

Highway and Auto Dope

Traffic And Tourist News

# AUTOMOBILE NEWS

## HUDSON, ESSEX PRICES DROP

Hudson and Essex automobile prices were cut an additional \$51 here Wednesday, it was announced.

By E. J. Ledbetter, local distributor. The slash follows hot on the heels of the recent announcement of reduced a. y. d. (at your door) prices. The reductions apply to all Hudson and Essex models with the exception of the Hudson sedan, which remains at the same price. According to factory announcement, these prices include the following equipment: front bumper, rear bumper, Bosch electric windshield wiper, rear mirror, spot

## CAR RACES ON ICE IN SWEDEN

Automobile races on the frozen lakes is a popular sport in Sweden. The ice makes an ideal race course, and high speeds are attained easily as the course is absolutely level and smooth, and so hard that there is virtually no resistance to the rolling wheels. Great crowds attend the matches and the results are as eagerly awaited all over the country as are our big league baseball scores.

The Dulge-Detroit Motor Car company has received reports from Sven Du Rietz, its distributor in Sweden, on races held in February. On one day, there were events on four of the larger lakes, and the American Jewett won at each place.

Du Rietz drove a Jewett in the main event on Lake Yngaren and won in the fastest time of the day. Then he dashed to another meet at Tandö and again won, at a speed of 127 kilometers an hour, the fastest time ever recorded in Sweden for an American car. The race was 19 kilometers long, and was run with the temperature several degrees below zero.

Highlights, no glare lens, and motorcycle.

The announcement also differentiates between the "at your door" prices and the usual quoted f. o. b. prices in that they include all freight charges, handling and other sundry charges usually made. The telegram to Mr. Ledbetter also emphasized the fact that the Hudson company distributors makes no delivery handling charges in addition to the quoted figures.

## 1000TH CHRYSLER IMPERIAL '80' IS ON RAILS TODAY

"An indication of the manner in which the newly announced Chrysler Imperial '80' has been welcomed by the motoring public, is contained in a notice from the office of J. E. Fields, vice president in charge of Chrysler sales," says L. W. Weeks, local dealer.

In a few days over a month from the time this car was announced, the first 1000 Chrysler Imperial '80's, representing a retail sales value of more than \$2,000,000 have been delivered by Chrysler distributors and dealers to owners.

Wherever automobile shows have been held this new line of cars has come in for the lion's share of attention, and sales throughout the country, in small communities as well as large, have literally "sky-rocketed."

The introduction of the Chrysler Imperial '80' has marked the entry of Walter P. Chrysler into a new field of motor manufacture, namely, that of the finest, most luxurious car, and has permitted adding to the well known Chrysler dependability and performance standards an expression of luxury heretofore found only in cars selling at a much higher price.

**KGO, Oakland, Cal. (361.2m-830kc), 11 a. m.,** First Baptist church; Elleen Almstead Piggott, soprano soloist; Esta Marvin, contralto; organist; 2:30, concert, Little Symphony orchestra; 7:45, First Baptist church; Philip Ashcraft, tenor; Fred Wilkins, flute; Esta Marvin Pomeroy.

**KGW, Portland, Ore. (491.5m-610kc), 10:25-11 a. m.,** the First Presbyterian church; 6-7 p. m., Aladdin hour of familiar melodies; 7:30-8, East Side Baptist church; 9-10, Chevrolet Symphony orchestra.

**KHJ, Los Angeles, Cal. (405.2m-740kc), 4:5 p. m.,** Masonic service; 7-8, First Methodist, Episcopal church; 8-10, program, Martin Music company; Ruth Pitts, soprano; John Martin, concert pianist.

**KJR, Seattle, Wash. (384.4m-760kc), 11-12:30 p. m.,** services, First M. E. church; 5-6, Renfro-Wadsworth program, Spargur string quartet; 7:15-7:30, organ recital, Mrs. Montgomery Lynch; 7:30-9, services, First M. E. church; 9-10, Puget Sound Savings and Loan association orchestra.

**KJL, Hollywood, Cal. (240m-800kc), 12:45-1:45 p. m.,** program, Howard N. Martin and company; Paul Finstein's concert orchestra; 2-4, City Park Board program from Westlake Park; 6:30-7, Unitarian church service; 8-9, First Presbyterian Church of Hollywood; 9-10:30, program, Beverly Hills Nurseries; Russian string quartet.

**KJPS, Pasadena, Cal. (315.6m-950kc), 8:45-9:45 p. m.,** Maryland artists ensemble.

**KTAB, Oakland, Cal. (240m-1250kc), 9:45-10:45 a. m.,** Bible lecture; 11-12:30, church service; 7:45-9:15 p. m., church service; 9:30-11, after-service concert.

**MONDAY, MARCH 15 Mountain Time Stations.** **CFAC, Calgary, Can. (435.8m-688kc), 9 p. m.,** ladies' concert trio.

**KFWA, Ogden, Utah. (261m-1150kc), 4-5 p. m.,** organ recital, Paramount theater; 5-6, Radio dealers' program.

**KKFP, Colorado Springs, Colo. (250m-1200kc), 8:30 p. m.,** Mrs. Henry L. Newman Jr., contralto; Temple quartet.

**KOA, Denver, Colo. (322.4m-930kc), 12:15 p. m.,** Hullo theater organ recital, Marjorie Nash; 6:30, dinner concert, Brown Palace string orchestra; 8:30, miscellaneous music; 9:30, miscellaneous music; 9:40 Radio mystery serial, "A Step on the Stairs."

**KUOM, Missoula, Mont. (244m-1230kc), 8 p. m.,** music.

**Pacific Time Stations.** **KFI, Los Angeles, Cal. (467m-640kc), 5:30-6 p. m.,** Owen Follins Californians; 6, nightly doings; 6:15, travel guide; 6:30, vest pocket program; 6:45, Radioteletype; 7-8, old-time New England barn dance; 8-9, Packard flight dance orchestra; 9-10, program, Walter M. Murphy Motors company, Misha Gega orchestra; 10-11, program, Melkielejohn brothers.

**KFOA, Seattle, Wash. (454.3m-660kc), 12:30-1:30 p. m.,** luncheon program; 7-8:15, Sherman, Clay and company studio program; 8:30-10, Times studio program.

**KFON, Long Beach, Cal. (232.4m-1280kc), 6-8:30 p. m.,** Broadway theater organ; 6:30-7, amusement information; 7-8, inventor's hour, with music; 8-9, Press-Telegram studio; 9-11, KFON studio program.

**KFWB, Hollywood, Cal. (252m-1100kc), 6-7 p. m.,** dinner music, Fitzgerald Music company; 7:30-8, program, Dr. Ralph Mitchell and associated dentists; Friendly Dentists' orchestra; 8-9, Bill Hatell's Oakmont Country club orchestra; 9-10, program, Star Motor Car company, Million-Dollar Fortifiers; 10-11, Tom Brennan, baritone; Sol Hoopii's Hawaiians; 10-11, Warner Brothers' frolic.

**KGO, Oakland, Cal. (361.2m-830kc), 11:30-1 p. m.,** luncheon concert; 6-6:55, Brokaw and orchestra; 8:20, slumber song; 9:30, Arion trio.

**KGW, Portland, Ore. (491.5m-610kc), 12:30-1:30 p. m.,** the First National bank and the Security Savings and Trust company; 6-7, dinner concert, Olds, Wortman and King company; 8-9, concert, vocal and instrumental; 9-10, concert, vocal and instrumental, Henry Jennings and Sons.

## DEALER MAKES RECORD DRIVE

With the trend of the automobile industry toward the higher yet more powerful automobiles, with the demand for economy as one of the most important points of consideration on the part of the buyer, owners will be interested in the recent performance of a new Willys-Knight Six "Seventy" between Little Falls, N. Y. and Buffalo.

The trip, which was made on February 3, was through a blinding snowstorm, one of the worst in the history of New York state. At 6:15 p. m., on that date N. H. Brønner, Willys-Overland merchant in Little Falls, and four other passengers started for Buffalo in the face of a howling blizzard. The car equipped for the road, including chains, had a total roadweight of 3,160 pounds. The total passenger weight was 927 pounds.

The party arrived in Buffalo at 4 a. m., having covered the trench-crossed 214.1 miles from Little Falls, in 2 1/2 hours, or an average of about 25 miles per hour. Considering the storm and condition of the roads for night driving, the time for the distance was outstanding by but one feature, the gasoline consumption of the new "Seventy". For the entire trip under these adverse circumstances, the new Willys-Knight Six had averaged 19 1/4 miles to the gallon of gasoline.

**KJR, Seattle, Wash. (384.4m-760kc), 7-8 p. m.,** Sears, Roebuck and company studio program, Mendelssohn trio; 8:30-10, Post-Intelligence studio program.

**KJL, Oakland, Cal. (508.2m-500kc), 6:30-7 p. m.,** Athens Athletic club orchestra; 8-9, program; 9-10:30, Lake Merritt Ducks.

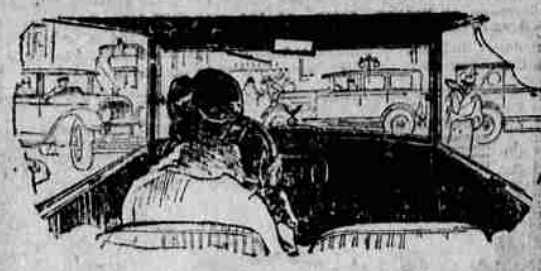
**KMTB, Hollywood, Cal. (288m-1260kc), 7:15 p. m.,** Y. M. C. A. musical program; 8-10, KMTB concert orchestra, Loren Powell, director; 10-11, Starr Piano company studio.

**KOAC, Corvallis, Ore. (280.2m-1070kc), 6:50 p. m.,** musical selections.

**KOWW, Walla Walla, Wash. (256m-1170kc), 8-10 p. m.,** program, Bob Fletcher and family of Cowboy and Cowgirl entertainers; 10-12, dance music.

**KTAB, Oakland, Cal. (240m-1250kc), 9-9:30 a. m.,** prayer service; 12-1, luncheon concert; 8-10, program.

# See-how Different the traffic looks from the inside of



## YOU'VE got to get inside this car—grasp its capable wheel—and take it through a maze of traffic to appreciate how entirely new and how infinitely better this car is.

The New-Day JEWETT SIX

One of the first superiorities you'll discover when you sit at the wheel of The New-Day Jewett will be its much wider vision. Jewett has eliminated the deadly "blind spot". You can see everywhere. Try it! It's just impossible for a pedestrian or driver to approach unseen from a side street.

This wider, freer vision is one of the reasons why The New-Day Jewett Sedan is the safest car in the world to drive. Another is the fact that the slightest pressure on its Paige-Hydraulic 4-Wheel Brakes brings the car to cushioned rest almost instantly.

And when you slip easily into an extremely small parking space—when you have occasion to turn completely around in a narrow street—when you must quickly back up and go around a "stalled" car—when an unexpected hole in traffic suddenly opens and you glide through it instantly—then you'll begin to appreciate something of that exclusive "New-Day" ease of handling this car offers.

Ask for a demonstration. It will cost nothing—and yet it will prove, beyond doubt, that there is an entirely new type of motor car performance available today—and that only The New-Day Jewett has it!

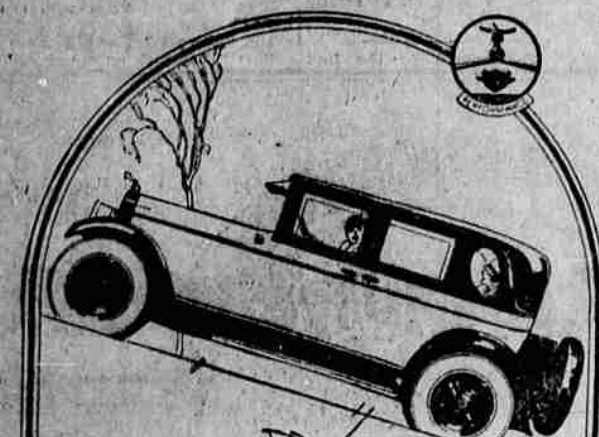
# \$995

Jewett prices—Standard Sedan, 1925; De Luxe Sedan, \$1095; De Luxe Touring Car, \$1195;—Paige Hydraulic Four-Wheel Brakes, included without extra cost. Price f. o. b. Detroit, tax extra.

Paige and Jewett Cars have been reduced in delivered price by the amount of tax reduction that will be effective March 29th. Buy now and take advantage of this saving.

## HARRIS F. FRENCH MOTOR CO.

1414 Adams Avenue.



## Reasons why you will prefer a Rickenbacker—6 or 8

Rickenbacker is thoroughly modern, incorporating all the latest engineering refinements. Best quality of materials used in motor, chassis and body. Best quality of interior fittings, hardware and upholstery only is used in all Rickenbacker models. Best grade of Spanish leather in open models and best grade of silk mohair in all closed models. One of the most distinguished and most beautiful cars on the road. In a class by itself in performance. A chassis identically in construction and material with that used by Cannon Ball Baker when he made such a long list of road records last year.

Control system is so simple, so easily operated that women find these cars delightful for their use. Rickenbacker steering is positive, and without the slightest effort on the part of the driver. Rickenbacker roads so well, steers so easily, and rides so comfortably that the car drives all day without the slightest feeling of fatigue. Come in today and let us give you a demonstration.

- Famous "Six" Prices**
- 7 Pass. Phaeton - \$1795
  - 5 Pass. Phaeton - 1720
  - 5 Pass. Roadster - 1720
  - 4 Pass. Coupe Sedan - 1695
  - 4 Pass. Coupe Roadster - 1620
  - 4 Pass. Brougham - 1525
  - 5 Pass. Sedan - 2095
  - 7 Pass. Sedan - 2195
  - 4 Pass. De Luxe Coupe - 1995
- Vertical "Eight" Prices**
- 7 Pass. Phaeton - \$2195
  - 5 Pass. Phaeton - 2150
  - 4 Pass. Roadster - 2185
  - 4 Pass. Coupe Sedan - 2095
  - 4 Pass. Coupe Roadster - 2120
  - 5 Pass. Brougham - 2285
  - 5 Pass. Sedan - 2485
  - 7 Pass. Sedan - 2585
  - 4 Pass. De Luxe Coupe - 2395
- f. o. b. Detroit—plus war tax

A. G. HENDERSON  
212 E. Alder St., Distributor, Walla Walla, Wash.

## Rickenbacker

A CAR WORTHY OF ITS NAME

## You Are Buying Your Motor Oil On Faith

As far as the average man's knowledge of lubrication is concerned, his motor oil may either benefit or ruin his engine. He doesn't know what it's made of or what it does. So when he buys on faith, he buys from a firm of established reputation and known to have public confidence. We maintain our reputation through Texaco Products—because highest quality pays.

## Playle Oil Co.

Playle's Superior Service—As Near as Your Telephone. Two Stations—Third Under Construction. Fisk Tires At Saving Prices

# Reduced Again

[Effective Today]

## Hudson-Essex Prices Reduced \$51 except Hudson Sedan

### NEW PRICES

- Essex Coach \$909
- Hudson Coach \$1379
- Hudson Brougham \$1639

These are La Grande delivered prices and include full equipment

## Ledbetter's Garage