

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

FEW REPAIRS NEEDED TODAY

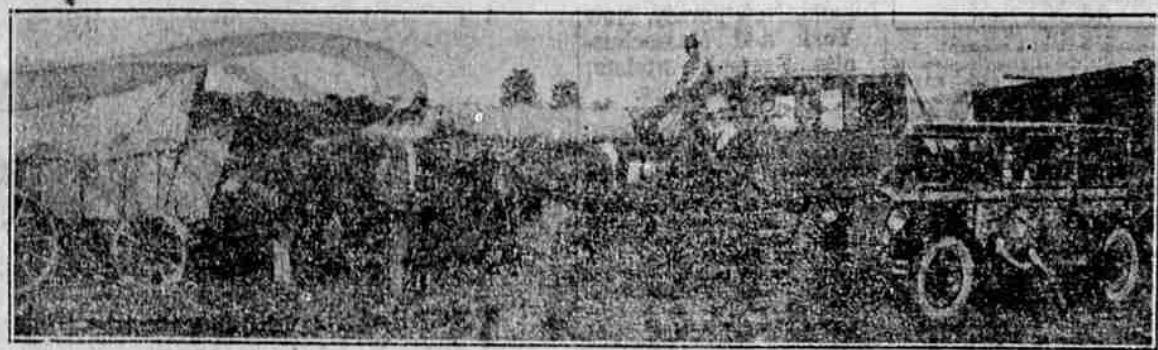
By Harry M. Jewett (President, Paige-Detroit Motor Car Company)

Will the perfecting of the automobile, already virtually attained, produce a race of motorists who will be helpless in the face of even a slight mechanical difficulty?

Many writers have pointed out that the general use and widespread ownership of automobiles in the United States has made a nation of mechanics. Given a piece of machinery to operate and care for, the average American, through natural inclination and inquisitiveness, or through the force of necessity, fits himself to perform all the ordinary repairs and adjustments—and so millions of automobile owners developed into skilled, if not expert, repairmen.

In the early days, of course, it was by virtue of necessity that the motorist made his own minor repairs. It is not many years since roadside breakdowns were accepted as an inevitable feature of every motor trip. Those were the days when every car carried tools sufficient to equip a small machine shop—the good old days when it was common to see numerous cars alongside the road, with their drivers at work underneath them; the days that gave rise to the once popular song, "He Got Out and Got Under." Incidentally, these were the days when every motorist halted alongside a troubled driver and

HOW TIMES HAVE CHANGED!



The above photograph depicts the wonderful progress of transcontinental travel in less than 75 years. At the left is an ox team and Ezra Meeker, who blazed the Oregon Trail in 1852. Next at the rear is an original stage of the "Deadwood Dick" era. In front and to the right is an old time automobile, which made a coast to coast run in 1905. Zack Mulhull, ex-sheriff of Oklahoma, is at the tiller. At the extreme right is a modern automobile, which covers ground like it was equipped with "seven league boots."

offered to help him out of his difficulty.

"Those Days Are Gone" These days are gone forever. Trips across the continent are made with no more trouble than a puncture or two and maybe a fender replacement, while tours of a thousand miles with no trouble at all are so common that the drivers don't even regard them as anything to be proud of.

In these, the automobile has

become so highly developed that the owners seldom have to do any mechanical work. The next time you take a trip, watch for cars laid up along the road; if you see any at all, it is likely to be merely for a change of tire. You will also notice that other cars no longer stop to proffer aid, unless the motorist in distress happens to be a woman.

Since it is only practice that makes perfect, and inasmuch as the average motorist now gives scarcely any practice, it follows that his ability to meet emergencies will wane.

Of course, emergencies will seldom occur with the trouble-proof cars turned out today but, fortunately, when they do arise, the motorist who cannot help himself is never far from expert aid. In the olden times there was no help to be obtained except from a village blacksmith. Now there are service stations and repair shops in every settlement. There are roadside telephone stations for summoning help. And there are emergency repair cars ready to dash out and give first aid.

"No Excuse for Neglect" Today, the routine operations of care and maintenance have been made so simple and are so quickly performed that there is no excuse for neglect; but even when it is neglected, the automobile of today gives far better service and is much more dependable than the

STAR CLIMBS LAUREL HILL

California is not the only state where the Star car has conquered steep grades during the past few months. "Yosemite in 'high,' Sacramento to Lake Tahoe and return in 'high,' Fresno to Huntington lake and return in 'high,' over the Palmdale grade in 'high,' up the Waterman Canyon grade in 'high'—these are some of the wonderful power demonstrations of the Star car that have recently stimulated sales on the Pacific coast. Now we record a great hill climbing feat of the Star car at Bellingham, Wash., staged by H. T. Lewis of the Lewis Motor company," says Jim Morlock, local Star distributor.

"The grade conquered by the Star car under Lewis' direction is known as Laurel street hill," he continues. "It is in the center of the city of Bellingham. Notwithstanding the fact that it leads up to a popular residence district, Laurel street hill has been improved only with a zig-zag concrete walk, due to the unusual grade conditions encountered. According to the office of the city engineer of Bellingham, the maximum grade is 45 per cent, while the minimum grade is 32 per cent. When it is realized that there is a sharp turn at the bottom of the hill which makes it impossible to get a running start, and that the earth has been washed away from the lower side of the concrete walk so that the wheels have to make a life of eight to fourteen inches, this performance can be readily appreciated as being remarkable.

DODGE BROTHERS ADD PERCY OWEN TO SALES STAFF

Percy Owen, chief of the automotive division of the department of commerce, Washington, D. C., joined Dodge Brothers, Inc., Detroit, on October 1 as director of foreign sales, according to word received here by L. C. Smith, local distributor.

"Mr. Owen is known throughout the United States for his long and important activities in the automobile industry and as an official of the U. S. Department of Commerce," Mr. Smith says. "His entry into the automobile business dates back to 1899. For 12 years he was a dealer, branch manager, importer and eastern sales manager for Winston, Bianchi (Italian) and Chalmers cars. In 1912 he became general sales manager and director of the Chalmers Motor Car company, Detroit. In 1915 he was vice president of the Saxon Motor Car company and from 1916 to 1924 was president and general manager of the Liberty Motor Car company.

"Mr. Owen then joined the Department of Commerce as chief of the automotive division and in this capacity has achieved results of vast benefit to the industry and to the manufacturing interests of the country as a whole."

"Were you ever in Holland?" "No, but I've been in Dutch."

—Williams Purple Care

Care of an engine period when constant attention and careful grooming were necessary to keep them in order. So, while the average motorist's mechanical ability may be on the decline, the average efficiency of automobiles has more than compensated for the change. Both the dependability of the cars and pleasures of motoring have vastly increased—and the thousands of Americans who delight in tinkering find an outlet for their passion in radio hook-ups.

CAR, SPRINTER IN DEAD HEAT

"The bestness of a human greyhound" recently failed to beat an automobile in a 166-yard dash from a standing start at the Los Angeles Coliseum." Avery Harrison, local automobile distributor, relates.

"A half-dozen four-cylinder cars of different makes had been given acceleration tests in 100-yard dashes. The best time was made by a Chevrolet. Each car ran eight sprints over the distance and the results were averaged. The average time made by the Chevrolet was 16.72 seconds.

"The other averages were 11.13 seconds, 11.19 seconds, 11.28 seconds, 11.58 seconds and 12.24 seconds. The cars which ran second and third were considerably higher in price than the Chevrolet.

"After the tests, the question arose as to the relative 'pick-up' of the automobile and the human sprinter. A contest was arranged in the Coliseum between a Chevrolet and Keith Lloyd, cousin of Harold Lloyd. Keith Lloyd is the champion sprinter of the University of Southern California. The Chevrolet was driven by Dick Champion, former Bucknell University track star. The stop watch was held by Dean Cromwell, Lloyd's coach.

"At the starting gun Lloyd leaped ahead of the car. He was in full stride before Champion had changed to second gear. The rapidly accelerating car roared after him, however, and caught him at the tape. Coach Cromwell clocked car and sprinter in a dead heat of 16.3 seconds. On comparative figures, had Lloyd sprinted against any of the other five cars he would have won without extending himself. The speed of the Chevrolet car at the finish was 32 miles per hour.

"Hiram, why didn't you tell me this here Ford didn't run afore I bought it?"

"Wal, the feller that sold her to me didn't say nothin' about it, so I thought it was a secret."

—Cornell Widow.

Eagle Tour May Visit La Grande Next Year

The Brooklyn Eagle tour may visit La Grande next year, if the plans prepared by the National Park-to-Park Highway association carry out, according to word just received by Earl Reynolds, secretary of the Union county chamber of commerce.

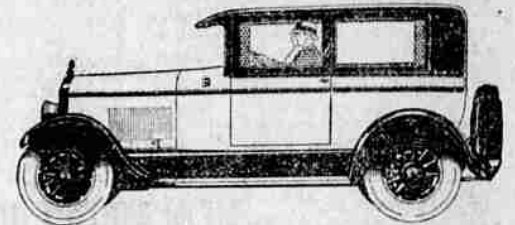
A letter received by Mr. Reynolds says "as part of our activities to give publicity to the west, we have worked out a complete itinerary for the Brooklyn Eagle party 1926 tour, covering a good part of the west, and visiting many of the nation's attractions, as well as dedicating springs by the Springs-Builders of America. This itinerary includes your city. The tour is sought by the entire world and it would be an achievement."

Last year the tour went to Europe on an extensive trip during the present year and strong efforts are being made to bring it west in 1926.

Judge—"Why did you run down this man in broad daylight on a perfectly straight stretch of road?" Prisoner—"You Honor, my wind shield was almost totally obscured with safety first stickers."

HE DRIVES SO FAST, SLOWLY My second cousin drives a bus His name is Jimmy Piver. He's never had an accident So he's a wreckless driver. —Sun Dial.

On Rough Road—Hill—Boulevard



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

From every quarter comes praise—noting but praise for the improved Jewett Coach. And well does it deserve the admiration that has greeted it—nationally.

For Jewett has put the rich experience of seventeen years into its design. Jewett engineers have outdone even their own remarkable performance achievements of the past. And you know what that means.

Only by driving this great car can you begin to appreciate the master stroke of engineering Jewett has accomplished.

Its new riding quality will actually amaze you. Accomplished by adding length. Spend a half hour at the wheel. Regardless of what you now hold as an example of performance and riding quality, Jewett Coach will change your opinion. Come in today and ask us to prove it. (626-2)

Jewett Coach Now \$1245

New lower prices on all improved Jewett models as follows: Coach \$1245, De Luxe Touring \$1350, De Luxe Coach \$1400, De Luxe Roadster \$1500, De Luxe Sedan \$1650. Prices f.o.b. Detroit, tax extra. Paige-hydraulic 4-wheel brakes at slight extra cost.



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In stock for your car or radio set.

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EXCEPTIONAL RIDING COMFORT

The riding comfort of a motor car is not dependent upon its length, weight or cost, any more than the comfort of a home depends upon its size.

If the seats are deep enough and the proper distance from the floor; if the seat backs are correctly pitched for relaxation; if the upholstery is sufficiently stuffed and there is plenty of leg room; above all, if the springs are rightly designed and of proper length, you will have exceptional riding comfort. Otherwise, you will not.

Dodge Brothers, with characteristic thoroughness, studied and experimented with these details for years. Their findings were ultimately incorporated in the design of Dodge Brothers Motor Car—without question now a vehicle that ranks with the first in this vitally important feature.

L. C. Smith
La Grande, Ore.



CHRYSLER SIX ~ FOUR

1st Place												
2nd Place	↑											
3rd Place	↑	↑										
4th Place	↑	↑	↑									
	Rhode Island	Chicago Ill.	Illinois	Philadelphia Pa.	Detroit Mich.	Providence R.I.	New York N.Y.	Brooklyn N.Y.	Pittsburg Pa.	Rochester N.Y.	Penna.	Michigan

Sweeping Swiftly and Surely Toward the Top in Sales

Striving to compete with Chrysler for first, second, third and fourth place in the total volume of national sales are—

Cars of lower price, cars of the same price, cars of higher price, cars of more cylinders, cars without any exception—

But Chrysler is passing them all as rapidly as the population of any given community grasps the facts as expressed in Chrysler performance.

Its beauty appeal is so surpassingly superior to any car seeking comparison that popular desire sweeps toward it impulsively—and then comes the astounding proof of performance.

Sales figures for August are still on the way—but these widely separated and striking

evidences of public preference which are printed herewith tell the story of national approval in a way which no one can misunderstand:—

- First—In Brooklyn, N. Y.
- Second—In Providence, R. I.
- Third—In New York City
- Fourth—In Illinois
- Fifth—In Philadelphia
- Sixth—In Pittsburgh
- Seventh—In Detroit
- Eighth—In Michigan
- Ninth—In Rochester, N. Y.

Here are facts that will pay every motor car buyer to stop and ponder.

Facts that will inevitably lead him to Chrysler if he honestly wants the very best investment for his motor car money.

Satisfy yourself—we are eager to help you do so.

CHRYSLER FOUR—Touring Car, \$995; Club Coupe, \$995; Coach, \$1045; Sedan, \$1095. Hydraulic front-wheel brakes at slight extra cost. CHRYSLER SIX—Phantom, \$1295; Coach, \$1445; Roadster, \$1625; Sedan, \$1695; Royal Coupe, \$1795; Straight, \$1865; Imperial, \$1925; Crown-Imperial, \$2075. All prices f.o.b. Detroit, subject to current Federal excise tax.

Study by Fisher on all Chrysler motorized models. All models equip. w/ ball ballast tires. We are pleased to extend the convenience of time payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere. All Chrysler models are guaranteed against theft by the Federal government car numbering system, exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

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