

Highway and Auto Dope

Tourist News And Traffic

AUTOMOBILE NEWS

TRUCK OUTPUT IS INCREASED

Official figures disclose the fact that production of trucks by the entire industry during the first eight months of 1925 exceeded the figures for the corresponding period of 1924 by 22 per cent, according to L. C. Smith, local Dodge Brothers dealer.

"Compared with this sound, healthy gain made by the industry as a whole," explained Mr. Smith, "Graham Brothers sales increase of 105 per cent for the first eight months of this year over sales for the same months last year is convincing evidence of public recognition of the merit of their product."

"An annual increase in sales of over 100 per cent is not unusual with Graham Brothers," Mr. Smith continued. "Their sales in 1922 exceeded their 1921 sales by 154 per cent, and 1924 exceeded 1923 by 54 per cent. The 1925 growth would logically be expected by

anyone who is familiar with their policy of giving the greatest possible truck value at the lowest possible cost.

"To produce sufficient trucks to supply the constantly growing demand has necessitated repeated and extensive enlargements in manufacturing facilities. When Graham Brothers moved into their new Detroit factory, July 1 this year, their 250,000 square feet represented a 19-fold increase in floor space in Detroit in a little over four years. In addition to this modern steel and concrete building, ideally laid out for economical manufacture of high-grade trucks, and to their immense plant in Evansville, Ind., Graham Brothers have a plant, opened this summer, in Stockton, California, to manufacture trucks required by their dealers in the Pacific coast and the Rocky mountain states.

"Within the few months since the Stockton plant was opened the rapidly increasing demand in the far western states has far exceeded expectations and it is understood that plans are already being made to increase its size.

"Graham Brothers have also a large factory in Toronto, Ontario, to supply the constantly growing Canadian market for their trucks.

"As improved facilities and increased production have reduced manufacturing costs, the savings have been shared with the buyer in the form of price reductions. But at the same time the truck has been constantly improved—never has any change been made except to give the buyer a better truck.

"The rise of Graham Brothers in the short period of five years to the position they now occupy—first in the production of 1 1/2-ton trucks—is certain evidence that the public recognizes the merit of their product."

United States Leads World In Automobile Production

From a volume standpoint the production of automobiles in the United States and Canada taken together, stands alone when attempts at comparison with the other producing countries of the world are made, according to the automotive division of the department of commerce. Collectively these other countries do not produce a tenth as many cars and trucks as come annually from American factories.

Figures bear out this statement when it is shown that during 1924 there were 3,640,193 cars and trucks produced in American factories, in contrast with an estimated output of 326,000 for the leading European producing nations of Great Britain, France, Italy and Germany. Even more reliable production data available for the less important producing countries of Belgium, Austria, Czechoslovakia, Spain, Switzerland and Sweden, it is within reason to believe that the resultant total for all of Europe would not exceed 350,000 units.

"This is the present situation as regards the comparative volume of American and European automobile production."

Export figures for the different European automobile producing countries are so dissimilarly classified as to make direct comparison with the United States and Canada difficult. However, on an approximate basis of grouping passenger cars and trucks, American exports (United States and Canada but with trade between them deducted) during 1924 amounted to 224,851 units, as compared with a combined total of 44,861 for Great Britain, France, Italy and Germany. This difference of something less than three to one in favor of American exports contrasts with the much greater disparity of eleven to one between the relative production totals of the two comparative groups and suggests greater relative export activity on the part of European producers.

For a truer index to our American automobile export trade, foreign assemblies should be considered along with regular exports. These, amounting to 142,346 units in 1924, when added to exports, give a figure more than four times that of the above European exports. But in spite of this inclusion of foreign assemblies in the total of American automobile exports the significance of European export figures still stands out.

It is not only the amount of foreign trade that leading European producing countries are getting,

GIVES TRAFFIC SCHOLARSHIP

The first comprehensive modernized traffic ordinance in any American city was given to Los Angeles, Cal., by its traffic commission, of which Paul G. Hoffman was president and Dr. Miller McClintock was expert, according to word received here by M. J. Goss, automobile distributor.

When Mr. Hoffman went to South Bend, Ind., as vice president of the Studebaker Corporation of America, he interested A. R. Erskine, president of that corporation, in the problem of relieving traffic congestion and lessening automobile fatalities. Mr. Erskine sent for Dr. McClintock and went over the expert's researches.

As a result, the University of California has announced the creation of the Albert Russell Erskine bureau for street traffic research, established through a grant of the Studebaker corporation.

In offering to the university this bureau, Mr. Hoffman wrote: "The Studebaker Corporation of America, realizing the pressing character of the street traffic problem and the need for collection of scientific information on the subject, desires to offer funds for the creation of a research bureau and graduate fellowships in the University of California."

Mr. Erskine commented on the offer:

Traffic Big Problem.

"Much of the failure of American cities to deal effectively with street traffic may be attributed to lack of technical information. Traffic is an engineering problem. It can be controlled satisfactorily only by sound engineering methods.

"With this principle in mind, we have offered to cooperate with a great university, to make a constructive contribution to a problem vitally affecting the utility and safety of automotive transportation."

The bureau will be in charge of Dr. McClintock, who formerly was connected with the government research bureau in Harvard university, and who is known widely as a traffic engineer. He is author of "Street Traffic Control" and "The Los Angeles Traffic Code."

Located in the southern branch of the University of California, at Los Angeles, the bureau will limit its study to urban traffic difficulties and their correction. Pedestrian control, conflicts between street cars and motor cars, parking methods, speed, street design, grade separation, signaling devices, uniform regulations and allied subjects will be studied. Its reports will be available for all American cities.

The two fellowships created will pay \$1000 a year each to graduate engineering students of the university, to encourage traffic control as an engineering profession and to develop intensive research.

CHRYSLER COACH POPULAR AMONG ARMY AVIATORS

Chrysler popularity among members of the army air service was further emphasized recently by the sale of two Chrysler coaches to Lieutenants R. G. Lockwood and E. Crumrine, of McCook Field, Dayton, Ohio, says Leo French, local distributor.

At the same time the possibilities of a new slogan, "Ed (ly 150 miles for a Chrysler)" were made apparent. Lieutenants Lockwood and Crumrine flew from Dayton to Detroit and drove their cars back overland.

Both are flyers of international reputation. Lieutenant Lockwood being the present world's record holder of the 1000 kilometer speed flight, and Lieutenant Crumrine "advance man" on the late round-the-world flight, also project engineer for the coming Pultizer races.

He: "Tough luck! Ten miles from town with a blowout and no jack."

She: "Didn't you bring your check book?"

—Oklahoma Whitehead.

HUDSON, ESSEX LEAD IN SALES

According to the records compiled by the Oregon Motor Register company, which each month supplies interested dealers and others with statistics with reference to the automobile industry, Hudson and Essex are not only maintaining the record of sales being up for the past several months, but during September stood higher on the ladder than ever before.

In discussing the standing of these lines, E. L. Ledbetter, local distributor, says:

"For the month of September 117 Hudson and Essex cars were sold and delivered into the hands of owners in Multnomah county. This is better than twice the number of cars sold by our nearest six-cylinder competitor, and second in number of sales to one other car, of a four-cylinder make. In the state we sold 224 Hudson and Essex cars, which record placed us also second in the state and is nearly twice the number of six-cylinder cars sold by another company. The total number of six-cylinder cars sold in Multnomah county during September was 227 and of these 117 were Hudson and Essex. Out of 722 six-cylinder cars sold throughout the entire state of Oregon 224 were Hudson and Essex.

"This means that out of every three six-cylinder cars sold in the county and in the state, one was a Hudson or Essex.

"This is not merely a local condition. For virtually this ratio of sales to other makes is being maintained by our lines throughout the country, and to this demand on the part of the public is attributed the heavy production which in turn enables the company to turn out its production with so little cost. Volume means lowered costs and more sales mean cars delivered to the consumer for less money."

Boston Language.

It was evening. A stranger approached the motorist.

"Sir," said he, "your beacon has ceased to function."

"Sir?"

"Your illuminator, I say is shrouded in unmitigated oblivion."

"Really, I don't understand you."

"Just then a boy shouted: 'Hi, mister, your lamp's gone out.'" — Boston Transcript.

Muddy Creek - Powder Road Work Contracted

BAKER, Ore. (Special) — The contract for construction of the Muddy Creek-North Powder market road, a stretch of four and a half miles was awarded by the county court to E. H. Hanson of Eugene Thursday. The price is to be \$34,702. Concrete culverts are to be used.

She: Why do you call your car "Flapper?"

He: Streamline body, sweet paint job, quick pick-up, all kinds of speed, keeps me broke, warns up quick and is always ready to go.— Buffalo Bison.

Dry Creek Highway Work Is Progressing

ELGIN, Ore. (Special) — The work on the Dry Creek road is progressing at a very satisfactory rate, according to Commissioner John Wells, of Alsea, who was an Elgin visitor last week.

The road work is being done by William Eckstine, of Elgin, who has had considerable experience in road construction work. The business men of Elgin, through the Ad club, have raised approximately \$150 to be used on this road, the remainder to be paid by the county.

The road will be in fair shape by

the time winter comes and it is expected that additional improvements will be made by the county next year. Through the influence of Commissioner Wells, the road has been placed on the county plan as a county road, which means that continued improvements will be made by the county.

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DODGE BROTHERS, INC. ANNOUNCE

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