

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

DODGE SALES MARK BROKEN

Retail deliveries of 4416 passenger cars and trucks by Dodge Brothers dealers in the United States during the week ending February 13, 1926, as shown by official figures just released at Detroit, establish another record surpassing all previous February weeks in the history of the company.

The gain over the corresponding week last year is 1143 cars. Deliveries during the first seven

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weeks of this year have shown an increase of 17,525 or 54 per cent over the corresponding seven weeks of last year.

Signed, unfilled orders for future delivery held by Dodge Brothers dealers have increased from 6320 at the first of the year to 14,244 on February 13, a gain of 125 per cent.

"These retail delivery figures show clearly," said L. C. Smith, local Dodge Brothers dealer, "the quickness with which the automobile buying public recognized the exceptional values now offered by Dodge Brothers, Inc., and Graham Brothers. Greatly reduced prices have been made by the completion of a \$10,000,000 plant expansion program. Production now is in excess of 1500 cars a day and it seems absolutely certain that before warm weather Dodge Brothers, Inc., will be under the necessity of making still further increases."

Always park alongside a new and shiny car. It will back out without scraping you.

Pord, the car that made the nickel famous.

RACERS CHOSE CHRYSLER CAR

"Ever the pronounced favorite of racing drivers and those responsible for the holding of the country's leading speedway events, Chrysler cars were chosen as the official mounts of four of the officials at the opening of the Fulford speedway, Fulford, Florida, February 22," says L. W. Weeks, local distributor.

"According to a communication received at the Chrysler factory in Detroit, Eddie Edens, Dick Kennerdell, Pop Myers and Barney Oldfield all used Chrysler roadsters. Messrs. Edens and Kennerdell are representatives of the American Automobile association, and Mr. Myers is one of the principal financial backers of the Fulford track. He is also prominently connected with the Indianapolis speedway. Oldfield, in

whose behalf no introduction is needed, made his inspection tour of the track in a Chrysler.

"It is felt by Chrysler officials that the selection of Chrysler cars was a distinct compliment to their speed and performance ability."

The tapping of the gasoline tank should not be polished. A motorist who includes it in his polishing program may find that some day his car will not start until a mechanic has cleaned out the pinhole which has collected in the pinhole air vent of the cap, showing that there are some things about a car that are better off unpolished, particularly where it may interfere with the vacuum system.

One of the frequent dangers of fire developing in a car is static electricity while engaged in filling a gasoline tank. See that the metal nozzle of the hose is kept in continuous contact with the mouth of the tank, thus preventing a spark jumping from the nozzle to the tank.

"Stucks!" cried the motorist as he skidded into the corn field.

CHEVROLET MEN VISIT THE COAST

Completing its tour of the Pacific Coast Region at Los Angeles, the group of Chevrolet executives now making the annual visit to various sections of the United States, left behind them with dealers and local officials many new ideas and a much wider conception of Chevrolet plans and methods.

Meetings and banquets were held at Portland, headquarters for the Northwest; at Oakland, covering northern and central California and Nevada; and at Los Angeles, headquarters for Southern California and Arizona.

The factory party opened its tour with a meeting and banquet in connection with the New York automobile show early in January at which more than 1200 were in attendance. Other gatherings occurred at Chicago, Minneapolis and Portland. A meeting will be held next week in Los Angeles, after which the party will head toward the east, completing its elaborate schedule about April 15th.

This program covers the Chevrolet organization of thirty zonal districts and six regions, with some six thousand dealers.

Because of his prominence in the automotive world and his keen judgment on matters affecting the industry, H. H. Grant, sales head of the great Chevrolet organization, is always sure of an interested audience when he chooses to speak on matters relating to his own firm or to the industry as a whole. Asked his opinion on foreign trade conditions as they affect the automobile market, Mr. Grant said:

"The United States will continue to dominate the foreign market as long as other countries are unable to compete with us in scientific volume production of a quality product, at a price within reasonable range of our own.

"Citroen, a small French car, comes nearest to us in price, but it probably will be a long time, if ever, before Citroen sales will effect our own even in France. There, of course, the home product idea and the resistance to an American car because of its foreign origin are factors to be considered, but this situation is not at all serious and probably never will be.

"As a result of the improvement in four cylinder cars, the field for the smaller cars is so strong that the tendency toward light six-cylinder cars will not result in displacing the better quality light fours. This is even more definitely the case in the United States than overseas.

"We feel that with the smooth operating car we are now building, a car that has given satisfaction of tens of thousands of owners at a price within the reach of large numbers of buyers, the light four-cylinder will always lead in volume of sales.

"The light six market has already hit its peak and is now declining, and we feel that the economy, power and increased durability together with the smooth-riding qualities of the new Chevrolet will continue our present strong market, necessitating the operation of all our factories at full capacity from now on until fall, in fact our production schedule for the next three months has, within the last few days, been boosted far beyond our most sanguine anticipations of sixty days ago."

Grant also outlined an elaborate program tending toward a solution of the so-called used-car problem, in which Chevrolet Dealers are to be universally equipped to refinish used cars in genuine DuPont "Duce," and to renew the cars and give them a definite guarantee that will relieve the purchaser of the necessity for buying "a pig in a poke" and will bring him back to buy another Chevrolet when he gets ready for his new car.

Always pull the crank up, not down, and don't spin it unless absolutely necessary. When grasping the crank, place thumb on the same side of the handle with the fingers; then if there is a kick-back, handle will slip from hand. Keep the spark retarded until the engine has started.

When cylinder head gaskets are replaced without thoroughly cleaning both the gaskets and the surfaces on which they are fitted or if they are not drawn down tight after the engine is warmed up (second tightening), a compression leak is likely to occur.

Sweet Young Thing—Why you can't arrest me. This isn't my auto and I am driving without a license.

YOU ARE ENTITLED TO KNOW THE FACTS!

20,000,000 motor vehicles now travel the American highways.

50,000,000 Americans ride in these cars every day in the year.

Safety for this vast army of travelers is a national issue, and where safety is involved plain speaking is a public duty.

It is high time the public realized—as experts have long realized—that automobile bodies should be made of steel—not of wood or any other fragile material.

Indeed, it is one of the mysteries of this usually progressive industry that the all steel body is not already in universal use.

It will be before long. Public opinion will demand it—as it now demands that railway sleeping cars be all steel.

For even a child knows that steel is stronger than wood—that steel will not splinter or burn—and that all steel bodies will stand up under impacts that would crush ordinary bodies to bits.

That is why Dodge Brothers pioneered in introducing the all steel body—pioneered again recently, in improving and perfecting it—pioneer, now, in urging its adoption by every automobile builder in the world.

The issue is plain—Manufacturers must build safely if the automobile industry is to hold its present high place in public usefulness and esteem.

And the all steel body—as exemplified in Dodge Brothers Motor Car—is the greatest single advance in motoring safety made in the last fifteen years.

The car will continue to be a "four." No reasoning buyer will be distracted from the issue of QUALITY by mere CYLINDER propaganda.

Touring Car \$970 Coupe \$1023
Roadster - - \$965 Sedan \$1085

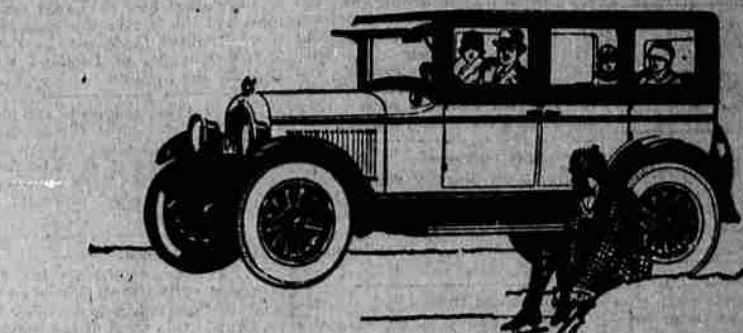
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See the Dodge Steel Body on Display in Our Showroom

Excise tax reduction effective now. No need to delay your purchase.

L. C. SMITH
LA GRANDE

DODGE BROTHERS MOTOR CARS



To all men who own cars other than Chrysler in the \$1000 class—

If you have bought any car but Chrysler "58" within the past half year, we believe you did so for one of two reasons—
Either you could not get Chrysler delivery at once; or—you were not fully informed on Chrysler performance, quality and value.

In either case, the result is the same. You have been deprived of Chrysler's superior value and performance, and of the other superiorities which are distinctively Chrysler.

Let these Chrysler "58" facts confirm what we say—
58 miles per hour •• 25 miles to

the gallon •• 5 to 25 miles in 8 seconds •• Finest of alloy steels •• Chrysler advanced engineering •• Finest of precision manufacturing •• Closed bodies by Fisher •• Insulated power plant •• Finest equipment •• Exclusive Chrysler beauty of design •• Hydraulic four-wheel brakes at slight extra cost •• Balloon tires •• Beautiful new color combinations.

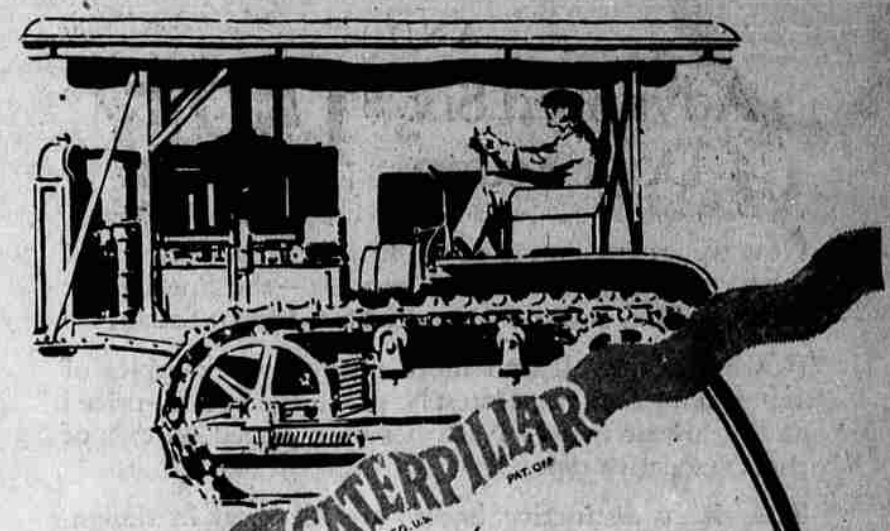
Any Chrysler dealer is eager for the opportunity to demonstrate all the Chrysler "58" superiorities—to you.

Select the body style you like best. Ride in it and drive it yourself in a demonstration of your own making.

CHRYSLER "58"—Touring Car, \$841; Roadster Special, \$890; Club Coupe, \$891; Coach, \$911; Sedan, \$961. Duce wheels optional. Hydraulic four-wheel brakes at additional cost.
CHRYSLER "70"—Phaeton, \$1391; Coach, \$1441; Roadster, \$1621; Sedan, \$1681; Royal Coupe, \$1791; Breakdown, \$1841; Royal Sedan, \$1961; Crown Sedan, \$2081. Duce wheels optional.
CHRYSLER IMPERIAL "90"—Phaeton, \$2641; Roadster, (with wheels standard equipment; steel wheels optional), \$2881; Coupe, (four-passenger), \$1791; Sedan, (four-passenger), \$1791; Sedan, (six-passenger), \$1991; Sedan, (six-passenger), \$1991. All prices f. o. b. Detroit, subject to current Federal excise tax.
Rides by Fisher on all Chrysler enclosed models. All models equipped with full balloon tires.
We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Chrysler dealers and superior Chrysler service everywhere.
All Chrysler models are protected against theft by the Fedco patented car numbering system, exclusive with Chrysler, which cannot be counterfeited and cannot be altered or removed without conclusive evidence of tampering.

CHRYSLER "58" L. W. Weeks

Telephone 180-J. Holmes Bldg. on Jefferson Ave.



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