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News

# AUTOMOBILE NEWS

## U. S. CARS ON PARIS MARKET

CHICAGO, May 1. "The American car" is a cry which is being heard persistently in France at the present time. While French automobile manufacturers had to meet American competition only on neutral markets, even those as close as Belgium and England, the situation was considered satisfactory, but now that American makers are seeking to secure a slice of the French home trade, distress is being displayed, says a dispatch to Motor Age.

According to French government statistics, 14,847 American passenger cars and 12 trucks and tractors were imported into France during 1925 compared with 12,832 cars in 1924 and 7,315 in 1923. These returns are obviously incorrect, for Ford registrations alone totaled 17,537 for the whole

of France the year 1925. Ford cars are imported in Paris and completely assembled at a factory in the suburbs of Paris. According to state officials, a check is kept on the number of Ford cars thus imported but in what way this is done cannot be ascertained.

**21 in Market**  
The total number of American makes represented on the French market in 21, as follows: Auburn, Buick, Cleveland, Chandler, Chevrolet, Chrysler, Dodge Brothers, Essex, Ford, Graham, Hupp, Hudson, Moon, Marmon, Oakland, Packard, Paige, Pierce-Arrow, Studebaker, Stutz and Willys-Overland. American tire firms selling in France are Goodyear and Firestone, while Goodrich has manufactured in France for a number of years.

Last year American automobile registrations in France represented 21 per cent of the total, the greater portion of these being Fords assembled in France. While there is a tendency in some quarters to hold the individual American responsible for the high value of the dollar or the low value of the franc according to the viewpoint

## MANY TRACTOR SALES MADE

The Bunting Tractor company, dealer for the Caterpillar Tractor company and the Western Harvester company, manufacturers of the Caterpillar tractor and Holt combined harvester, announces considerable activity in the sales of this equipment throughout its territory which embraces Eastern Oregon and Southern Idaho, recent sales being as follows: Harvesters in Oregon to George Gray, C. P. Gray, Willie Wright, J. H. Williamson, Albert Childers, S. T. Hallie, Joe Johnson; harvesters in Idaho

the fact is recognized in more enlightened quarters that present exchange rates constitute a most effective protection for the French automobile industry.

to S. W. Early, W. W. Fleming, C. C. Walker, P. T. Ude and Roy Zehring.

C. W. Bunting, president of the company, is now making a trip through the southern part of the Idaho territory, and reports several sales. Roy N. Whit, of Spokane, Wash., northwest manager of the Western Harvester company, is spending a few days with the Bunting Tractor company after making a survey of conditions throughout the entire northwest, and the provinces of Alberta and Saskatchewan in Canada. He reports the crops throughout this region as exceeding that of any recent year. Plenty of moisture is found everywhere and even in the dry-land sections there is a heavy stand of wheat.

Holt combined harvester sales have exceeded the company's expectations to date, there being en route to the northwest at this time some fifty carloads of harvesters.

What men imagine they can do, says Arthur Brisbane. The hospitals are full of men who imagined they could get over the crossing ahead of the train.

## CAR INDUSTRY NOW LARGEST

(By Roy C. Hayes)

DETROIT, Mich., May 1.—Definite arrival of fine spring weather that has been general in the northern section of the country in the last week, gave even more than the expected impetus to automobile sales. Even more important than the weather's reaction on sales was its effect on the taking of deliveries by many who had placed orders months ago for spring delivery.

For some weeks dealers in northern sections had a plenitude of orders for spring delivery. Rains and late snows caused many purchasers to postpone taking deliveries. Some deals were lost as a result and others went to different companies.

**Weather Aids Sales**  
With several days of good weather a seeming certainty in each week of the month, April deliveries should run to a new high mark. Opening of navigation on the Great Lakes last week gives the industry another avenue of transit that should help speed deliveries to new buyers.

Automobiles shipped from Detroit are seen in numbers along the docks of Great Lake cities awaiting overland runs. The first of the automobile ships that traveled to Cleveland had to plow itself through huge ice fields in Lake Erie to reach Cleveland.

An appreciation of the activity in Detroit motor car factories is the report from 72 automotive plants here that employment is 40,575 greater than at this time last year.

Three of the new cars to brave the rigors of the automobile business this year are being given very satisfying receptions by the motoring public. Reports from the Indianapolis factory show that Stutz is setting new delivery marks every week. Chrysler's new "Imperial '26" has been given a real reception since its introduction at the New York show in January.

**Car Is Popular.**  
Due to the popularity of the Pontiac six, which was introduced three months ago, the Oakland factory in Pontiac has been able to establish one of the most sensational production feats yet accomplished in the industry. March output broke all records with an output of 12,035 Oakland six and Pontiac six cars. This is more cars than were built in the first four months of 1925.

Chevrolet and Hupp, the two outstanding star performers of the moment, each had the greatest month in their histories in March. Chevrolet built 65,401 cars during the month, exceeding every previous month in the company history and establishing a new mark for a manufacturer of a three-speed transmission car.

In both dollars and cents and car output, Hupp enjoyed its biggest month in March.

## SALES MADE BY DODGE BROTHERS SET NEW RECORD

Retail sales of Dodge Brothers motor cars and Graham Brothers trucks by dealers in the United States in the period from January 2 to April 3, 1926, established another record with a total of 78,593 units as compared with 51,318, a gain of 51,275, or 37 per cent over the same period in 1925.

This high record was made in the face of bad weather conditions which prevailed throughout all sections of the United States during almost the entire period. Shipments from the factory in the first three calendar months of 1926 likewise established a new high mark with a total of 84,351 units as compared with 59,778, a gain of 24,573 or 41 per cent over the same period in 1925.

Shipments of Dodge Brothers motor cars and Graham Brothers trucks to satisfy the increasing demand of foreign dealers during the month of March reached the highest point ever recorded in the history of Dodge Brothers, Inc., with a gain of 50 per cent over the corresponding month of 1925. This total was 4466 compared with 2973 in March, 1925.

A substantial increase has been made each week in retail sales of Dodge Brothers motor cars and Graham Brothers trucks thus far in 1926, the latest weekly record being established for the period ended April 3, when 2104 units were sold. This was a gain of 2574 or 23 per cent over the best week in 1925, that ended April 11.

"That the motor driving public approves of the value of Dodge Brothers motor cars and Graham Brothers trucks is strongly indicated by the vast sales record made in the first quarter of 1926 when weather conditions throughout the United States were not propitious," declared L. C. Smith, Dodge Brothers dealer.

The fellow who used to write the Ford jokes is now trying to say funny things about Florida.

"Pull over to the side, James," said the rich Mr. Board.  
"There's a gentleman wished to pass up in a Ford."

## UPHOLSTERY IS TESTED BEFORE USED IN FORDS

Determining the life of upholstery long before it is used to trim the car is a problem which the Ford Motor company has solved by the development of a number of unique and conclusive tests according to W. C. Perkins, local dealer. Before Ford upholstery cloth is released for production, samples are eaten by chemicals, pulled apart and even worn out in an especially constructed rubbing

machine. Some of the cloth used in Ford cars is manufactured right in the Ford plant where it may be held to the required specifications. Most of the upholstery, however, is supplied by outside sources and must prove its fitness before being used.

Color and structure of the cloth are first scrutinized. Then, samples are sent to the laboratory for chemical and physical tests. In the test for tensile strength, samples from the running direction or warp cloth, and from the cross direction or the wool of the cloth are pulled to pieces by means of a

standard testing machine. In this connection, it is interesting to note that although the Ford Specifications are unusually rigid, upholstery now being used shows practically twice the required strength. Wool content is determined by use of chemicals. The sample is given the chemical bath which dissolves all the wool. The remaining cotton must not only show the correct percentage, but must show a perfect pattern and distribution of cotton fabric as well.

When seeking favors of a man, be sure to comment favorably on his choice of an automobile.

# STUDEBAKER

## Standard Six Coach \$1195

f. o. b. factory

**IN** the quality Coach, illustrated, One-Profit savings enable Studebaker to offer you at \$1195 important features in equipment and construction not excelled by cars costing double its price. In comparing Coach values, consider these Studebaker features:

**No other car in the world of its size and weight** can show horsepower rating equal to that of the Studebaker Standard Six. Twenty-eight makes of 5-passenger enclosed models, which cost from \$100 to \$1900 more than the Standard Six Coach, have less rated horsepower.

**Notice the high quality upholstery**, compare the depth of Studebaker cushions and seat backs with other cars costing much more. Inspect the interior workmanship. There are no cloth-head upholstery tacks, raw edges or cheap binding braid in Studebaker interiors.

**Finer body construction**—first grade northern white ash and hard maple are used in the body construction. Body joints are mortised, tenoned, glued or screwed. Door posts are completely metal covered. Doors fit flush and tight.

**Costly alloy steels**—we pay a premium to secure steel of extra quality. A bar of Studebaker alloy steel the diameter of a dime will stand greater strain than a bar of ordinary steel the diameter of a dollar.

**Completely machined crankshaft**—it costs Studebaker \$600,000 a year for this feature alone. There are probably less than ten cars in the world that can claim this feature—and there are less than ten other engines in the world that run as smoothly as Studebaker.

**Durable finish** on Studebaker cars is satin smooth and the color tones uniformly deep and true on every part of the car—the result of more than 20 operations and the most painstaking workmanship.

**Compare Studebaker fenders**—the weight of the steel used, the width and depth of the crown and skirt, the 14 bolt fastenings, the rigid strength of the mountings are unsurpassed.

**The Studebaker pressed-steel instrument board** is backed by wood so it won't rattle or vibrate. Put your fingers behind the instrument board of most any car in the Studebaker price class and you will find that there is no wood—merely a sheet of pressed steel.

**Plate glass of the highest grade** is used in the windows. It is mounted in live rubber, preventing leaks, drafts, rattles and vibration.

**There is a master lock** on the steering wheel which locks the ignition and control in one operation. The same key locks the door and spare-tire carrier. And the lighting control is on the steering wheel—instantly convenient.

**Water-proof ignition**—the wiring to the engine is doubly insulated in fiber conduit—and rubber shields cover each spark plug, the distributor head and the coil.

**The Studebaker engine** is mounted in a sub-frame. This prevents twisting or torsional strain on rough and uneven roads and eliminates bearing strain. It protects the engine in case of side-swipe or collision.

**The oil drain valve** is conveniently placed under the hood. Oil can be drained without getting under the car.

**Oil and gas filters**, plus an air cleaner, prevent foreign matter from entering the engine. The life and efficiency of the engine are thereby increased.

**Complete equipment** includes gasoline gauge on dash, automatic windshield cleaner, rear-view mirror, cowl ventilator, stop light and dome light.

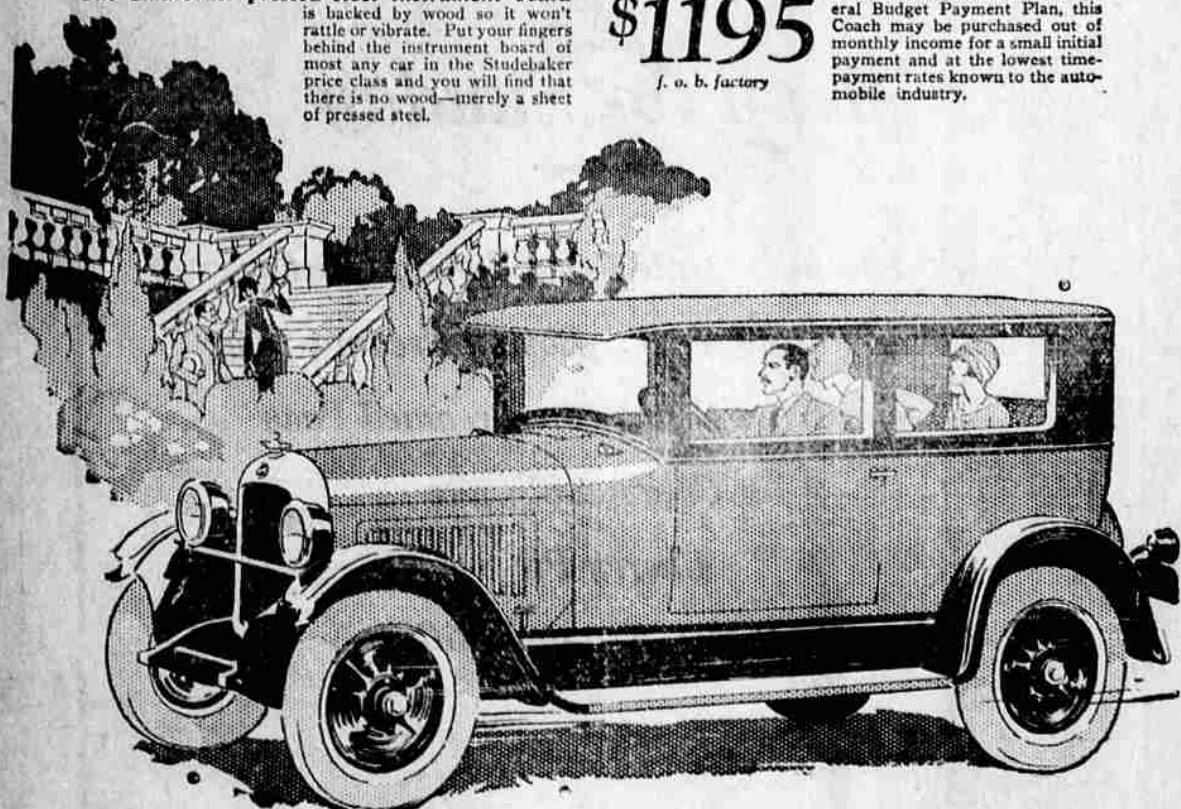
To appreciate this fine car you must drive it. Experience the thrilling power in the Standard Six engine. Compare its riding-steering-driving ease with any car. Any Studebaker dealer will gladly supply you with a Standard Six Coach that you may drive yourself.

## Studebaker Standard Six Coach

\$1195

f. o. b. factory

Under Studebaker's fair and liberal Budget Payment Plan, this Coach may be purchased out of monthly income for a small initial payment and at the lowest time-payment rates known to the automobile industry.



M. J. GOSS

# An Important Announcement

## to be made next week

Dodge Brothers, Inc. will make an important official statement in this paper next week.

Specific figures regarding their sales record for the first three months of 1926 and the present rank of this company in the Automobile Industry will be reported.

These facts, we believe, will be worthy of your closest attention.

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| Coupe       | \$1015 |
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