

Highway
and
Auto
Dope

AUTOMOBILE NEWS

HUDSON-ESSEX PLAN IS GIVEN

Efficient and state wide contact between the Hudson Motor Car company, makers of the famous

Hudson-Essex line of automobiles, and the motorists of Oregon is made through 51 dealers in various parts of the state, with direct contact between the state and factory made through the Portland Motor Car company, distributors of the line in Oregon and the southern fringes of Washington.

The local dealer of the line is E. L. Ledbetter, who is also interested in the L. E. Pa. Motor company at Baker.

This chain of contacts, well distributed about the state, insures excellent service to Hudson and Essex owners for all manner of repairs and services. Such service is an important item in owning a motor car in these days when motorists no longer remain in the immediate vicinity of their own ballistics, but tour the country at large. The Hudson-Essex chain of service is found in all parts of the United States.

One of the features of the work of the Hudson Motor Car company is their adoption of the quantity production scheme, which makes it possible for cars of such value to be sold at such reasonable prices. It is said: This advantage is made greater through a system of financing which makes it possible for the purchaser to buy the car with a small down payment and moderate monthly payments.

Lends All Makers

In adopting the quantity production plan the Hudson Motor Car company lends all makers of high quality cars, many of which have attempted to follow suit, by means of this system the Hudson

and Essex cars are put on the market at prices much below prevailing prices, without any cheapening of the quality of material or work put into the machines.

Sturdily built these two cars are all that can be asked for in power, stamina and beauty, the company asserts. The reliability of both cars to go under the most adverse conditions is one of the features that has resulted in the sale of the line exceeding all other lines, with the exception of the Ford, which is a much lower priced car.

Combined with this reliability is the long life of the two cars which makes the line all the more attractive to the thoughtful buyer.

One example of the long life of the Hudson was found in La Grande not long ago by L. K. Nichols, territory man for the Portland Motor Car company. Nichols found an old 1922 model that was still in running condition, after having traveled several thousand miles over Oregon roads in the early days when roads were mostly rutted, or mud.

Not long ago a test was made

GARAGE GOSSIP

Here From Boise—

S. L. G. Rodriguez, of Boise, Idaho, district assistant sales manager for the Standard Oil company, was in La Grande Thursday on business. He was speaker at a meeting of the Standard Oil employees at the Foley hotel Thursday evening. He went to Walla Walla, Washington from here.

Visited Ford Dealer—

F. H. Hull, branch manager of the Ford Motor company, of Portland, was a business visitor in the city at the Perkins Motor company this week. This is his annual visit to Eastern Oregon Ford dealers.

Carload of Cars Arrive—

The Perkins Motor company received one carload of Ford cars this week. There were seven cars in the load, both enclosed and open models.

Chrysler Shipment In—

The Chrysler automobile agency here received one carload of Chrysler cars this week. The car included one four-cylinder coupe, two four-cylinder coaches and one six cylinder sedan.

Lincoln Department—

The Perkins Motor company here now has an exclusive Lincoln service department, with entrance on Fourth street. H. H. Blackman is mechanic in charge of the department. Mr. Blackman was formerly with the Francis Motor car company in Portland. He was with this company since Lincoln automobiles were first built by the Ford Motor company.

Three Chryslers Sold—

L. W. Weeks of the Chrysler automobile agency here reports the sale of three Chryslers this week. One, a sedan to F. L. Shepherd, of La Grande, a Chrysler coach to F. H. Tuttle of Imbler and a Chrysler sedan to F. L. Dyal of La Grande.

Sells Two Willys-Knights—

Lester Stoddard purchased a new model 66 great six Willys-Knight this week from Gettings and Hanks, local distributors. The firm also reports the sale of a 45 model four to Guy Shatin, and an Overland four standard sedan to Roy Cameron.

Deliver Five Cars—

During the past few days the Harris French Motor company has delivered five new Jewetts in Union and Walla Walla counties. Among the sales were: A de luxe two-door sedan to Chris Johnson, of North Powder; standard to Orville Doane, of La Grande, and a standard to Chris Stackland, of Cove.

New Palgo Coming—

Harris French, Jewett and Palgo dealer here, is expecting a carload of cars about Feb. 25 which will include one of the new de luxe model Palgo sedans, which have created a sensation in New York, Chicago, San Francisco and other cities where they have been shown. The remainder of the shipment will consist of Jewetts.

The Fifth Commandment.

The motorist walked into a local antique shop.

"I want something funny and grotesque, to put on the front of my automobile," he said to the girl in charge.

The girl retreated to the back of the shop.

"Father," she shouted, "you're wanted."—Motor Mention.

Wheelbarrows.

"So you come from America, the place where they make all the cars?"

"Yes. But I would have you know that we make other things besides cars in America."

"I know. I've ridden in them."—Manchester Evening News.

with the Hudson coach to secure data on the gasoline mileage that could be obtained under ordinary road conditions. Five cars were sent from Portland on five different routes, each to travel 100 miles. The average gasoline consumption of the five was a trifle better than 26 miles to the gallon, and each of the drivers had instructions not to do "trick stuff" to save gasoline, but to drive as the ordinary motor car owner would.

The fact that the Hudson and Essex cars are good value for the money is shown conclusively by the large number of them in actual operation, and by the fact that Hudson and Essex owners buy Hudson and Essex cars when the time comes to replace the old machines. According to S. V. W. Peters, vice-president of the Portland Motor Car company, there is no better testimony of motor car values than these facts. In the La Grande district alone Ledbetter sold 50 Hudson-Essex cars in 1925, which was an increase of 25 over 1924. In the entire state 1925 Hudson-Essex cars were delivered.

Auto Tops

Re-Covered - Repaired
Curtain Work
W. E. CORUM
1504 Jefferson Ave.

PUBLIC IS BIG BOSS OVER AUTO INDUSTRY, CLAIM

What type of automobile will be the ultimate car—the car of the future? Will it be heavy or light, long or short; what kind of power plant will it have and what other mechanical features will it embrace?

The public itself will decide this question; the motor car industry for some time past has had its "ear to the ground" in an effort to determine owner sentiment for the public after all is the "boss" of the automobile industry. The automobile manufacturer today is aware

that the family council is the deciding factor which passes with impartial judgment on the product after it has left the hands of engineers and designers and that with 19,616,063 cars now in the hands of owners in America, the average buyer knows pretty definitely what should be expected of the motor car builder.

Among the leaders of the industry who see a growing demand for a car of short wheel base, is C. W. Nash, president of the Nash and Ajax Motors companies. Mr. Nash has backed his judgment by the purchase and equipment of a large automobile factory where since last spring he has produced over twelve thousand Ajax cars of the

type in which he believes there is the greatest growing interest.

"The time has long since past when a motor car builder may arbitrarily determine just the kind of a car he would personally like to build and then go ahead with production," said Mr. Nash. "The public today is virtually the 'boss' for the simple reason that the buyer knows just what he wants and is quick to reject that which it does not want."

Nashville Spark.

Fire broke out in the Armp Dutton home Wednesday, badly damaging both side curtains, the rear cushion and part of the top—late.

New Department

We have just opened a department to take care of cars other than Fords. This department will be in charge of Mr. H. H. Blackman who has been with the Francis Motor Company of Portland in their Lincoln department ever since the Ford Motor Company has had the Lincoln car. He is perfectly capable of giving real service on any make of automobile, at a reasonable price.

All work guaranteed satisfactory or we will make it so.

Perkins Motor Co.
Phone M-500. Cor. 4th and Adams

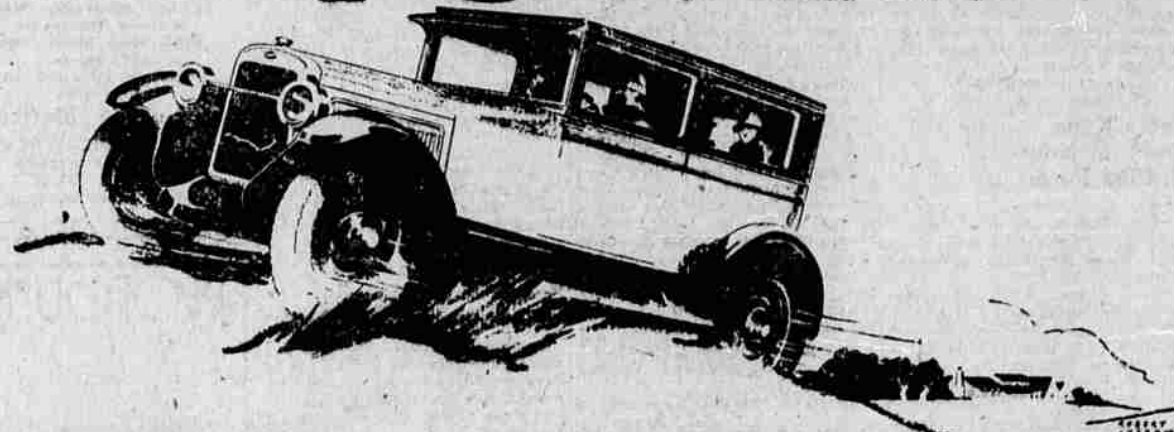
FOR ALL LIGHT CARS
A 13-PLATE --- RUBBER CASE

Exide Battery
Now \$16.50

We repair all makes of batteries.
Spring is here. Let us adjust the electrical equipment of your car.

Fred T. Burgess
MAIN 125 Exide Distributor 1308 Jefferson

Phenomenal POWER



\$595
F. O. B. FACTORY

The most powerful, light, four-cylinder car of its size and class ever built, the Overland Standard Sedan is the performance sensation of the West.

Balanced power makes it fast over the road—gives it amazing ability on steep grades and in rough going; it's just the car for the long trip where speed, stamina and easy riding are what you want.

It's the roomiest car of its class you can buy—and by far the best looking.

At its sensationally low price it was the outstanding success of last year—production this year has been set at a 50% increase.

See it—try it out—learn what it will do.

OVERLAND

Standard Sedan

Gettings & Hanks

Jefferson Avenue

No Demonstration can reveal all of BUICK Excellence

ANY time you drive a Buick you will wonder how such a remarkable car can be sold at such a moderate price.

In just a few minutes you will realize that you are starting, stopping, parking, driving with much greater ease and security. And that you are surrounded by quality and luxury which rank with the very finest.

But demonstration will tell only part of the Buick story, and you should know all of it.

A demonstration cannot show you the enduring stamina of body and

chassis that belongs to Buick. Years are necessary for that. It can only suggest the powerful ability of Buick's 75 horsepower Valve-in-Head engine, built for hills. It cannot tell you how thoroughly the Buick "Sealed Chassis" and the Buick "Triple Sealed" engine will protect Buick performance on dusty, gritty roads.

And it cannot even hint of the mental ease you will enjoy, with Buick Authorized Service "Just around the corner," everywhere in America.

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

the *Better* Buick

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



WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Jennings & Shumate

Complete, Dependable, Economical

PLAYLE'S SUPERIOR SERVICE—
OILING, GREASING, WASHING,
TIRE CHANGING, AND ---

As near as your telephone.

Playle Oil Co.

Playle's Superior Service—As Near as Your Telephone.
Texaco Gas and Oils—Ajax and C. T. C. Protected Tires
Car Washing, Etc.