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News

AUTOMOBILE NEWS

SIX CYLINDER CAR TO FRONT

"With prices of well engineered six-cylinder cars such as Essex no longer low and with values from every standpoint so high, there is no reason why any motor car buyer in 1926 should be satisfied with anything less than a 'six'."

This foregoing statement—in line with numerous forecasts that "1926 will be a six-cylinder year"—was made recently by Harry A. Miller of Los Angeles, the world-famous builder of racing cars, in connection with the purchase by Mr. Miller's 20-year-old son, Ted Miller, of an Essex six for his personal use. News of the purchase and of the noted expert's opinion have just reached E. L. Ledbetter, Hudson-Essex distributor.

The celebrated motor engineer said when asked for a forecast which might be made public: "Those who have forecast this year as one in which the 'six' will dominate and in which new announcements will feature six-cylinder motors and closed bodies at moderate prices, are absolutely right. I be-

lieve."

"Although I build eight-cylinder racing cars and have an 'eight' for my personal use, I am proud of a 'six' which I frequently drive. I surely believe that my son made a wise selection in buying an Essex coach. It is a well designed motor car and well worth more than the price asked for it." Asked if he might be quoted as to Essex design and value, Miller replied, "It's just the truth, isn't it?"

That the statement of an noted engineering authority as Harry A. Miller—whose name is not only nation-wide but known and respected throughout Europe as well—is one of the finest tributes ever paid the Essex, was the opinion expressed by Mr. Ledbetter.

"When such an expert as Mr. Miller declares that sixes dominate the 1926 field and that buyers need no longer be satisfied with less than a six, and when he approves heartily his son's selection of an Essex coach," he commented, "then those in the market for new motor cars may well hesitate before buying anything else."

"His words confirm the published statements of other authorities that the buying trend of 1926 will be toward sixes. You will see 1926 as a six-cylinder year—and the largest builder of 'sixes' in the world is Hudson-Essex."

SALEM OFFICE CATCHES UP

SALEM, Ore. (Special)—There is little or no excuse for the prevalence of 1925 license tags on Oregon-owned automobiles at this time, according to Secretary of State Koser. The state department is up on its task of handling the mass of applications which flooded the department during the closing days of 1925 and plates now are going forward to automobile owners on the same day applications are received, Mr. Koser explained.

Letters explaining this situation went forward to peace officers over the state and it was expected the work of rounding up the delinquent applicants would be started immediately.

"The only excuse a motorist could have for driving a car with an old license today," Mr. Koser explained, "is that his plates have been delayed in the mails or that he has experienced some difficulty in straightening out his certificate of title, possession of which is absolutely necessary before this de-

partment will issue a set of 1926 license plates. Motorists residing near the state capital can step in to the automobile registration department any day and get new license plates without delay, providing they have certificates of title, and motorists of Portland and vicinity can be accommodated without delay through the Portland branch of this department. "With respect to the number of applications filed to date, I can say that there have been more applications filed with the department up to this time than there were at the same time a year ago. Receipts of the automobile registration today are more than \$200,000 greater than they were a year ago."

1442 AUTOISTS REGISTER
SALEM, Ore.—Non-resident registrations of motor vehicles in Oregon during January aggregated 1442, according to a report prepared by the state department.

Ashland topped other cities in the state, with 341 registrations; Medford was second, with 229 registrations; Portland third, with 142 registrations and Grants Pass fourth, with 129 registrations. Registrations from Roseburg totaled 100. Ninety-seven automobile owners registered in Salem. Registrations in other towns and cities in the state ranged from one to 60.

NEW BUSINESS RECORD MADE

The recent absorption by Dodge Brothers Inc., of Graham Brothers, the largest exclusive manufacturers of motor trucks lends special interest to the new business record achieved by Graham Brothers during 1925.

Shipments by the truck industry as a whole, according to official figures recently released by the National Automobile chamber of commerce, totaled 492,000 units, an increase of 21 per cent over the record of 406,571 for 1924.

By comparison Graham Brothers' increase in total shipments from 70,781 in 1924 to 84,956 in 1925 from their four plants, Detroit, Evansville, Stockton and Toronto, a gain of 122 per cent seems remarkable.

A Dodge Brothers executive is quoted as follows regarding these figures:

"An annual business growth of well over 100 per cent is what would be expected by those who are familiar with Graham Brothers' rapid rise from a start less than five years ago to their present position in the truck industry."

"Graham Brothers 1925 sales exceeded their 1924 by 181 per cent; 1923 exceeded 1922 by 195 per cent; 1924 exceeded 1923 by 54 per cent; and now 1925 sales have beaten those of 1924 more than 123 per cent."

"Month by month this year sales have surpassed the preceding month. In fact production for the first six months of this year equaled the entire production for 1924."

"At no time during the year, nor at any time during Graham Brothers' history, has there been any overstocking of trucks by dealers. Our problem has constantly been one of increasing manufacturing facilities to supply the demand for our product."

"The number of trucks on hand at the end of November, compared with the number at the end of the same month last year, shows a substantially smaller increase than the rate at which production has been advanced."

This is because the big volume of retail sales has cleared the stocks of the dealers so rapidly. "To produce sufficient trucks to supply the constantly growing demand," states L. C. Smith, local Dodge Brothers dealer, "Graham Brothers have been engaged in an almost continuous program of expanding manufacturing facilities."

10,000 FORDSONS PURCHASED BY SOVIET RUSSIA
The last 10,000 Fordson tractors, the largest tractor order ever placed, which were purchased by Russia, have just been delivered to representatives of the Russian Government in New York. It was stated at the Ford Motor company, Highland Park general offices, according to W. C. Perkins, local dealer. The entire order was filled at the River Rouge plant of the company within a period of approximately seven weeks. During the time that the Russian consignment was being produced, tractors for domestic absorption were also being manufactured, as usual.

At approximately the same time as the last ship laden with Fordsons cleared port in the United States, the first of the tractors which were built on the latest order will have reached the Russian interior. The complete consignment will be delivered in time for the opening of spring tillage. Together with the tractors which had previously been ordered by the Soviet government this new order will increase the number of Fordsons in use in Russia to approximately 20,000 units, all supplied within the past three years.

Practically the entire shipment was routed through New York to the Ports of Novorossiysk and Odessa, on the Black Sea for distribution. The remainder was routed through Seattle for Vladivostok.

Some of the "rent a car" places could change their names to "steal a car garage," as so many hire the cars and forget to come back—or something.

USED CARS
Our Used Cars Always Satisfy.
1 Dodge Sedan
1 Dodge Coupe
2 Dodge Touring, \$200 each.
1 New Buick Touring
1 Oldsmobile Touring
1 Ford Truck
1 Dodge Truck
SMITH'S Garage

261 "New Models" Introduced in the Past Year - But Only 1 "New-Day" Car

FROM out the bewildering maze of new motor car models of the past year—some 261 of them in all—one car stands alone as a truly different automobile. As all the world now knows, it is The New-Day Jewett Six—the only truly new-day car!

Its difference is based—not on freakish novelties and untried design—but on proved and accepted principles of manufacture carried closer to perfection than ever before in any one automobile.

Other cars may approach The New-Day Jewett in some one aspect of performance—in acceleration—or in ease of handling—or in swift, smooth stopping—or in roominess—or in clear vision, economy, sturdy construction

—but only in The New-Day Jewett can all these qualities be found in their finest development. The result is a truly new-day automobile—the one and only car fully equal to the demands of modern motoring—the only really new car of the year!

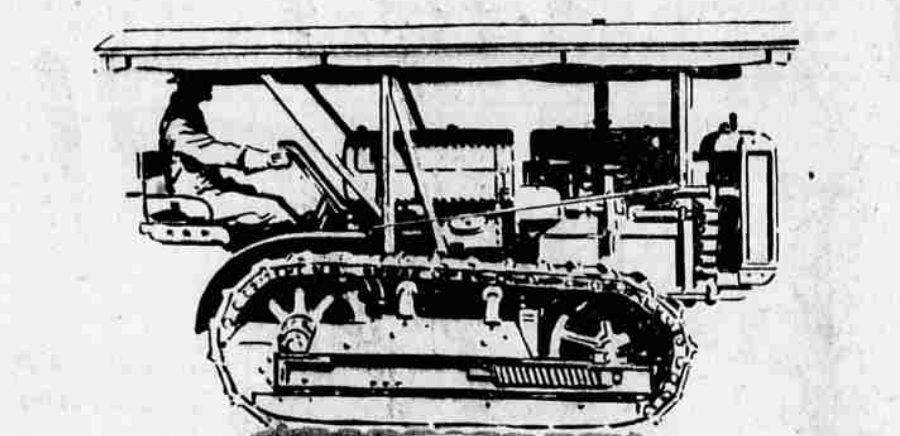
Come in and take the wheel of this new-day car soon—there's not the slightest obligation!

The New-Day JEWETT SIX

\$995 Jewett prices—Standard Sedan, \$995; De Luxe Sedan, \$1095; De Luxe Touring Car, \$1095—Price includes four-wheel brakes included without extra cost. Prices f.o.b. Detroit, tax extra. Jewett cars may be purchased on time payments through one of the most attractive plans ever offered.

HARRIS F. FRENCH MOTOR CO.

1414 Adams Avenue.



PLANNED PROFITS

"Caterpillar" Tractors reduce the risks of agriculture. In dry years their plentiful power conquers hard soils. In wet seasons their sure traction increases their usefulness. They are not affected by cold or hot weather. To possess a "Caterpillar" Tractor is a great advantage in increasing yields and reducing costs.

Bunting Tractor Company

Dealer "Caterpillar" Tractors
Jefferson & Elm Sts.
La Grande, Ore.



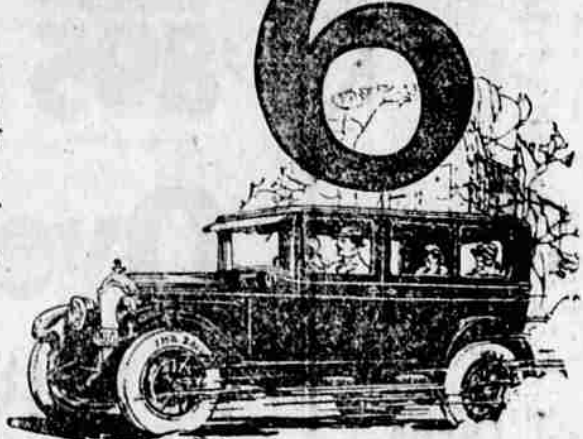
Climaxing 18 years of fine motor-car building

John N. Willys presents

"the 70"

A new WILLYS-KNIGHT

--a car of unparalleled efficiency, powered with the internationally-endorsed Knight sleeve-valve engine, out-performing anything that ever was built of its size, or type, or class.



This New "70" Six applies the principles of high speed engine construction to the Knight Sleeve-Valve motor with startling results. With a 2 1/4 inch bore and 4 3/4 inch stroke this new Sleeve-Valve Six engine delivers greater power per cubic inch, throughout its complete range, than any stock American motor-car engine built today.

Revolutionary results

In speed and power the new "70" Willys-Knight literally out-performs all other stock cars of comparable size. It combines the Knight sleeve-valve engine in its utmost perfection, with the finest and best achievements of brilliant engineers on both sides of the Atlantic.

Distinctive motor advantages

- 1-Knight sleeve-valve construction.
 - 2-Oil supply to motor regulated by throttle.
 - 3-Thermostatic control of cooling.
 - 4-Automatic adjustment of timing gears.
 - 5-Seven bearing crank shaft.
 - 6-Perfect intake manifold.
- The chassis is of phenomenal strength. Engineers declare it practically unbreakable. We believe it to be the strongest and the most perfectly balanced under-structure ever built into any automobile.

Absolutely positive mechanical four-wheel brakes

—the perfected braking system of the finest and most advanced cars of Europe and America today—a system regarded by the best engineering practice as the most dependable and most nearly infallible of all brakes.

The easiest of all steering

The steering facility of this phenomenal car is literally amazing. Eight Timken bearings cradle the steering mechanism with the utmost absence of friction—giving an ease of control that a child may master without apparent effort.

Striking beauty--remarkable comfort

Low graceful body lines distinguish both the sedan and the touring car. The sedan is beautifully finished in gray and black with a narrow red striping to set off the color. Upholstery in the sedan is of the finest broadcloth velour. Interior fittings are rich and luxurious. Deep, wide seats, extra large

SEDAN \$1495
ROOMY...4-DOORS
Touring \$295
Cash Delivery

seating space and roomy body dimensions afford the utmost in comfort. The long springs dampen and absorb road shocks and give a riding ease that is a revelation in real comfort.

Buy it on the new Willys Finance Plan

The new Willys Finance Plan offers easy time-payment terms at lowest credit cost.

A word of warning

Despite a planned production of 500 of these cars a day, the demand promises to far exceed the supply. No guarantees can be made on deliveries. Orders must be filled in the sequence in which they are received. See the car today. Place your order early.

Now--in the great WILLYS-OVERLAND LINE a car for every purse

Gettings & Hanks

Jefferson Avenue