for there will always be suffering to relieve."

**RADIATOR WORK  
FENDER WORK  
BODY WORK**  
W. E. Corum  
1204 Jefferson Ave.

## Ford Laboratories Developing Motor For New Airplane

DETROIT, Mich. (AP)—Geographically illustrating his idea of the value of air craft with a job of his hand and the words "zip—and you are there," Henry Ford Tuesday described work being done in his laboratory toward developing an airplane for common use.

His laboratories at Dearborn, Ford said, are already developing a motor for this type of airplane. It will be an eight-cylinder, air-cooled V-type motor developing 200 horsepower and weighing about two pounds in the horsepower. It will have, he said, all of the economical characteristics of automobile motors.

The motor, as designed and now in process of construction, will have accessible and interchangeable parts and no adjustments, he continued. If a part wears out it can be thrown away and another one put in.

"The manufacturer said the new motor will be tested out in a plane within a short time.

"The motor car has mixed people up so thoroughly you cannot fool any American about any part of his country. But they are still fooled about other parts of the world. Well, the airplane will stop that. When the airplane becomes general it will put power into people's hands just as the motor car has. And when international financiers and politicians propose a war the people will ask why."

The manufacturer enlarged on his ideas of the utility of wars and expressed the opinion that airplanes would make short work of navies and that "force and money are still the great delusions" of nations.

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## PRODUCTION IS ON INCREASE

Faced with the greatest dealer demand it has ever experienced, the Willys-Overland factory is entering the fall months with production and shipment records that break all marks in the history of the company, according to Gettings and Hanks, local distributors.

"More than 155,000 Overland and Willys-Knight automobiles were manufactured by Willys-Overland in the period from January 1 to September 15, thereby establishing a new production mark greater than any production record established by the company for a similar period. Not only did production records of Willys-Overland soar over any ever established, but shipment records at the Willys-Overland factory indicate that the pressing demand from the national dealer organization absorbed production just as fast as cars could be built.

"In addition to breaking the eight and one-half months production records of the company, Willys-Overland established a new mark in shipment for a fifteen day period when more than 19,500 cars were shipped to dealers throughout the country from September 1 to 15 inclusive, with the production mark during the same period greatly in excess of any schedule ever before established."

## AUTO ACCIDENT FATAL

PENDLETON, Ore. (Special)—To die in an automobile accident while driving his machine in low speed at a rate of about seven miles an hour after having handled explosives practically all of his life in mines and rock quarries was the lot of Jack Burton, 35, of Pendleton. His skull was fractured in an accident on the Old Oregon Trail east of the city Wednesday afternoon, and death occurred seven hours later at St. Anthony's hospital.

Burton, whose real name is said to have been Bertoni, was a native of Italy, and all of his relatives are believed to be in his native country. He worked as a miner and for the last two years has had charge of rock-quarry blasting for different road construction firms that had worked in Umatilla county. Fellow workmen said he was a devoted student of engineering subjects.

Branch Blekey, vice-president of the St. Louis team in the National league, has never seen a Sunday ball game. All his contracts stipulate that he need not report at the ball park on Sunday.

## GARAGE GOSSIP

The Elgin Service station has been purchased by the Fletcher Oil company of this city. It is announced today. The station will be repainted and several improvements including a drain rack, will be installed. Veltex oils and gasoline will be handled exclusively under the new management, as well as tires, tubes and other automobile accessories. The Elgin Service station was formerly owned by Ed Tuttle, who will continue in charge.

Lowell Zundell, Chevrolet salesman at the Blue Mountain garage, has gone to Portland on business. He will also visit his mother at Medford while in Western Oregon.

The same old story. Night, the moon, a road and a parked car. A cop came up on a motorcycle and flashed his light in the car. "No parking; you can't loaf along here," he stated. "Do I look like I'm loafing?" was the reply. —Black & Blue Jay.

## New Coupe on Display

The Perkins Motor company, Ford distributor, has received two carloads of the improved model cars this week—14 touring cars and one coupe. Ten new model trucks were also received. The touring cars have been delivered to new owners and more purchasers will be taken care of next week when two carloads of coupes and sedans will arrive. The new coupe on display is now to be seen in the show room of the garage. The seat is larger—now being able to take care of three persons without crowding. The compartment back of the seat for carrying parcels is extra large. The car is equipped with a dash light windshield wiper, rear-view mirror, one piece windshield and other accessories not on the old Ford. New and better brakes are another feature of the new models. According to Mr. Perkins from 50 to 75 new cars will be delivered before the last of October. Seventy are now being assembled and shipped to Oregon dealers each day at the Portland branch of the Ford Motor company.

## HIGH-HOUSE FAIBLES

He: Got out and walk!  
She: No; I'll wait 'til help comes. —N. Y. Medley.

Visiting in Western Oregon—Mr. and Mrs. Frank Patt have

been visiting in Portland and Seattle this week. He is head mechanic at the Blue Mountain garage here.

"Three hair nets, please."  
"What strength, please?"  
"Three dances and a car ride."  
—Denver Parakeet.

Automobile Man in Town—F. H. Hull, general manager of the Ford Motor company in Portland, was a business caller in La Grande Thursday.

Fair Motorist: Oh, I'm sorry, but I'm afraid I have cut off your right foot.

Chivalrous Male: That's quite all right, Madam. I had a corn on it anyway.—Southern California Womanway.

In Portland Today—E. L. Leobetter, local Hudson and Essex automobile distributor, is spending a few days in Portland on a business trip. He expects to return the first of the week.

Planning Trip—Charles McCrary is planning a business trip to Portland in the near future. Mr. McCrary, who handles Velle automobiles, has just moved into the Washington avenue garage.

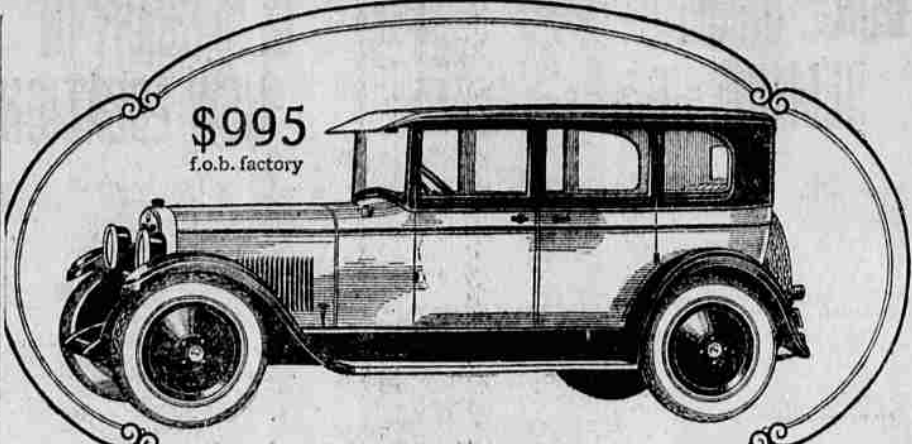
## Insurance Feature of Sales Plan Explained

"So much has been printed about the insurance feature of the Chrysler plan that those are those who lose sight of the fact that the plan is one to reduce finance charges on motor cars sold on the deferred payment basis," explained Leo French here today.

"The insurance feature of the plan is an important one but it is incidental. Obviously no company is going to finance the sale of motor cars sold on a deferred payment basis unless those cars are insured against loss from fire and theft. The finance plan would have been impossible without the insurance feature.

"To be sure the Chrysler plan assures purchasers of Chrysler cars lower insurance rates. The saving from lowered finance charges and reduced insurance rates depends upon its price. In July \$400,000 was saved to Chrysler buyers and in August a slightly larger sum was saved.

"The Chrysler plan was evolved to reduce finance charges on Chrysler cars. It is a plan to save money for the public because saving money for the public means selling more cars."



\$995  
f.o.b. factory

Sedan \$995  
f.o.b. factory

Touring \$865  
f.o.b. factory

# AJAX SIX

NASH-BUILT

Nowhere in the world save in the new Ajax Six can you get the combination of such distinguished features for a little over \$1,000, delivered.

A Six-Cylinder Motor

7-Bearing Crankshaft

Force-Feed Lubrication

To all main bearings, connecting rod bearings and camshaft bearings

Four-Wheel Brakes

Full Balloon Tires

Five Disc Wheels

B. C. HAMILTON MOTOR CO.  
HOLMES BLDG.



(37)

# Firestone

## Safety and Mileage For Rough Winter Driving

OPERATORS of large truck, bus and cab fleets must have rugged, long-mileage tires if they are to make money. That is why so many of them have standardized on Firestone. Experienced race drivers, almost to a man, equip with Firestone. Car owners can have this same extra safety and economy—by using Gum-Dipped Cords.

Gum-Dipping, the Firestone extra process, impregnates and insulates every fiber of every cord with rubber—insures greater safety and comfort over rough winter roads—builds extra strength and flexibility into the sidewalls—an exclusive feature that adds thousands of miles to the life of a tire.

Come in—let us save you money by equipping your car with a set of these wonderful tires—prices are still low.

MOST MILES PER DOLLAR



Perkins Motor Co.  
La Grande, Oregon

Imbler Garage  
Imbler, Oregon

Hug's Garage  
Elgin, Ore.

Trail Service Station  
Union, Ore.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER

Delivered in La Grande

# HUDSON-ESSEX

Coach  
\$1415

Coach  
\$950

## World's Greatest Values

The largest production of 6-cylinder cars in the world, giving economies in purchase of materials, manufacture and distribution exclusive to that position, make such value possible alone to Hudson-Essex.

The new low prices place within reach of all the brilliant performance, reliability, riding ease and fine appearance for which Hudson-Essex is famous.

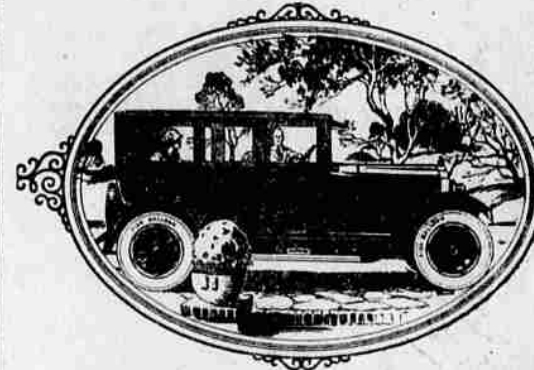
The outstanding quality and distinction of Hudson-Essex is strongly evident on the streets of La Grande and throughout Union and Wallawa counties.

## Everyone Says It

# --Sales Prove It

# E. L. LEOBETTER

Holmes Bldg.



-with an Engine You'll Never Wear Out

## At these New Low Prices the outstanding quality value among all motor cars

Never before have the great advantages of the Willys-Knight motor been available at such low prices.

Never before has such power, economy and smooth running, been offered in the great field of moderate priced cars.

Whatever may be your notions regarding motor power—see what power we can show you in the Willys-Knight.

Whatever may be your notions of road performance—learn what we have to offer in this car.

You who have never tried the Willys-Knight motor, ride in this car—it will be a revelation to you.

No vibration—no valve noises—no valve trouble or adjustments.

Upwards of 100,000 miles of trouble free service proved by the average of thousands of owners.

Here IS a motor car that you want.

### NEW PRICES

#### FOUR CYLINDERS

Touring . . . \$1195.00  
Coupe . . . 1395.00  
Coupe-Sedan . . . 1395.00  
Sedan . . . 1450.00  
Brougham . . . 1595.00

#### SIX CYLINDERS

Touring . . . \$1750.00  
Roadster . . . 1750.00  
Coupe . . . 2195.00  
Coupe-Sedan . . . 2095.00  
Sedan . . . 2295.00  
Brougham . . . 2095.00

All Prices F. O. B. Toledo

Regardless of your preference as to number of cylinders—know what smooth running really is by trying the Willys-Knight.

This unusual motor cannot be judged by other standards. It occupies a position entirely its own.

We will take your present car in trade—and give you terms up to 18 months.

# WILLYS-KNIGHT

## Gettings & Hanks

Jefferson Ave.