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AUTOMOBILE NEWS

PAIGE OFFERS NEW BROUGHAM

A two-door brougham on a special Paige chassis, in size and price between the New-Day Jewett and the recently introduced new line of Paiges, is announced today by the makers of these two popular cars, the Paige Detroit Motor Car company, represented here by Harris French.

The new Paige is of 115-inch wheel base, ten inches shorter than the standard Paige line. Its price is \$200 less than the Paige sedan and \$200 more than the Jewett de luxe sedan.

The special Paige chassis follows the practice of the 125-inch model throughout, the differences being in size only. The engine, clutch, and transmission, however, are the same as those used in the large Paige.

Paige hydraulic four-wheel brakes are standard equipment.

Typical Paige

The brougham is typically Paige in appearance. The radiator and nickel-plated shell are the same as in the large car, giving the hood the same striking lines that have long distinguished Paiges. A black belt moulding divides the two-tone finish in polished lacquer. Artistic gray above and Pueblo gray below.

The body is roomy, seating five without crowding. The doors are 26 inches wide, giving easy access without disturbing front-seat passengers.

The equipment includes rebound snubbers in front, automatic windshield wiper, mirror, side light and dim light. On the instrument board are an engine-heat indicator and a gasoline gauge. The various dials are grouped in an oval panel, with indirect lighting.

The windows have rotary lifts, and the doors are fitted with remote control handles, within easy reach of seated passengers.

A coincidental lock is used, controlling both ignition and steering. When the ignition is switched off, the steering wheel locks automatically.

The tires are 31 by 5 1/2 non-skid balloon cords, mounted on artillery type wood wheels. The brake drums on all four wheels are 12 inches in diameter. Springs are 36 inches front, 54 inches rear.

The Paige engine is 3 1/2 by 5 inches, developing 22 horsepower.

BELL AIDS TOWN KEEP CHECK ON FORD CAR SALES

Every time a Ford is sold in Brookhaven, Mass., the whole town knows it. For, in a vacant lot adjoining the property of the Laird-Day Motor company, a large bell has been fixed on top of a tower and each time a car is sold, the salesman pulls the bell cord.

This clanging sales record has become a fixture in the daily life of Brookhaven. Clerks in the various business houses speculate as to the next day's count and almost everyone in town is virtually keeping books on Ford sales.

One prominent hardware store advertised that it is expected to sell a stove for every peal of the "Ford bell." With the advent of the Ford price reduction, however, the vicinity of the Ford salesroom resembles the well-remembered Armistice Day and at last reports stoves were running a none-too-close second.

WESTERN OILS MORE POPULAR

"Western motor oils are gaining in popular favor every day," says S. J. Little, local sales manager of the Union Oil company of California. "The blind faith of the public in accepting eastern oils as a standard of quality has been badly shaken following enlightenment on the relative merits of eastern and western oils. The western oils not only meet every lubricating requirement but in many respects have qualities superior to the eastern brand."

"With the magic power which the word 'Pennsylvania' once held over the uninformed motorist, on the wave, a favorite argument now advanced by champions of eastern oils is that these stand up better. The advice is frequently offered that it will be necessary to drain the crankcase every 500 miles if a western oil be used as against 750 miles with an eastern oil."

"Unfortunately it is absolutely impossible to compare two oils in service as the conditions under which they operate cannot be duplicated. Nevertheless, tests have demonstrated conclusively that the comparative consumption of eastern and western oils gives no advantage to the eastern product in this respect."

"Many motorists, too, suffer from the price complex," he pointed out, "because eastern oils sell at a higher price the buyer was inclined to regard that fact as an indication of quality and the service to be obtained from it. This valuation, however, was false, for western oils of a quality equal to the best eastern sells at a lower price, because there is eliminated the transportation cost."

"The points of distribution between good lubricating oils are fine and necessarily reflect methods of refining. The Aristo oil manufactured and refined by the Union Oil company has met a most receptive market. Its sale," he said, "has increased enormously during the past few years."

"Can I be of any assistance?" asked the sympathetic motorist of a man who was looking unutterable thoughts at a disabled car.

"How is your vocabulary?"

"I'm a minister, sir."

"Drive on."

Willys-Overland Adds New Sales Executive

Of interest to the automotive industry is the announcement by Willys-Overland officials of the appointment of Robert P. Ault to a sales executive position in charge of sales analysis with the Toledo company.

Ault, who was formerly assistant to the vice president in charge of sales for the Dodge Brothers Motor company, is known as one of the keenest thinkers among the young men of the industry. With extensive sales experience in the markets of both local and national markets, Mr. Ault will assume work of that nature with Willys-Overland, Inc.

In his more than five years experience with Dodge Brothers, Mr. Ault held various sales positions. In addition to assistant to the vice president in charge of sales, he was field representative and later assistant of Dodge Brothers. He was in charge of market research and various other sales capacities that acquainted him with every phase of activities in this direction. In analyzing sales markets and volume sales for both manu-

Averages 54.7 Miles An Hour in 101.3 Run

To test out a new motor fuel which eliminates carbon knocks, H. T. Chappell of Dallas, Texas, established a fast time record that stands out as a new cross country high for standard closed cars.

Accompanied by an observer, Mr. Chappell left the Dallas county court house at 6:01 a. m. on March 2 and reached the Little Sandy Hunting and Fishing club near Mineola, Texas at 7:52 a. m.

The car used was a stock Franklin sedan which previously had made a similar run, primarily to determine the efficiency of the new motor fuel, Nitrolene, which he is marketing.

The new gasoline is designed to develop the available horsepower of a car and to minimize carbon accumulation and its constant effect upon automobile motors.

SALES AGAIN SHOOT AHEAD

Again the Nash Motors company, sweeping forward on a country-wide wave of public demand, has shattered all previous sales and production records. March having hung up a new high record which establishes it as the biggest Nash-Ajax month in the history of the company, declares A. R. Traubel, local distributor.

Total Nash and Ajax shipments in March were 16,265 cars, he continues. This is the nineteenth consecutive month, with a single exception, that Nash business has shown an increase over the corresponding month of the previous year, giving as proof the following: "Nash and Ajax shipments of last month exceed the previous largest month, February, 1926—by 14.9 per cent," said E. H. McCarty, general sales manager of the Nash Motors company, "and even then production was not sufficient to sup-

ply 1518 additional bona fide orders. Export shipments, of course, are included in the foregoing figures and, while domestic sales were the greatest of any month, at the same time our biggest volume of export business was recorded during March.

"And not only was March the largest combined Nash-Ajax month, but taken individually was the biggest Nash month and the biggest Ajax month. The total of Nash shipments alone exceeded the Nash shipments of March, 1925 by 59.2 per cent while the combined Nash-Ajax shipments last month were 108 per cent greater than the total shipments of Nash motors in March a year ago."

In the first quarter of the present calendar year Nash-Ajax sales and production have more than doubled the mark set by the corresponding period a year ago. Total shipments in January, February and March this year were 41,794 as compared with 20,363 Nash cars during the same months of 1925—a gain of more than 105 per cent.

"Leaving Ajax out of the reckoning, since this Nash-built car was not on the market a year ago, the Nash total for January, February and March, 1926 is 31,924 cars," said Mr. McCarty. "This represents

an increase of over 50 per cent in Nash business alone. If the first quarter of 1925 had been a quiet period for Nash sales this gain, perhaps, would not be so impressive but February and March of last year, each in turn, were the greatest months in Nash history, while again in 1925 these two months have earned the same distinction."

The Verse Is Yet to Come.
Oh, how we love to hit the road
These handsome spring-like days
With wild flowers blooming all along
As thick as Chevrolets.

**Lockwood Cyclery
Moved**

From old location on
Sixth St. to Spaeth
Building on Fir.

Dollars and Sense Motor Car Chats

GUESS we're all alike. Nothing like sinking back into the solid comfort of deep, luxurious cushions. "Studebaker must have been built for me," you'll say. That's what most folks say. And as you sail along with never a rough jar or jolt you'll realize that you got what you expected—comfort! Want to try Studebaker comfort? Come in any time.

M. J. GOSS

YOU can buy two Studebaker Big Sixes—a five-passenger Sedan and a smart Duplex-Roadster—for the price of any one American car of equal or greater rated horsepower. If you have a two-car garage and a two-car family think over this two-car idea. Then come in and let's talk it over.

Studebaker

IF you will talk to ten Studebaker owners you will understand why we do not have to make exaggerated claims for Studebaker power, speed, getaway, long life, quality. The plain truth about Studebaker is wonderful enough.

THE only thing in a Studebaker that makes any noise is the horn. You'll need that, otherwise they'll never hear you coming.

YOU can bet your bottom dollar on a car that's comfortable to ride in—for comfort is a sign of quality building. Try the Studebaker Standard Six Coach. Its long, resilient springs, husky weight and full-size balloon tires (for which steering is especially designed) take you smoothly over roads you shunned before.

A MAN in Chehalis, Washington, recently bought a new Studebaker and turned in a Studebaker Sedan that had been driven 130,000 miles. The new car is the eighth Studebaker he has owned since 1914. Right here in La Grande we have Studebaker owners who are driving their third, fourth or fifth Studebaker. Studebaker owners repeat because they are satisfied.

TO prove that a Studebaker has features enough to sell itself we'll send any Studebaker model to your door without a salesman. Phone us whether you would like to see a closed or open model and tell us where and what time. Remember—just the car and a driver—no salesman.

LET the women be the judges of a car's interior finish and quality. They know how much longer real mo-hair wears and holds its new appearance than cheaper cotton velour. The upholstery in the Studebaker Standard Six Sedan at \$1395 is genuine mohair. Compare it with many costlier cars!

IF women only knew the difference between Studebaker upholstery and some others—the difference between Studebaker steering and some others—the difference between Studebaker finish and some others, men would meet some tough opposition buying the others.



But the Buick chassis did it. Water cannot get in, dirt cannot reach Buick operating parts. Even the electrical wiring is sealed inside water-proof, fire-proof, flexible tubing.

Buick is ready for any road and any weather, thoroughly prepared to give Buick owners thousands and thousands of trouble-proof miles.

Only a Buick could possibly stand the "Shower Bath" test. Buick, alone, has the Sealed Chassis with the Triple-Sealed Engine!

Standard Six	Master Six
5-passenger Roadster \$1125	5-passenger Roadster \$1250
5-passenger Touring 1150	5-passenger Brougham 1215
5-passenger Coupe 1195	5-pass. two-door Sedan 1295
5-pass. two-door Sedan 1195	5-pass. Sport Roadster 1295
5-pass. four-door Sedan 1295	5-pass. Sport Touring 1325
4-passenger Coupe 1275	4-passenger Coupe 1195
	5-pass. Country Club 1765

All prices, u. s. Buick factories. Government tax to be added.
BUICK MOTOR COMPANY, FLINT, MICHIGAN
Division of General Motors Corporation

The Better BUICK
Jennings & Shumate

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM