

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

NO CHANGES WILL BE MADE

That the Hudson Motor Car company is to make no change in its various models and in guaranteeing this to the distributors all over the country, is the information furnished by S. V. W. Peters of the Portland Motor Car company, Oregon distributor, to E. L. Ledbetter, local Hudson and Essex distributor.

izing on few models, mostly closed, and in putting these into volume production, has succeeded in lowering its costs until it has been able to make four decreases in price since January 1. The statement that no changes are to be made in designs or models is in line with the company's policy. Peters states, in working towards a higher value on used cars of this make.

Spacials cannot be effectively removed from the springs unless the leaves are spread and applied at the tip of each leaf. A spreader made for that purpose is a long wedge with a hole through it to enter between the leaves, but much pressure.

LOW COST CAR DEMAND GROWS

"The trend of popular demand toward quality and performance of the highest type in low cost automobiles is strongly evidenced in the fact that Chevrolet held the sales leadership for the entire Pacific coast during the month of September, according to E. N. Coats, regional sales manager of the Chevrolet Motor company of California," says Avery Harrison, local dealer.

"A few years ago motor car buyers were almost a unit in the belief that quality and low cost could not be combined in an automobile. In the new Chevrolet series 'K' such a combination has been proven possible and our sales volume of last year's Chevrolets is a convincing proof that the motoring public realizes how far we have gone to produce such a quality car," said Coats.

"The business man of today is quite content to drive a Chevrolet down to his place of business. In design and construction and finish it measures up fully to much more expensive automobiles with the added feature of easy driving and a maneuverability in close traffic and crowded parking places impossible with a larger and heavier car.

"Close inspection of every part from the raw material to the finished product, a Fisher body that is tool and upholstered with the same care as if the car were to sell for a thousand dollars more, and power which enables the Chevrolet owner to climb hills with greater facility than most cars of considerably greater cost are among the factors that have given Chevrolet the leadership in sales volume regardless of price.

"Many business men have become 'sold' on Chevrolet quality and ease of driving that they have provided a second car for the family—for the wife to use for her shopping trips, or the children for school, the football game, tennis or golf. They realize that it costs less to own and operate two Chevrolets without counting the convenience than to own a single car that requires the entire family to be together if its full benefit is to be obtained.

"Sturdy performance under all conditions of travel and over long periods of time has developed, following that, a constantly increasing already large family of Chevrolet owners everywhere and has given us a most enviable position in Pacific coast automobile circles."

TRAFFIC PROBLEM IS NOW WORLD WIDE

In every city of North and South America, Europe and much of Asia, the modern problem of traffic is being intensively studied. The system of traffic policemen, with start and stop signals, "one-way streets," "no left-hand turn" corners, traffic towers with lights and "speed boulevards" is being tried out in all the large cities of the world.

**RADIATOR WORK
FENDER WORK
BODY WORK**
W. E. CORUM
1301 Jefferson Ave.

GARAGE GOSSIP

With an eye toward comfort and ease of approach and departure of his patrons, Charles Playle, of the Playle filling station on Adams avenue, has installed several new concrete driveways leading to and from the station. The new driveways do away entirely with the "dip" that motorists experienced in the past.

Sales Manager Here—
Mr. Cooper, sales manager for the Pilestone Tire company, of Portland, was a business visitor in La Grande yesterday. He drove to Baker Friday and passed through the city again Friday evening en route to Walla Walla, Wash. While here, Mr. Cooper visited several of the local garages.

To Witness Grid Contest—
Glen Strickler and G. G. Griffith left this morning for Pullman, Wash., where they will attend the Pacific Coast Conference football game between the University of Washington and Washington State college. They are connected with the Standard Oil company here.

Buyer Chevrolet—
J. P. Day is driving a new Chevrolet touring car, purchased from Avery Harrison, local dealer. The car has the new close-tight enclosure.

Delivers Many Pords—
The Perkins Motor company has delivered 21 of the new model Pords which, packed for shipping, would total three carloads. The company is receiving about two carloads of Pords each week, with seven automobiles in each car.

Buchanan Continues Ill—
Ore Buchanan, Wallawa county salesman for the Studebaker service company in La Grande, continues in a serious condition at Hot Lake sanitarium, where he is undergoing treatment.

Stette Given Agency—
A garage for Ford's sales and service will be opened at Wallawa shortly by M. E. Stette of Enterprise, who will sever his connections with the county seat when he starts the new business. As soon as he can get a suitable building, he will open his garage and salesroom and then will move his family to Wallawa. The Ford company gives no exclusive territory to any agent and Wallawa, it is said, has been the battle ground for agents at Enterprise, Elgin and La Grande. Mr. Stette believed there was an opening there for a Ford agency which would develop a substantial business as a home concern.

Building New Garage—
E. C. Gettings of the firm of Gettings and Hanks, La Grande automobile distributors, is building a new 50 by 112 feet concrete garage at Elgin. It is announced. The garage will have a modern store front and the plans also call for a filling station in front of the building. Approximate cost will be \$5000.

Canada Attracts Tourists—
More than 2,000,000 American automobiles, carrying 9,000,000 tourists, it is estimated, have crossed into Canada this year.

NEW PURCHASE PLAN ADOPTED

Announcement is made by Dodge Brothers, Inc., that they have adopted a new plan for financing the sale of Dodge Brothers motor cars and Graham Brothers trucks, which is to be known as Dodge Brothers credit purchase plan and which facilities are now being offered by Commercial Investment Trust Incorporated and its affiliated companies to all Dodge Brothers dealers.

It is expected that it will be generally adopted without delay by Dodge Brothers, Inc., dealers, who are now being instructed in its details. "All details will be available through dealers to anyone interested in the purchase of a Dodge Brothers motor car or a Graham Brothers truck after the new plan becomes effective, October 1," it was said at Detroit, says L. C. Smith, local distributor.

A letter by President E. J. Haynes to all Dodge Brothers dealers included the following: "Our policy, having always been that the lowest possible cost should prevail to the public, the Dodge Brothers credit purchase plan should, because of its low rate, appeal to all buyers of Dodge Brothers motor cars desiring credit. "The plan makes it absolutely unnecessary for a purchaser of a Dodge Brothers motor car desiring credit to pay more than the rates quoted."

HIGHER POWER AUTOS COMING

LONDON (Special)—Walter P. Chrysler, the American motor car manufacturer, has not only confirmed, but added strength to his statement made just before leaving New York that within two years the highest grade motor cars would be of 100 horse power, capable of maintaining 90 miles an hour and would cost less than the highest quality cars now being built.

Sensing the ferment of comment on both sides of the Atlantic from automobile makers, as well as from safety and traffic organization executives, which those startling predictions have aroused, Mr. Chrysler emphatically stressed this trend of the industry in his address at Robburn Hall to Chrysler distributors and dealers from England, Ireland, Scotland and Wales, who assembled here for the 19th International Motor Exhibition at the Olympia.

During his address Mr. Chrysler definitely pointed out that the trend toward shorter wheelbase and greater speeds without the sacrifice of comfort and luxury, is already taking place; and that these requirements would undoubtedly be answered by cars costing far less to build than cars of similar character today.

Furthermore, he continued, these cars will be safer because of the amazing progress being made in highway construction. Elimination

of steep grades and sharp turns, double — and even quadruple — tracking of traffic lanes, together with greater efficiency of braking equipment, and development of the skill and dexterity of the motoring

public in handling their cars, he predicts will make the use of these high powered automobiles within two years a matter of greater safety than driving conditions ever have been in the past.

What's become of the old-fashioned farmer who used to cuss the automobile for scaring his horses? He's cussing the few remaining horses for shedding shooes full of nails where they puncture his tires.

AJAX SIX

NASH-BUILT



As a close buyer what do you think of ALL these Ajax features in a car in the \$1000 field?

- 4-Door Sedan
 - Six-Cylinder Motor
 - Force-Feed Lubrication—To all main bearings, connecting rod bearings and camshaft bearings
 - 7-Bearing Crankshaft
 - 6-Bearing Camshaft
 - Four-Wheel Brakes
 - Full Balloon Tires
 - Five Disc Wheels
 - Duoce Finish
 - Cowl Ventilator
 - Cowl Lights
 - Rear-vision Mirror
 - Silken Curtains
 - Transmission Lock
 - Automatic Windshield Wiper
- YOU GET ALL OF THESE IN THE AJAX AND IT'S NASH-BUILT!**

B. C. HAMILTON MOTOR CO., HOLMES BLDG.

Better Service To Hudson-Essex Owners

With our new location on Adams Avenue we are fully prepared to give expert and exacting service FREE during period of factory guarantee—a Complete Garage Service.

Expert Mechanics — Accessories

Vellax GASOLINE OILS GREASES

E. L. LEDBETTER
Hudson - Essex Sales and Service.



Compare these Better BUICK Sedans with "Coaches"

These finer closed cars are built on the famous Buick chassis with the 21-year-proved, 60 and 75 horsepower Buick Valve-in-Head engines. Extra power!

And they have the famous "Sealed Chassis" and the new "Triple Sealed Glass." No other car, regardless of price, furnishes this completeness of protection for driving parts.

And these Buicks have the characteristic Buick charm of body profile. They are finished in Duoce. They seat five full-grown people in roomy comfort. They have the Fisher VV one-piece, wind-shield, automatic windshield wiper, and a host of like necessities. Buick's exacting closed car standards prevail in their Fisher-built bodies.

Come in and see how much superior these Better Buick Sedans are to "Coaches", before you spend your money!

BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

The Better BUICK
Jennings and Shumate

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Extreme Heat and Cold Both Hard On Your Engine

In the extreme heat of summer and the extreme cold of winter the satisfactory service your car gives - - - or fails to give - - - depends very largely on correct lubrication.

Some car owners suffer through the winter with all kinds of engine grief without knowing that much of it can be avoided. Others insist on getting the golden "Texaco Oil" and quit worrying.

Playle Oil Co.

Playle's Superior Service — As Near as Your Telephone.
Texaco Gas and Oils—Ajax and C. T. C. Protected Tires
Car Washing, Etc.