

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

GENUINE PARTS PLAN ADOPTED

A far reaching plan to insure genuine service repair parts for Dodge Brothers motor cars and Graham Brothers trucks and motor coaches is being inaugurated throughout the United States by Dodge Brothers, Inc.

Under this sweeping move genuine service parts may be obtained at practically all reputable repair shops at minimum cost. Such shops it is announced, will now receive parts at a discount large enough to eliminate all temptation to use imitation parts and enable them to do repair work at a low cost to the car owner. Heretofore, garages outside Dodge Brothers organization have not received a discount. This service is being installed

rapidly through cooperation of dealers and marks a determined move on the part of the factory to protect owners of Dodge Brothers motor cars and Graham Brothers trucks and motor coaches from substitution of inferior parts.

To carry into effect this broadened policy every Dodge Brothers dealer has been asked to canvass his territory for service stations and garages where good workmanship and courtesy prevail, with the idea of enlisting them in the important work of protecting customers against counterfeits.

It is also announced that a liberal discount on parts is now effective to fleet owners who operate their own service shops. Fleet owners are defined as individuals or corporations owning five or more Dodge Brothers or Graham Brothers vehicles. Both Dodge Brothers motor cars and Graham Brothers trucks are exceptionally popular with business men, who are particularly more than casually interested in dependable performance and low operating costs. Consequently there

are thousands of these fleets in operation all over the world whose owners will benefit by the new discount.

It is expected that the new arrangement with independent garages will immediately give Dodge Brothers and Graham Brothers at least 5000 new points of contact with their car and truck owners where prompt, reliable service will be available at all times. The number of authorized Dodge Brothers service stations already is in excess of 5000.

Dealers have been asked to use the utmost care in the selection of garages with which to deal on the new basis," said a factory executive. "We are chiefly interested in seeing that our car owners get genuine parts, but accurate work and reasonable prices are also to be considered in making selections. Before summer we expect to place signs on all garages chosen by our dealers and such signs, from then on, will assure owners they will not get counterfeit parts.

"Not only the satisfaction, but

the actual safety of our car owners is jeopardized by the widespread use of imitation repair parts and we are determined to do everything in our power to eliminate the menace."

CITED FOR CONTEMPT
PORTLAND, Ore., Mar. 13. (AP)—Dr. J. W. Morrow, Fred L. Olson, C. W. Pallett and Frank C. Robinson were cited Friday by Presiding Circuit Judge Stevenson to appear in court March 22 and show cause why they should not be held in contempt of court for filing an appointment recommending investigation of the activities of the American Securities company, the Mortgage Bond company, the Second Northwestern Finance corporation and the Western Finance corporation and the transfer of the assets of these companies to the Oregon Trust company.

Automobiles are repossessed, reconditioned or renewed, but used furniture will always be second hand.

BUICK ADOPTS 'UNIFIED LINE'

Speed, economy and accuracy in the manufacture of Buick automobiles will be greatly increased by a new "Unified Line" for the assembly of cars, which is now being built by the Buick Motor company. It is announced by Jennings and Shumate, local distributors. The "Unified Line" is one of the main features of the \$2,000,000 expansion program inaugurated several months ago.

"Officials are guarded in their statements regarding the new assembly line, but admit that it will undoubtedly be the highest development in assembly systems so far worked out in the automobile industry," they say.

"Buick engineers and production men have, according to the announcement, made sweeping improvements on the type of assembly line now in vogue in most of the plants throughout the country. The assembly line is used for the rapid assembly of various parts of a motor car which have previously been accurately built, machined and tested. These parts are fed to the line from various departments throughout the factory, each ready for the finished car, so that when they reach the line and are assembled the completed and tested car is driven off under its own power, ready for shipment. Realizing that the assembly line has been one of the most important developments of the industry in speeding production and making possible the output of motor cars in quantity, the Buick Motor company has paid particular attention to its development. As a result of this work, the "Unified Line" will soon be ready for production.

"There has been no definite announcement of what new features the "Unified Line" will embody, but it is understood that several lines now scattered among other buildings in the Buick plant will be brought side by side under one roof. Officials have refused to comment on the number of cars each line will be capable of assembling per day, but it is believed that new records will be set for the number of men employed and the amount of floor space used in relation to production."

Nash Motors Company Takes Tax Bill Action

Decisive action by the Nash Motors company relative to congressional adoption of the automobile tax reduction measure is reported by E. H. McCarty, Nash and Ajax general sales manager.

"Word was wired our distributing organization March 5," stated Mr. McCarty, "informing them that in accordance with the established Nash policy of protecting its dealers and customers to the fullest possible extent, we would absorb the tax reduction up to March 28

inclusive, when the governmental reduction becomes operative.

"This action covering all deliveries of Nash and Ajax cars to customers was made effective by The Nash Motors company and the Ajax Motors company March 5. Although the passage of this tax reduction law had been expected by the industry and the public, it nevertheless contributed to a better feeling generally throughout the dealer body and among automobile buyers as well as among manufacturers because it removed uncertainty and is regarded in most quarters as being a forward step toward the ultimate freeing of

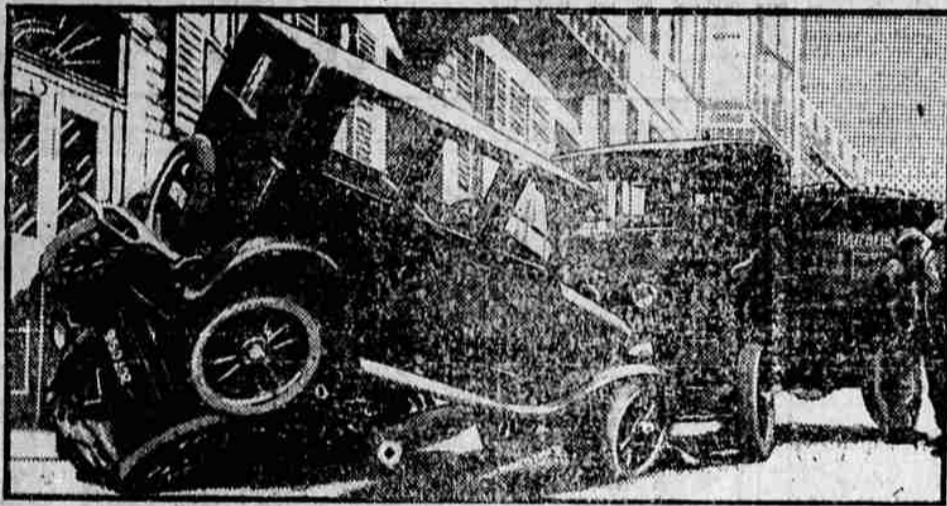
the industry from the burden of special taxation."

1,433,000 CARS HIT SCRAP HEAP IN YEAR

Based upon a comparison of the automobile registration and production figures in the United States for last year, 1,433,000 motor vehicles appear to have been scrapped during 1925. The total production was 4,825,000 cars and trucks of which 550,000 were exported. The gain in registration throughout the country was 2,342,000, leaving 1,433,000 that disappeared presumably to the junk pile.

"YOU ARE ENTITLED TO KNOW THE FACTS" DODGE BROTHERS, INC.

Only STEEL could meet a test like this!



A Dodge Brothers Motor Car . . . A speeding truck racing down hill and out of control . . . A collision . . .

Take one look at this photograph. It is not pretty, to be sure, but it will convince any sensible man that all steel construction is the only safe construction for a motor car body.

That is why Dodge Brothers introduced the all steel body more than eleven years ago, and this year greatly improved and perfected it.

In fact, Dodge Brothers are convinced that the day is not far off when wooden motor car bodies will be a curiosity. People will shudder at the thought of having ridden in them and will thank Dodge Brothers for the greater safety, durability—and beauty, too—of all steel construction.

A steel body will stand up under impacts that would crush the average body to bits. Steel cannot splinter. Steel cannot burn. Steel is an armor of protection on the crowded, hurrying highway.

Outwardly, nearly all types of bodies appear to be all steel. In reality, however, most of them are simply frames of wood covered by a metal shell.

Dodge Brothers Motor Car bodies are steel through and through—steel reinforced by steel—battressed and braced by steel—even the frames and running boards are steel.

And slender, stronger steel corner posts replace the customary bulky posts of wood, affording full, unhampered driving vision on all sides—a safety feature of the first importance!

Travel in safety! Powerful, quick-action brakes, a chassis world-famous for its sturdiness, and a body of steel—these explain the enviable reputation for safety enjoyed by Dodge Brothers Motor Car—and the enviable feeling of safety enjoyed by those who drive it.

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

Excise tax reduction effective. No reason to delay your purchase.

L. C. SMITH
LA GRANDE

DODGE BROTHERS MOTOR CARS

GRADE CROSSINGS BEING ELIMINATED

The increasing number of accidents at highway grade crossings has led to the adoption of a policy looking to the elimination of such dangerous crossings wherever practicable on federal aid roads. The policy, which has met with the generous support of the states, is that all existing grade crossings on the federal aid highway system shall be classified for priority of elimination by agreement between the bureau of public roads and the state highway departments, and that the improvements shall be carried out as rapidly as practicable.

MOTOR PRODUCTION MAKES STEADY GAIN

Active demand for motor vehicles led to new gains in factory business during February, which recorded 364,618 output of cars and trucks as estimated on the basis of shipping reports filed at the recent directors' meeting of the National Automobile Chamber of Commerce in New York. The total for February is 15 per cent ahead of last month and 27 per cent larger than February, 1925.

Desert Queen



Miss Mildred Steward for Tucson, Ariz., has been elected "Desert Queen" by students at the University of Arizona. And—please note—she has not got bobbed hair.

At Present Prices
THE BETTER BUICK
is
the Greatest Automobile Value



No other car offers so much of quality and luxury, such fine performance, such durability and such distinction, at any comparable cost.

Comparison will convince you. You will find Better Buick 4-door and 2-door Sedans, on the finer Buick chassis, with Fisher-built bodies, offered at prices asked elsewhere for coaches. You will find, as standard equipment, the finest brak-

ing system ever designed for a motor car—Buick mechanical 4-wheel brakes.

You will find easier starting, easier clutch action, easier steering and the most economical engine on earth. The most dependable, as well—the famous Buick Valve-in-Head.

You will find Controllable Beam Headlights, exclusive with Buick, which

make night driving a pleasure. And the "Sealed Chassis" and "Triple Sealed Engine," two more exclusive Buick features, which protect performance and reduce operating costs.

You will find a finer motor car for a very moderate amount of money when you examine the Better Buick. We urge you to do it today. Your next car should be a Buick!

BUICK MOTOR CO., FLINT, MICHIGAN
Division of General Motors Corporation

THE BETTER BUICK
Jennings & Shumate

Just a Little Better

Experienced motorists tell us that after using the several brands of "good" gasoline and oils they find our products to be a little better. Just being good has never been good enough for us—we have maintained quality above what would ordinarily prove satisfactory and many motorists will tell you that the results are very marked.

Veltex

Gas - Oils - Greases
SOLD ON A MONEY - BACK GUARANTEE

FLETCHER OIL COMPANY
First Independent in Oregon.