Highway and Auto Dope

Traffic and Tourist News

WHITEMAN TO PLAY AT SHOW

SAN FRANCISCO, (Special to The Observer)—With the tenth annual Pacific Automobile show only a little more than a month away, leading automobile distributors here were busy the past week, making plans for an elaborate showing of automobiles in the exposition auditorium.

George Wahlgreen, veteran show manager, it is generally acknowledged has executed a managerial coup in securing the noted musician Paul Whiteman and his orchestra as the musical feature of the big show. This musical treat will be the best afforded the San Francisco music loving folk this season and it is certain that a record breaking attendance will flock to the annual motor display.

The dealers here, confident of these record breaking crowds are putting forth every effort to make the motor displays live up to class of the musical entertainment so that it will be an all star performance.

Decorators Busy

Decorators are also busily engaged under the direction of Wahlgreen on some new decorative designs that will surpass in beauty and magnificence some new decorative designs that will surpass in beauty and magnificence anything ever before featured at the big display.

STUDEBAKER CAR PROVIDES MORE COMFORT, CLAIM

At their recent convention in Detroit, the automobile body makers of America, said in substance:

"Headroom of 36 inches above rear seats is sufficient. The tendency to cheapen bodies has gone too far. Real utility—a combination of style with comfort—will win out.

"Comfort hasn't received a fair share of attention. The policy of bringing out yearly models is opposed as too expensive and unfair to the buyer. One advantage of the custom-built job is that it can't be declared out of style overnight by the edict of some sales manager.

"From now on, quality is going to play a more important part than ever in body design and manufacture."

In connection with these decisions, M. J. Goss, the local dealer points out that Studebaker engineers insists upon a headroom allowance of 37½ inches; that instead of the cheap soft woods at $80 a thousand board feet, Studebaker uses white ash at $107 a thousand, and maple; and that special attention is paid to wide seat cushions deeply upholstered in washed cotton-hair, with free legroom to give utmost comfort.

"Studebaker's whole manufacturing effort," says Mr. Goss, "is to save cost through One-Profit manufacture, then turn these savings back in the shape of better wood, upholstery, steel and workmanship; plus equipment and better fittings."

EXPRESS TRAIN'S TIME BEATEN BY NEW-DAY JEWETT

"A photographer's flash-light flared at 5 a. m. December 19 at the Michigan Central station, Detroit. The echoes of its muffled report were drowned by the roar of the exhaust from a suddenly opened throttle. Early morning workers and travelers turned to look, and were just in time to see the ruby taillight of a gay-green automobile swinging from the station plaza into Michigan avenue," states Harris French.

"Just 6 hours and 5 minutes later, the same car, a New-Day Jewett, drew up at the curb of the Illinois Central station, Chicago, 297 miles away. The driver handed a card to R. H. Nagen, office manager of the Western Union Telegraph company, who certified to its company, who certifies his indorsement to the signature of G. H. Manners, assistant station master of the Michigan Central station, Detroit, who had time-stamped the card at 5:00 a. m.

"That card tells the tale of the New-Day Jewett's successful attempt to beat, from terminal to terminal, the time of the Michigan Central's crack Detroit-Chicago express, the Wolverine Limited. The train's time is 6 hours 35 minutes, and the New-Day Jewett had cut 30 minutes off its time, despite its having covered a route 13 miles longer than the rail line."

Auto-suggestion is now being used to prolong life. And the best auto suggestion is not to drive more than twenty miles an hour.

Civilization: A church, a school house, a parking problem.

GARAGE GOSSIP

Studebakers Arrive—
M. J. Goss, local Studebaker distributor, received a carload of cars this week. The consignment included one big six sedan and two special six sedans.

Reings Chryslers In—
Leo French went to Pendleton last Sunday and returned with three Chrysler cars, all enclosed. Mr. French is dealer for the Chrysler company in this territory.

Drives to Portland—
E. L. Ledbetter, Hudson and Essex dealer here, accompanied by Tom Sturn and George Baars, drove to Portland the first of the week. They brought a new Hudson back to La Grande with them.

Visits Wallowa—
J. P. Moreleck was in Wallowa several days this week. His son Ed had charge of the garage here while he was absent.

Dodge Cars Arrive—
L. C. Smith, local Dodge agent, received two carloads of Dodge cars this week, mostly enclosed models. The automobiles are the new models and are finished in the new color known as sage brush green. Five cars made up each load.

Locates Here—
H. Roland, who came to La Grande from Condon, Ore., has accepted a position with the Perkins Motor company in the used car department. This department has been reorganized and will be handled separately from the other departments from now on. Mr. Roland has been in the automobile business in Condon since 1911. His wife accompanied him to La Grande and they will make this city their future home.

Making New Model—
Leo French announced this week that the Chrysler Motor company is now making a new model, which will be put before the public sometime next week. The car will be a 92-horsepower and capable of traveling at a speed of 80 miles an hour.

First Sale of Year—
The first sale of 1926 by the E. L. Ledbetter garage occurred yesterday when a Hudson coach was delivered to the Bunting Tractor company. Other sales are as follows: Hudson brougham to Harry Zorbrick; Essex coach to F. M. Hardin and a Hudson coach to C. H. Gofchell. Thursday Mr. Ledbetter delivered an Essex coach to Ralph Wright, of Lime, Ore.

FORD'S SHOPPING LIST IMPRESSIVE, DISTRIBUTOR SAYS

The shopping list taken to market by the Ford Motor company when buying materials for the improved Ford cars would impress anyone declares W. C. Perkins, local distributor. Yet the most canny housewife is no more critical or painstaking in spending millions.

The new "longer and lower bodies," "All-steel construction" and "closed cars in colors" made necessary vastly increased supplies of the materials which had gone into the discontinued line as well as distinctly new raw materials and equipment in staggering amounts.

Changing over to all-steel bodies alone meant an increase in consumption of steel of that type of more than 38,000 tons per year. Increasing the size of the gasoline tank and changing its location called for another increase of 2,000 tons. Effecting the changes in the design of the running board and shield to give greater rigidity and improved appearance required 5,000 extra tons of that type of steel.

Other improvements and refinements were proporticnate. A year's production of the enlarged rear wheel brake would require, it was estimated, 13,000 extra tons of cast iron, 10,000 tons of steel and 7,500 miles additional asbestos brake lining. Color enamel to the volume of 100,000 gallons were estimated to cover a year's production of "closed in colors." Adoption of nickled headlight rims and radiator shells as standard equipment on closed cars required 125 tons of pure nickel anodes.

PRICE REDUCTION IS BOMBSHELL TO AUTO INDUSTRY

Dodge Brothers' announcement of a tremendous price reduction was a bombshell in the ranks of the automobile industry, developments have proved, according to L. C. Smith, local distributor.

The announcement, made last week, declared that the new low prices would be made public on January 7, but that they would apply retroactively on all retail sales made after midnight December 15.

Completion of a $10,000,000 expansion program, including new buildings and equipment of great magnitude, were cited as the reasons that make the reductions possible, even though improvements are being made constantly in the quality of Dodge Brothers product.

Newspapers in New York and other metropolitan centers comment freely on the fact that many other manufacturers were contemplating increases in prices on account of the enormous advance in rubber costs. The Dodge Brothers announcement leaves them in a quandary, as it would not seem consistent to the public if one manufacturer were able to make a big reduction and others simultaneously announce they were forced to increase.

GRAHAM VICE PRESIDENT.

DETROIT (Special) — F. J. Haynes, president of Dodge Brothers, Inc., has announced that Robert C. Graham has been elected vice president and general manager of the firm. "Mr. Graham's notable achievements as vice president in charge of Graham Brothers sales, require no further tribute to his qualification," the announcement stated.

The kind of mother who used to say her 12-year-old daughter was 8, so she could travel on half fare, now says she's 16, so she can drive the car.

DIVE SAVES BOY'S LIFE.

MARSHFIELD, Ore. — When Delmar Sumpter, 13, saw Robert Rinehart, 9, disappear beneath the water of Coos bay after a fall from the dock, he did not hesitate even a long enough to pull off his rubber boots, but plunged in and succeeded in bringing the younger boy to shore.

The water at the dock front is 20 feet deep.

Sermon of four words on the rear of a Ford: "Come on by, fool."

Hudson Essex in 1926

--will continue to lead the field

Everyone says so---
Sales Will Prove It!

SEE US TODAY

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Adams Avenue.

Laugh In the Face of Old Man Winter

LET this old man with his frosty breath and icicle beard blow his chilling drafts in your direction. However low he pushes the mercury in the thermometer, you can drive your car without a care or worry if you are using Veltex Winter Gasoline.

This new gasoline is a new Veltex Product. It is specially refined to give you better service in winter weather.

Veltex Winter Gasoline will make your car start quicker on cold mornings. It will do away with sputtering and back-firing and give you more miles to the gallon. And, it costs no more than ordinary gas.

Try a Tankful Today

Look for the Veltex Winter Gasoline Signs

Fletcher Oil Company

Veltex WINTER GASOLINE

This Solves Your Radiator Problem

There's no need to worry about your radiator freezing or about keeping enough alcohol in it—just do as hundreds of other motorists are doing—put the radiator glycerine, 'Lowtemp,' in your radiator and forget about the cold.

It does not evaporate and is always liquid and doesn't freeze. Lasts from one season to the next—indefinitely. Only $3 a gallon and no refilling.

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Playle's Superior Service — As Near as Your Telephone.
Texaco Gas and Oils—Ajax and C. T. C. Protected Tires
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204 to 1

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do the same important job in your set as in these big stations.

Just like having new batteries every evening.

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FIVE SIZES

One model for the orchardist—another for the road builder. Five sizes—one of which is exactly suited to your work. Let us help you select it—we're glad to put you in touch with "Caterpillar" owners who have solved problems like yours.

Folders and catalogs for the asking.

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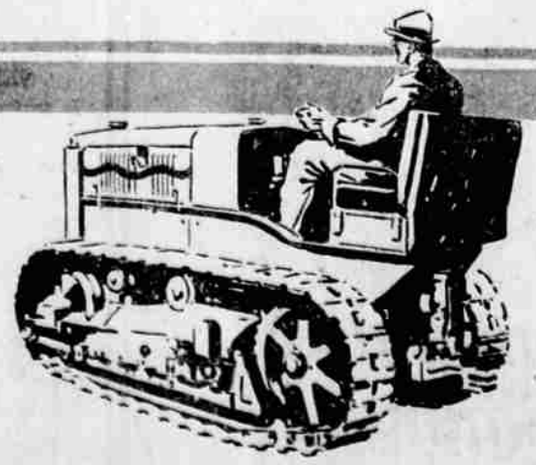
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