

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

SALES POINT TO PROSPERITY

PORTLAND, Ore. (Special)—Pacific coast states are enjoying an unusual era of prosperity, as reflected by automobile sales during the past 30 days. Reports received by C. L. Ross, one of the pioneer automotive men of the Pacific Northwest, show that there has been a steady increase in business through the west and indicate that it probably reached its peak during late summer and early fall.

"I do not have this statement on the volume of sales of the Hess Automobile company alone," said the Star distributor. "Star sales for the summer month in California showed an increase of 175 per cent over the same month in 1924. All through Washington there has been a corresponding jump in business, while our own volume for the past 30 days has been the most satisfactory we have enjoyed at this season since we have been in business."

"It is significant that an automobile of the Star type has shown such a tremendous increase. The engineering advances that have been made in this field, we believe, are the outstanding contributions to the field of transportation. American designs were rather weak in this sphere until the last few years when, studying the progress European engineers have made in such design, they started engineering hereofore unknown degrees of performance and durability into the small quality car."

NEW SYSTEM CHECKS THEFT

Automobile makers have long concentrated their attention upon preventing the millions in money losses to motor car owners on account of automobile thefts and to save them also the annoyance of the loss of the time and use in being deprived of their cars, which is highly important, even if it cannot be computed in terms of money. Walter P. Chrysler, whose mechanical mind is constantly at work searching out new plans and new means to help motorists and improve motoring conditions, has inaugurated a system that will go far to checkmate automobile thieves, if not stop their activities altogether, according to Leo French, local distributor.

"It has been generally accepted by automobile insurers and manufacturers that if it were made difficult to dispose of the stolen goods, car thieves who in 1924 got away with 50 per cent more cars than in 1923, would be put hard against it. This is precisely what is accomplished by the system introduced by Chrysler," he says.

"The plan involves the use of the Fedco patented theft prevention numbering system, exclusive on Chrysler cars. It consists of a serial number plate attached to the instrument board of each car, made and fitted in such a way that it can absolutely not be changed or removed without detection. The ease with which stolen cars could previously be turned into money was the most helpful factor to the car thief and only 17 per cent of all stolen cars last year were recovered. The Chrysler system stops conversation at the source, so to say."

"Police departments and public authorities are keenly interested in the Chrysler plan of theft prevention inasmuch as its successful operation will materially simplify their tasks and will considerably help their efforts to protect motor car users against the activities of automobile thieves."

Garage Gossip

Buyer New Buick Coupe—Audmer Playle has purchased a new Buick three-passenger coupe, it is reported by Jennings and Shumate, Buick distributors. The car was scheduled to be delivered to Mr. Playle yesterday.

Star Factory Man Here—Harry Trueblood, from the Star car factory at Oakland, Cal., was in La Grande Wednesday visiting with J. P. Morelock, local automobile distributor. Mr. Trueblood is traveling through Oregon, Washington and Idaho interviewing Star dealers. He left here for Boise, Idaho, but will return to La Grande in about a week.

Demonstrating Truck—H. G. Crawford, Stutz expert from Portland, is in La Grande to demonstrate the new Stutz grander truck which the city has purchased. The official demonstration is to be held Monday at the Bowman-Hicks Lumber company's plant.

Buyer New Motorcycle—A new Harley-Davidson motorcycle and side car, purchased recently by the city for the use of the city traffic officer, Harold Howard, arrived in La Grande Thursday. The machine will be a distinct asset to the traffic department, according to Mr. Howard.

To Open Contracts—Bids on four highway improvement projects and two buildings will be opened by the state highway commission at a session in Portland, Tuesday, October 27. Among the projects is: Baker county—Hereford-Mill Gulch section of the Baker-Unity highway, 12.5 miles of grading.

Vacation Ends—J. P. Stalcup is again on the job for the Standard Oil company after a vacation lasting two weeks which he spent visiting at Lewiston, Ida.

Visits in Portland—Frank Patt, head mechanic at the Blue Mountain garage, is again at work, following a trip to Portland. He was accompanied by Mrs. Patt.

They Also Hunt—Among the host of nimrods La Grande may boast of, there enters the names of several who earn their bread and butter on auto row. Mr. Shumate, of the Buick garage, was one of the first to take advantage of the opening of the China pleasant season and W. C. Snook, floorman at the Blue Mountain garage, is taking a few days vacation which

Garage Gossip

he is spending in the "wide open spaces"—looking for game.

Carlton of Chevies In—The Blue Mountain garage received a carload of Chevrolets Friday morning, which were unloaded yesterday afternoon. Another load of the machines—both open and closed models—are expected in some time next week. The show room at the garage has been empty for several days inasmuch as the cars it contained had been sold and delivered.

Interested in Series—No more ardent group of baseball fans exist than along auto row. It was indicated during the world series play. Every garage had its fan or two or three or more and interest in the games was keen at all times. Washington and Pittsburgh had about an equal number of followers, incidentally.

Foreign Sales Increase—Dodge Brothers foreign sales have shown substantial increases, year after year and are now a major factor in the company's business as a whole, according to L. C. Smith. Their exports during the first six months of 1925 were 54 per cent greater than the exports for the first half of 1924, which in turn, was the largest export year in the firm's history.

Royalty Likes Fords—When King George and Queen Mary visited the British Empire Exhibition at Wembley recently, W. C. Perkins relates, the official time card prepared by the company's advisors permitted a five minute stay at the Ford Motor company's exhibit. "But when the royal couple reached the exhibit they became so interested that they remained for half an hour," Mr. Perkins said.

HELIX HAS 4 ROBBERIES—PENDLETON, Ore.—Four business places in Helix, 16 miles north of Pendleton, were entered and robbed, according to a statement by Sheriff Cookingham. In the Smith & Towler general store the combination knob was knocked off the safe and it was then opened and the contents consisted only of books and records and were not taken.

A meat market, the pool hall and a garage were also entered. Between \$15 and \$18 in cash was taken, but nothing else was missed. The sheriff and one of his deputies spent the morning investigating the case.

MOVE GARAGE NEXT MONDAY—E. L. Ledbetter, automobile distributor, announced today that he would move into the new five-story building, across Adams avenue from the Observer office next Monday.

In speaking of the type of automobile he handles, Mr. Ledbetter said, "more than 200,000 Hudson and Essex cars have been manufactured to date this year, according to figures given me by the Hudson Motor Car company. This staggering total of six-cylinder cars—the largest number of sixes ever produced in a single length of time in the history of the industry—is growing at the rate of 1,000 cars a day. With all the autumn season still ahead, it seems an assured fact that this year will be recorded as one of the most sensational successes ever scored by any concern."

"The striking growth of Hudson-Exsux in recent years may be judged from the fact that production was 60,000 cars in 1922; that it increased almost 50 per cent, to 88,000 in 1923; and that it added 50 per cent to this enlarged total by scoring 128,000 in 1924.

"Now, with 200,000 cars already manufactured and with business booming at an unprecedented rate, it seems that 1925 will actually double the remarkable business done in the 1924 season.

"This success is interesting to every motorist," said Mr. Ledbetter, "because it has resulted from a policy of continuously giving the public better values. There is one view—but altogether a mistaken one—that Hudson-Exsux has succeeded because of price leadership.

"It is true that Hudson-Exsux has passed on to the public every economy which this striking growth has given it, and in turn has been rewarded by an ever-enlarging business. But the principal point of the success was the value of the cars, not the price merely. The utility, the endurance, the smart looks and the reliable performance of both cars have scored this success; and it has been a success which price alone never could have scored."

WEDDING DEFEATS TRIAL—BEND, Ore.—Instead of facing court on a charge of polygamy, Edgar T. Prater this morning faced a minister who pronounced him a lawful husband. At the hour when the trial for polygamy was to have started Prater married Marie Zella Barnes. Prater was indicted by a Deschutes county grand jury on two charges, one of polygamy and the other failure to support his first wife and child. He pleaded guilty to the non-support charge.

His attorney explained that Prater married the second time under the impression that a final divorce decree had been granted his first wife. Only an interlocutory decree, under the Washington law, had been granted.

IMPROVED FORD CARS POPULAR

Every day new evidence comes in of the popularity of the improved Ford cars. W. C. Perkins, local distributor, says:

It is not only expressed in the crowds which fill dealer show rooms all over the country and the groups which pause to inspect the cars wherever they appear, but the orders nor alone in the thousands of orders being booked for immediate delivery, but also in order entered for future delivery.

Probably the best index to future deliveries of these cars is found in enrollments in the Ford weekly purchase plan, which have shown a remarkable increase since the cars made their appearance.

This increase was first noticed the last ten days in August, during which the announcement of the cars was made. In that period enrollments under the plan reached a total of 13,147, and in the ten days following, the first in September, the number of new purchasers under the plan totaled 15,054.

Those enrolled under the plan at the time the improved cars were announced all benefited by the change, for they will receive the new types and will be given preference when they desire delivery of cars.

More than 175,000 are now enrolled under the plan and with others coming in at the rate of 1500 a day it will not be long before the enrollment list will exceed 200,000.

Those who are ordering cars under the plan at the present time for the most part contemplate delivery either during the coming holiday season or for early spring next year.

When engines were much slower in speed and had lower compression they were not nearly so hard on spark plugs as the higher speed, greater compression engines of today. That is why it is regarded as necessary by automotive experts that new spark plugs be installed at least once a year.

Those who are ordering cars under the plan at the present time for the most part contemplate delivery either during the coming holiday season or for early spring next year.

When engines were much slower in speed and had lower compression they were not nearly so hard on spark plugs as the higher speed, greater compression engines of today. That is why it is regarded as necessary by automotive experts that new spark plugs be installed at least once a year.



\$995
f.o.b. factory

995
Sedan f.o.b. factory

865
Touring f.o.b. factory

AJAX SIX

NASH-BUILT

To be able to get pronounced big-car style and comfort—a Nash-Seaman-built body—and Nash-built sturdiness—for a trifle over \$1,000 delivered, is a fine tribute to the progress of motor car manufacturing.

You get all of these in the AJAX!

- 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.



A Reputation For High-Class Service

The thing you notice most about this station is the desire to give high class service—courteous, efficient service.

And our reputation for that kind of service is one of the most valuable assets of this station. It's a reputation we constantly strive to live up to.

One of the ways in which you are assured particular satisfaction is in buying Veltex Gas and Oils. It's a pleasure to buy it—but it's a greater pleasure to use it.

Notice the effect of Veltex one of these cold mornings—the quick start, the abundance of power you get in every gallon.

Drop in at your next opportunity—fill up with Veltex. You'll Like It!

La Grande Filling Station
KUHNS and ZWEIFEL, Props.
Corner Jefferson and Hemlock. La Grande, Oregon

AUTO TOPS
Repairs - Rescued
Curtain Work
W. E. CORUM
1304 Jefferson Ave.

Exide Batteries

For AUTOS AND RADIO
8-Hour Recharging

Fred T. Burgess
Main 125 1308 Jefferson

AUTHORIZED UNITED MOTORS SERVICE

Delco
STARTING - LIGHTING - IGNITION SYSTEMS

KLAXON
HORNS

REMY
STARTING - LIGHTING - IGNITION SYSTEMS

Auto Owners! Is your car on this list of Delco equipped machines?

BUICK	HUDSON
CADILLAC	PACKARD
OLDSMOBILE	ESSEX
NASH	LIBERTY
LINCOLN	NATIONAL

IF SO—
Drive in today for Free Inspection.

BATTERY & ELECTRIC SERVICE CO.
1311 Wash. Ave. Dale Cox, Prop.

Guaranteed Used Fords
1924 TOURING
Good tires; A-1 mechanical condition.
Price \$285.00.

Perkins Motor Co.
Phone M-500. Cor. 4th and Adams

The Better Buick is a Man-sized Motor Car

The 3-Passenger Country Club Model

People appreciate a smart-driving, easily-handled, but full-sized, man-sized car. The Better Buick, for instance.

Each Buick model seats its capacity of full-grown people—in relaxed ease—without cramped legs or necks. Tall people, especially, enjoy its extra head-room and leg-room.

American men and women are above the average stature. And a smaller car than Buick is apt to be tight-fitting, low-ceilinged, crowded!

Drop in and try the ample, arm-chair comfort of a car that is right in size. Bring some of your six-footer friends. You will find another big reason why Buick is so widely considered a better motor car—another reason why there are a million and more enthusiastic Buick owners.

Or telephone, and we will send a Better Buick to your home or office for you to try.

BUICK MOTOR COMPANY, FLINT, MICH.
Division of General Motors Corporation

The Better BUICK
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Jennings & Shumate