

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

TESTS SHOW HIGH MILEAGE

In an effort to determine just what mileage can be expected from the average Hudson closed car S. W. Peters, vice president of the Portland Motor Car company; A. Stevens, sales manager, and representatives of the Portland dealer organization of the company, co-operated Monday in a real test with five closed Hudson cars, according to word received by E. L. Ledbetter, local Hudson-Essex distributor. These were sent out in different directions under varied road conditions and all were driven an average of 100 miles.

The drivers were instructed not to do any "trick" driving, to leave their clutch engaged at all times and to do no coasting with the engine off.

Under the supervision of news-

paper men and Captain Frank Ervin of the Portland police department, the tanks were each drained and refilled with 10 gallons of General gasoline drawn from the regular filling tanks in use that day. Several hours later when the cars returned, they were drained of the remaining fuel, which was measured by the officiating newspaper men and the computation made on all five cars.

The results of the drives showed a total average gasoline mileage of 20.54 miles, the total distance run was 495.5 miles.

The highest mileage made was 25.44 miles by Harry Eaton, driving for the Portland Motor Car company on a trip to McMinnville. G. B. Pondergrass was second with 22.92 miles on the run to Kelso. James Williamson from Condit & Conser was third with 20.16 miles, on the trip to Rainier. M. Buckley from C. B. Preston made 18.64 miles on the trip to Cascade Locks and W. H. Cate with a brougham returned with a mileage of 14.16 miles to the gallon to Salem and return.

Cate's driver was compelled to back up a half mile on a detour at Oregon City to avoid an accident and this happening cut down his average.

As the cars drew into the filling station, each was taken in turn and checked. At the start, Frank Ervin sealed each tank's cap with a metal elasp which was removed at the finish. This made it impossible for any gas to be taken from or added to the tank en route.

Peters, in discussing the results after the tests, expressed himself as highly satisfied with the mileage obtained.

"We have been seeking some method for some time of acquainting the public with the fact that the Hudson car is economical in gas consumption and this test proved our contention. We purposely made the test under actual driving conditions which would pertain to any Hudson owner and made no attempt to obtain by trick driving a large mileage which

KNIGHT MAKES RECORD CLIMB

For the first time in the history of the European automobile industry, an automobile has ascended the rugged and steep incline of Klausen Pass in Switzerland, says Gettings and Hanks, auto distributors.

Klausen Pass is one of the highest roadways in all Switzerland which is improved in surface. For years foreign automobile representatives have attempted to scale its steep incline without change of gears but never has this been officially accomplished until recently when John Oerotts, attached to Willys-Overland's field organization abroad, drove a Willys-Knight six over the treacherous course without changing to a lower gear.

To add official recognition to this unusual climb, representatives of the Royal Automobile club of Great Britain were on hand to attest to the drive. At the completion a certificate of meritorious performance was given Willys-Overland's representatives for the accomplishment.

Klausen Pass is located about 50 miles directly south from Zurich, Switzerland, and is in that section of the Swiss mountains called the Glarun Alps. For years automobile men have attempted to ascend this treacherous slope in high gear, being unsuccessful until accomplished by the Willys-Knight six, attesting the unusual flexibility and power performance of its engine.

the average owner could not get except under like favorable conditions. Any test of that nature would naturally react in that owners would complain if their cars did not do likewise."

GARAGE GOSSIP

New Driveway Installed—

The Hudson-Essex garage, now located in the Lottes building across Adams avenue from The Observer office, has installed a new concrete driveway at the front entrance.

Station Located on Adams—

The Oregon Tire & Battery station, formerly located on Fir, was recently moved into new quarters on East Adams avenue in the 1500 block.

Willys-Knight—

Clarence Blanchard of Elgin has purchased a new Willys-Knight touring car from E. C. Gettings.

From Autos to Logs—

Paul Sayre has resigned his position as salesman for the Portland Motor company to join the Mt. Emily Timber company as timekeeper, located at the camp above Hillgard.

Officers Like Chevrolets—

County officers must like Chevrolets, according to Avery Harrison. He reports that Sheriff Jesse Breshars has just purchased a new sedan from the Blue Mountain garage and G. M. Pierce has acquired a new touring car. Both men have been driving Chevrolets for several years, turning in the old cars on their new purchases.

Another New Car Owner—

Archie J. Miller, pressman for The Observer, has joined the ranks of car owners. He is driving a new Star car this week.

Willys New Sedan—

Mr. and Mrs. Sherwood Williams have a new Velle sedan, purchased from Charles McCrary, local distributor.

A Little Excitement—

Things sometimes get dull along motor row except for an occasional bit of excitement to liven up the situation. An explosion at the Blue Mountain garage last Saturday night filled the bill. The blast came when the floor man turned on the switch for the light on the gasoline pump—and got more than he ordered. No damage was done except that most of the plaster was blown from one side of the wall where the switch was. It is supposed that escaping gas was between the walls where the electric wire to the switch was located and the spark touched off. The men at work first thought the gas pump had blown up because of the noise.

Accepts Position—

M. J. Daly has accepted a position as salesman at the Blue Mountain garage.

50,000 Cars Monthly—

Announcement has just been made to Avery Harrison that Chevrolet will maintain a production of 50,000 cars monthly from now until the inventory period in December. "All factories have been running at capacity since last January," Mr. Harrison states.

D. COX EXPLAINS WHAT AUTHORIZED SERVICE MEANS

"Quite a change has taken place in recent years in the automotive service field with the development of authorized service. But there is a question whether or not car owners appreciate just what 'authorized service' actually means," Dale Cox stated today.

"Formerly," stated Mr. Cox, "the particular mechanic assigned to a job had only his own local experience to guide him. A charge was made at an hourly rate and the parts he used were charged for. The sum of the two was the amount to be paid by the car owner."

"Authorized service includes technical records and information that makes it safe for the car owner to have any one of a number of mechanics in the service station handle the job without making it a matter of good or bad fortune as to just which mechanic happens to do the work. How to proceed with the work, the amount of time it should take to do the job, and just which parts to use are all results of time studies passed on to the authorized service station.

"It is our aim to have our authorized service station work to a point where it will operate just the same as a shoemaker. This would mean that the car owner need only be interested in the two very important points of 'How much will it cost' and 'when can I call for it.' Surely this plan will entirely eliminate the question that sometimes arises as to the actual time it has taken to complete the job and whether or not only such parts were used that were actually needed."

Mr. Cox operates the official factory service station for Duco, Klaxon and Remy electrical equipment, authorized by United Motors Service and is also the local factory representative for a number of other lines.

On a Demonstration Ride, Balloon trousers and balloon tires are all right. It's balloon heads that are all wrong.

If Mr. Ford should buy the run flat as junk he would serve his country.

EXPLAINS ONE PROFIT PLAN

"If the buyer of every automobile had to make just one car he would understand thoroughly how much the term 'one-profit manufacture' introduced to the industry during the summer, means to each purchaser," declares M. J. Goss, Studebaker distributor.

"In other words, if he had to buy the engine from one maker, the body from another, and from different makers had to purchase axles, transmissions, springs and

other important component parts, then fit them together to make the car run, these things would be apparent to him at once.

"The necessity for revising his original plans to accommodate the size, shape and power of the engine; to make the body fit and present a neat appearance; to arrange all component parts so they function with each other.

"The profits paid each separate manufacturer for the part which he produced would add up to a respectable total in the entire cost.

"Now if this buyer were to sell his product adding his profit to the entire cost to him, he would realize what a proportion of his selling price was represented by no actual value in the car, having gone to pay these profits.

"Studebaker lays no claim to

having originated the thought, having found it already taking strong hold of the car-buying public mind. But a survey of the field demonstrated that just as Ford was the only manufacturer of low-priced cars having sufficient plant equipment to manufacture cars complete and avoid filling his price with parts-makers profits, so Studebaker with \$100,000,000 in assets enjoyed that distinction alone in the fine car field. Probably no phrase has been as much talked of during the past season in the industry, and the result has been a continuation of sales through 1925, considerably in excess of those during 1924."

The supreme penalty is called for, when the car carries no headlights and the driver is all lit up.

Taking Care of Motorists

We sell gas, oil and accessories but at the same time we make it a point to take care of Motorists. For example: your wife drives up with a flat tire, or perhaps only one under-inflated—she doesn't have to drag the air-line around and do the work herself. That is just one way we take care of motorists—it pays—our sales are increasing every day.

Veltex Gas - Oil - Greases

La Grande Filling Station
Kuhn & Zweifel

For all of this the price is only ~ \$595

f.o.b. Toledo

The best sales talk ever made for the Overland Standard Sedan was this remark—made by the owner of another make of light car to his wife who came in to visit a large Willys-Overland Sales room.



Think these facts over!

The price of the Overland Standard Sedan is only \$15 higher than the price of the lowest cost sedan—it is \$100 lower than the price of the next nearest enclosed car. The \$15 buys a standard sliding gear transmission, honeycomb radiator, full size brakes, more room than in any other light car built, big car frame and drive system and many other features of construction that go to build up long and satisfactory service.

The \$100 you save is that much money in your pocket—a study of Overland specifications will quickly prove this to you.

Here is what you get

A full size sedan—plenty of room for 5 grown people—a trim, smartly designed car with up-to-the-minute lines—polished lacquer finish with nickel-trimmed—beautiful and durable upholstery—heavy fenders—a quality car from stem to stern.

Unusual convenience

—is afforded by the wide doors—it's easy to get into the front or rear seats—and the doors are sturdily hung on four hinges—they'll never sag nor stick.

Clear riding and driving vision

—the result of big windows and the latest type one-piece windshield.

In seven weeks—the price was announced Sept. 13—this Overland Sedan has upset all motor car tradition. To-day it is the greatest popular favorite the country has ever known.

There are 20 square feet of window space—it's like riding in an open car with all the snug protection of enclosed car construction.

Wonderful power

—is always available in the 27-horsepower motor—Overland ability in rough going has always been one remarkable feature of its performance—large valves in the L-head motor give smooth power and more of it—and there are fewer parts than in any other type of motor construction.

Sturdy drive system

—from clutch to axle shafts, the drive system is the finest that can be put into any car—Borg & Beck type clutch, one of the finest clutches ever made, selective sliding transmission, Molybdenum steel axle shafts, the toughest steel known, and the axle shaft is as large as that used in many cars of double the weight.

Big car chassis

—unusually strong, rigid frame with plenty of bracing—Chrome Vana-

dium steel springs—Timken roller bearings in the front wheels—New Departure ball bearings in the rear wheels—Molybdenum steel steering knuckles—only 27 points to lubricate as against 35-60 on other cars.

How Overland can build this car

—simply by advanced manufacturing methods—weeding out overhead here and there—planning and studying every factory procedure. In this Overland Sedan you get every essential of big car performance—big car equipment—big car appearance and comfort and convenience. And with it you get the most surprising economy ever known in the light car field. There are years of trouble free service in the motor—there are thousands of miles of trouble free service in the chassis. There is everything you are looking for in this tradition smashing sedan.

The terms are very easy

—a small down payment—and 18 months on the balance—your old car in part payment. Come in. See what you can really buy in this car priced at \$595.

Standard OVERLAND Sedan

Gettings & Hanks

Satisfaction

There's satisfaction in doing a job well, in earning a just profit, in avoiding needless labor and expense. It's such satisfaction that the "Caterpillar" user feels, and it's satisfaction not only in his own accomplishment but also in the tractor that makes these results possible. Ask us for "Caterpillar" folders and catalogs.

Bunting Tractor Company
Dealer Northeastern Oregon and Southern Idaho
Jefferson and Elm Streets
Phone Main 534

A One-Profit Car Unit-Built Construction

Drive In Comfort This Winter!

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Closed Car or Duplex Phaeton

M. J. GOSS