

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic News And Tourist

MODERN AUTO IS LAST WORD

Where once whole engineering staffs engaged themselves in simply making a motor car run, it is now necessary to note the amount of attention automobile engineers now give to minute details of construction. For development of motor

cars nowadays is in details, not in radical construction. It used to be that tops sagged and grew bumpy, fopping in the wind like half-filled balloons. Or they tore. Curtains never fitted—in the storm, or darkness. They became lost, torn and saggy. All at once, this changed. Steel panels, steel side-pieces and steel cross-beams made the roof of the car as permanent and the sides. As a further improvement, Studebaker introduced a full, rather side enclosure to pull down in half a minute and roll up as quickly into recesses in the top. This ended the curtain

OVERLAND SIX GIVEN PRAISE

"Hearing out the contention of designing engineers in constructing a car of maximum safety in all kinds of driving, hundreds of enthusiastic letters from new owners of the Overland six provide authentic proof of the roadability of this car in all parts of the country," states Gettings and Hanna, local distributors.

"Willys-Overland engineers, in designing the Overland six, spared neither time nor expense in developing a perfectly balanced chassis which, combined with the newly hung spring suspension, would provide no sideway or driving fatigue. To accomplish this, the chassis was divided into several parts, and the staying or bracing of these individual parts taken separately to secure perfect road poise. Specially designed cross members at the front of the chassis firmly stay the frame members. These were so balanced that all possible sideway was eliminated in the forward end of the chassis which, in connection with the heavy and channeled engine suspension, provide a rigid bracing for the chassis.

"Owners, in commenting on the fine road balance of the Overland six, mention that the spring suspension of the car provide ideal riding comfort. This was accomplished by the use of specially constructed chrome vanadium steel springs of the semi-elliptic type, 24 1/2 inches long in front and 51 inches in the rear, providing a buoyancy in spring action. This type of spring is practically immune to breakage because of the alloy's toughness. Extra heavy cross members in the rear complete the heavy bracing of the car, which, together with the unusual strength of the chassis frame members, provide an exceptionally sturdy and yet easy riding car."

NEW FORDS IN WORLD DEMAND

Highways and byways all over the globe will soon be dotted with a new line of Ford cars says W. C. Perkins, local distributor. And curiously will be just as keen when the Improved Fords appear on the streets of Paris, Berlin, Rome, Copenhagen or Yokohama as it was along Fifth Avenue or Hollywood Boulevard. The Ford car familiar in most every country on earth will soon give way, to the improved and better looking Ford. With output rising to new records in this country, Ford plants throughout the world also are getting into production with the improved cars. Distribution to dealers and customers is already under way in several countries.

The Ford Motor Company of England, Ltd., began production on the Improved cars at the Manchester plant.

What an exchange of convenience for trouble has been made in other details of the car of today! Such as:

For oil and gas lamps, lighted with matches—electric systems in metal containers, all controlled by one switch on the steering wheel.

For extra control levers on the wheel—an automatic spark advance, timing engine firing by its own speed.

For instruments scattered all over the dash, bewildering to the novice and experienced driver alike—one oval glass, with all grouped beneath, indirectly lighted.

For hard rubber tires and buggy wheels—full, soft balloons, around small, sturdy wheels.

For goggles, linen dusters and gloves—luxurious, richly upholstered bodies in which a woman in evening costume may ride, uncloaked and comfortable.

For brass and nickel scattered all over the car, with odd steps and protuberances everywhere—the simple dignity of low, long bodies, trim as a greyhound.

For the short-lived varnish, rich lacqueroid applied in greater variety of colors, gives lasting beauty.

So with other details: Springs, transmission, clutch, horn, starter, oil drain operated without getting under the car; greasing systems, carburetor and radiator—scarcely a single detail of the car that hasn't had the attention of entire engineering staffs.

In contrasting the advances made in motor car design, the local Studebaker dealer pointed out that improvements are now confined to details. "Because of this, Studebaker believes that annual model changes are unwarranted. Based on this conviction, the Studebaker policy of 'No yearly models' was adopted."

Explaining this policy M. J. Goss said: "Studebaker cars are kept constantly up-to-date without regard for the calendar. The elimination of spectacular annual announcements of new yearly models saves thousands of dollars for Studebaker owners whose cars would be artificially depreciated in value if Studebaker followed the plan of saving up changes for several months and making them the occasion for spectacular announcements."

ter plant October 10, and England was given its first view of these cars.

France, Belgium, Spain, Holland and the Scandinavian countries are just beginning to receive the improved Fords as production is now under way at the plants in Antwerp, Barcelona and Copenhagen plant. Shipments are on the way to the Trieste plant and it will not be long before the new Fords will be on the roads of Italy.

The first car for South America, have been shipped to the company plant at Santiago, Chile, for distribution to dealers and other South American plants will go into production in November. The Ford branch at Havana, Cuba, and the plant at Mexico City, Mexico, will soon be distributing cars to dealers. The Orient will have its first glimpse of the improved Ford cars most any day now, as shipments of parts for assembly have just been received by the Ford Motor Company of Japan, Ltd., at Yokohama.

The Ford Motor Company of Canada, Ltd., which supplies Canada and the British Colonial possessions has been in production with the new cars for some time and has started shipping to Ford Plants in New Zealand, Australia and South Africa.

1,000 AUTOS SOLD IN WEEK

OAKLAND, Cal. (Special)—One thousand cars a week.

"That is the pleasing total of Chevrolet sales each seven days on the Pacific Coast.

An what is not just one record week or one record month but the average per week of Chevrolet cars sold by the big dealer organ-

ization of the company since the first of the year.

More than forty thousand people on the coast have given a verdict of approval on the new Chevrolet and it is the endorsement of these owners, their enthusiasm over the performance of the cars and their comments that is helping to add this pleasing total of one thousand new owners with every passing seven days.

"The new Chevrolet has so many details of refinement and appointments not found on other cars in its price class that it is rapidly stepping out ahead of all competitors from the standpoint of popularity," said F. N. Coats, regional sales manager of the Chevrolet Motor Company yesterday.

"Dealers from all sections of the state report that there is genuine enthusiasm over Chevrolet performance from present owners and drivers. Hundreds of letters now on file testify to the reliability, the economy, the power and all around performing ability of the new Chevrolet," said Coats.

"We are confident that the months ahead point to continued Chevrolet leadership in this territory. During the first nine months of the year Chevrolet has set new records. There is no sign that there will be any abatement in this enthusiasm over the car or the public's desire to own and drive Chevrolet automobiles."

The Getaway. The village improvident was observed dicker with an automobile salesman for an expensive motor.

"What do you mean," asked a candid friend, "by buying a big, fast car when you can't even pay your bills?"

"That," admitted the improvident, "is the main reason I am buying a big, fast car."

Heaven must be a place where you can wear a suit of clothes as long as the vest lasts.

AGED HUDSON STILL ACTIVE

Search through the state for the oldest Hudson car still in the running, brought to light a 16-year old veteran in La Grande, which was traded in for a new Essex coach last July, after many years of service in the Eastern Oregon country.

L. K. Nichols, Eastern Oregon representative of the Portland Mo-

tor Car Company, found the old timer here at the show room of E. L. Ledbetter, La Grande distributor of Hudson and Essex cars, where Earl Fleener had traded it for a new coach. The car was originally purchased by Dr. Robertson, of La Grande, in 1909 and ran by him some 450,000 miles, after which he sold it to a cowboy, working on the Bar Three ranch, south of North Powder. After driving the car for some time, it was traded in on a new car, and ownership then passed into the hands of Fleener.

Veteran though the car may be, examination by the Ledbetter boys proved that it still has plenty of power and is able to get up and go whenever the occasion arises.

"Limousine" Now Accredited. PARIS (AP)—Persons who have been boldly using the word "limousine" to describe their most valued automotive possession, always in the belief that it was of excellent French origin, should know that it has just been accepted by the French Academy as a word in good usage.

"Good heavens, man, what is the matter with your face? Were you in an automobile accident?"

"No, I was being shoved by a lady barber when a mouse ran across the floor."



Buick Master Six Four Passenger Coupe

added Roominess. Come in and try the seating space in the Better Buick. There is more of it—added head room—added leg room—added width in seats for both driver and passengers. Buick engineers have discovered new ways to increase interior space. They have made the Better Buick more roomy than other cars of even longer wheel base. It is a full-sized, man-sized car, for grown-up people to ride in, without being squeezed in. Come in and try it!

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

Better Buick Six Cylinder Valve-in-Head motor cars range in price from \$1125 to \$1995, j. o. b. Buick factories. Among the Buick open and closed models there is one that will meet your desires exactly.

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1924
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1924 LIGHT SIX
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Veltex WINTER GASOLINE

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