

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

DODGE PLANS FOR BIG YEAR

Few announcements in the business world have occasioned more widespread surprise and comment than the one published Wednesday by Dodge Brothers, Inc., stating simply that substantial price reductions would be made public on January 7, although actually in effect Dec. 15. It was explained that the fall amount of the reductions would be refunded to all persons buying Dodge Brothers cars between December 15 and January 7.

Robert C. Graham, newly appointed vice president and general sales manager of Dodge Brothers, Inc., today supplemented the announcement with the following statement to L. C. Smith, local distributor.

"Telegrams are pouring in from every section of the world. Dealers report the most intense enthusiasm in the history of Dodge Brothers."

"They know that these reductions would have been impossible without greatly increased production—and that is now assured. We have just completed a \$10,000,000 expansion in new buildings and equipment that will nearly double our capacity."

"Although facilities have been greatly increased every year since 1914, Dodge Brothers have lost hundreds of thousands of sales through inability to supply demand. We are now in a position

to meet what we are firmly convinced will be the greatest demand in history. This applies to both passenger cars and trucks and not only to the United States but to the whole world. Having just returned from abroad, where I spent several months in a very careful investigation of business conditions, I am satisfied that the world market is in a receptive mood for American products. The world in general will be more prosperous than in many years and therefore in a position to indulge this mood with extensive buying."

"American manufacturers likewise are in a better position than ever before to meet this demand, which increases an excellent employment situation and further increased prosperity at home."

"Both Dodge Brothers and Graham Brothers export business is increasing month after month, keeping pace with the big growth in domestic sales."

"On the whole, the outlook is for a tremendous year—and Dodge Brothers and Graham Brothers are now fully prepared to meet it."

GOOD ROADS INCREASE.
The mileage of surfaced roads in the United States is nearing the 500,000 mile mark. In addition to surfaced roads, a considerable mileage has been graded and drained according to engineering standards.

SPEEDING UNNECESSARY.
Tests conducted by motor clubs in various districts of the country show that speeding gains little time. A person who follows all rules will arrive at his destination almost as quickly as the motorist who breaks the rules.

FAULTY DIMMING CAUSES MAJORITY OF CAR WRECKS

Seventy per cent of the automobile accidents occurring outside city limits in America are due to faulty headlight dimming, finds the National Automobile chamber of commerce research division.

This is confirmed by other research, which divides these accidents into groups due to two causes:

1. Brilliant headlights, confusing the oncoming driver, bring about the larger number of casualties.
2. The result of the driver's taking his vision from the road at critical moments while groping for a switch with which to dim lights.

Accordingly, the same authorities conclude that the most effective cure for the condition is an adequate dimming arrangement. The next most valuable help is the location of the dimming arrangement where it can be found readily and instinctively.

"Studebaker headlights are focused to comply with the Los Angeles regulation," states M. J. Goss, local distributor. "This requires such adjustment as will permit one driver to meet another with lights on full, the glare being kept below the horizontal level of the lamp itself."
"The only time a light so focused might dazzle an oncoming driver is when the car bearing the light is going over a rise of ground which tilts the front of the car upward from a horizontal position. Then dimming is necessary."

"This also has been taken care of on Studebaker cars. The lighting control has been placed on the steering wheel, the glare being kept below the horizontal level of the road to search for the switch. It is operated as unconsciously as the foot accelerator."

A Fly Dame
"Will you step into my Ford?"
Said a gofer to a chick,
"I'll promise not to harm you
Or do a stalling trick."
The flapper winked here eye, and said,
"I've worn out too many shoes
To believe in that old stuff."

FAKE MOTOR CLUBS
Motivists of the United States annually pay out more than \$25,000,000 to fake motoring organizations. It is difficult to convict promoters of these organizations as they always claim that they had good faith in the project.

GARAGE GOSSIP

Delivers New Coach—
Leo French, local Chrysler distributor, delivered a new Chrysler six coach to C. A. Knowles, of Minam. Wednesday, Mr. French also delivered a Chrysler four coach to Clyde Hoppel.

New Lincoln on Display—
Mr. and Mrs. W. C. Perkins, who went to Portland the first of the week, returned to La Grande Wednesday with a new Lincoln car, similar to the model on display here some time ago, only maxine blue in color. The body is by Le-Baron. The new model is one of the "finest things on wheels" according to those who have seen it.

Many Visit New Jewett—
That the motoring public welcomes an automobile designed expressly to meet present day needs have been proved here by the interest local motorists have shown in the New-Day Jewett, the ultra-modern product of the Palmyra-Motors Motor Car company, now on exhibition at the salesrooms of Harris F. French Motor company. Mr. French reports that a score or more visit his place of business daily and express admiration of the new model.

Demoted Fordson—
W. E. Maysor, salesman for the Ford Motor company, spent four days last week at Camp No. 3, Mr. Emily Lumber company, demonstrating Fordson logging equipment.

Dodge Sedans Arrive—
The L. C. Smith garage unloaded two new Dodge sedans this week.

New Nash-Ajax Salesman—
A. R. Trachsel has come to La Grande and will be agent for the Nash and Ajax cars here. Mrs. Trachsel and their four children accompanied him. They have moved into the house owned by Mrs. H. E. Watkins and plan to make La Grande their permanent home.

Accepts Position—
Mrs. J. C. Hughes has accepted a position at the Blue Mountain garage as bookkeeper.

Moves to La Grande—
M. A. Cason, formerly of Seattle, Wash., has accepted a position at the Perkins Motor company as salesman. He and his wife and daughter have moved to La Grande and will make this city their home hereafter.

Delivers Coupe—
Avery Harrison, proprietor of the Blue Mountain garage, delivered a Chevrolet coupe to Mrs. Harry Schwelke this week.

Gas Gargles

Epitaph
Here lies the body
Of Sassafras Wronight.
The train traveled faster
Than Sassafras thought.

A scientist says Titian-haired girls are not of the proper temperament to drive cars, and really should not be permitted to do so. Which is fortunate, as we get very few invitations to ride with Titian-haired girls driving cars.

Don't race for the crossing—it may result in a tie.

It's best to open the garage door before backing out.

Parking space is where you leave car to have fenders banked up.

A good finish for an old car—stall it on the railroad crossing.

Overhauls mean overalls.

Flywheels do more than keep the flies off the engine.

In buying a used car it's not so important who will stand back of it as who will be under it.

Motorists who give dirty looks, could save their face by having a face painted on a board, fasten a handle to it, and hold it out at the other motorists.

Tourists (in village notion store): "Whaddya' got in the shape of automobile tires?"

Saleslady — "Funeral wreaths, life preservers and doughnuts."

Nobody with a hundred dollars is safe from the dangers of surgical operation or owning a silver.

With a rear-sight mirror, Lot's wife wouldn't have gotten into all that trouble.

The easy-going citizen doesn't get anywhere so speedily as the easy-going car.

Auto Salesman—"And what kind of a horn would you like, sir? Do you care for a good, loud blast?"
Haughty customer—"No, I want something that just sneers."

The trouble is, the least responsible people drive the highest-powered cars.

The automobile constantly is reducing the number of pedestrians.

Auto Company Expects Record-Breaking Year

In anticipation of another record-breaking year during 1926, the Chevrolet Motor company has greatly expanded its field organization to assure quick distribution of cars and parts to its thousands of dealers, states Avery Harrison, local distributor.

The expansion program just completed involved the opening of three new zone offices in key cities and the erection of specially designed sales and service buildings at four other zone points. The new zone offices are located at New York City, Cleveland, O., and Omaha, Neb., in the heart of the automobile cities.

JAPAN BUYS U. S. AUTOS.
Japan is one of America's most regular customers for automobiles. Practically every liner that clears from Puget Sound for Japan carries from 12 to 50 autos of leading American makes.

GAS TAX PAYS BIG.
A total of more than \$3,000,000 will be received for the 11 months of Michigan's two-cent gasoline tax which went into operation last February 1.

Few too many motorists are driving with one foot on the accelerator and the other in the gravel.

"Enclosed please find check," as a joy-maker, must now give place to "Park here all day."

JUSTICE SCORES TREND.

SALEM, Ore. — America excels the world in lawmaking and law-breaking, said Oliver P. Coshov, associate justice of the state supreme court, who was the principal speaker at a luncheon of the Salem chamber of commerce. "Our laws have become so numerous," said Justice Coshov, "that the average citizen has given

up all hope of complying with them. He obeys only those laws which meet with his approval. The sob sisters, with their maudlin sentiment, have brought about a condition whereby the purpose of punishment is to return the criminal and let the public be damned. "America excels the world in many things, but we have no monopoly on wisdom. The tendency of legislation in this country has been to protect the criminal when he is brought up for trial, rather than to protect society."

SERVICE WITH PENNZOIL

Better Service

The first law of individual interest is—confidence. Confidence in the quality of what you buy. That's why we sell

PENNZOIL
SAFE LUBRICATION

The outstanding law of successful business is—confidence. Our business is the result of customers' confidence in our super-service. This is what we do—just a little better—just a little quicker—Sell:

Popular Brands of Gasoline, Accessories, Tires, Tubes,	Wash, Polish, Clean with Steam or Air.	Oil and Grease, Transmission and Differential, Cleaning and Filling
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Jennings & Shumate

PENNZOIL
SAFE LUBRICATION

We Thank You

For the patronage extended to us in 1925. In the coming year we will strive to please you more and more.

Battery - Lighting - Ignition Work.

Fred T. Burgess

EXIDE BATTERIES Distributor

Main 125 1308 Jefferson

DODGE BROTHERS SPECIAL TYPE-A SEDAN

Distinctive in the fact that it defies social classification.

You find it driven by the very rich and by the moderately well-to-do.

It appears to equal advantage at smart social affairs, or employed in the practical business of every day.

Its refinement naturally attracts fastidious buyers.

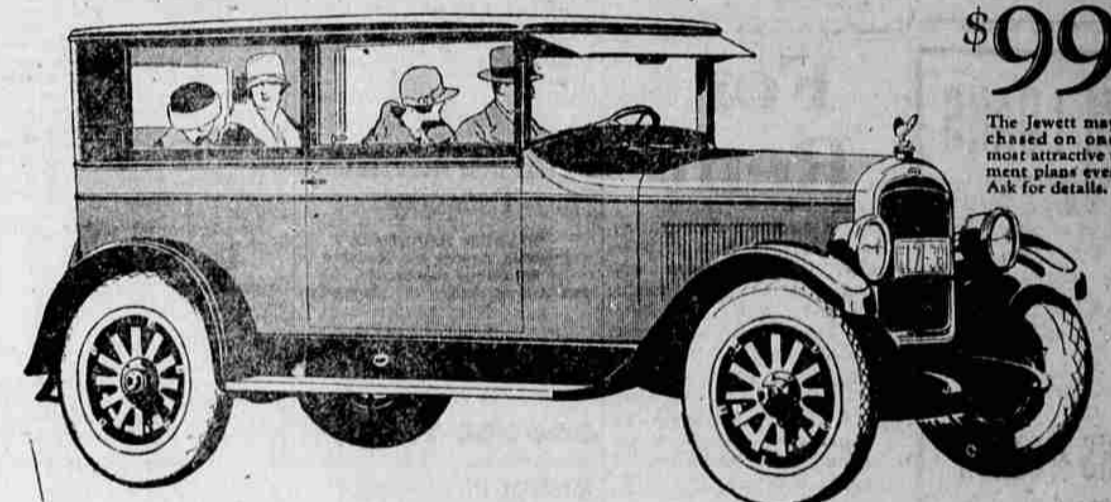
Its dependability is valued by those who value their time and whose time has value.

Ask us about Dodge Brothers New Credit-Purchase Plan

L. C. Smith



The New-Day Jewett at Jewett's Lowest Closed Car Price \$995



with Paige Hydraulic 4-Wheel Brakes!

- By nearly \$300 the lowest price ever set on Jewett closed car quality.
- By hundreds of dollars the lowest priced car with hydraulic brakes standard.
- Typically Jewett performance.
- 20% greater gasoline economy.
- No superior at any price in every detail that makes for ease of handling.
- Roominess unsurpassed unless you pay close to \$1000 more.
- The clearest vision of any closed car.
- With high quality certified throughout by standards from which Paige has never deviated in 17 successful years.
- Standard Sedan, \$995; De Luxe Sedan, \$1095; De Luxe Touring Car, \$1095; f. o. b. Detroit, tax extra.

We ask only that you give this car an opportunity to prove its right to be known as "The New-Day Car For New-Day Needs". It is waiting your inspection and test

HARRIS F. FRENCH MOTOR CO.
111 Adams Avenue.