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AUTOMOBILE NEWS

Storm of Discussion Following Lett's Announcement Analyzed

A prophetic note sounded by Sir William Lett, president of the Society of Motor Manufacturers and Traders, Ltd., of London, England, in a recent interview has raised a storm of discussion which may have a decided influence on the type of small, light car manufactured in this country in the near future. It is of sufficient interest to attract the close attention of everyone who is connected with the motor car industry.

In it he cites the development of the European type small car as built in England and France and applies the results of this car in performance and economy to American requirements. It is well known that the major production of cars in Europe at the present time is confined to vehicles with short wheelbase, narrow track, powerful and highly efficient motors with small bore and long stroke and that these small cars sell at prices which are fully twice those asked for cars in the equivalent size classification in this country.

Europe Type Not Favored
His close knowledge of American road conditions leads him to the conclusion that the narrow track and small body of the European type car will never find favor here but he presents very clear reasons why the short wheelbase and highly efficient motor construction should be adopted. His knowledge of American manufacturing methods also leads him to the conclusion that the price for a car favoring the European trend will not be out of line with present prices asked among our producers of small cars.

Briefly digested, his opinions cover the following very pertinent points. The European manufacturer, building in far less quantities than our large producers, has been able to spend a great amount of time and effort in developing his product. Economy, high speed and long life are essential requirements of the European car. These are served through increased motor efficiency, highly developed chassis designs and the use of fine materials.

The European small car motor is of the high speed type, small in bore, long in stroke with a relatively low rated horsepower but

a comparatively high brake horsepower, the H. A. C. rating which compares with our S. A. E. standards averaging from 12 to 15 h.p. with the developed horsepower ranging from 20 to 30 h.p. in the various models.

Free From Vibration
These motors show fuel averages up to 20 miles to the gallon of gasoline and oil consumption up to 250 miles to the quart of lubricating oil. They show a car speed capacity up to 60 miles an hour. They are noticeably free from vibration and are easily capable of maintaining high road averages. They have quick acceleration ability and their only shortcoming by American standards is that they require more frequent change of gear than is adapted to our ideas of how a motor should perform.

The recent developments by American engineers which have resulted in a much higher torque than is evident in the motor performance of the European cars, could eliminate the necessity for changing of gears and Sir William cites this in his prophecy.

The use of a motor developed along these lines would represent a yearly saving in fuel expense, covering over 50 per cent of all cars in use in this country, of around 20 per cent, in money would represent roughly the staggering total of \$246,000,000 a year in this item alone.

It would show an equivalent saving in a car which would cover the road at from 20 to 40 per cent faster than our present small cars could scarcely be made the matter of figures.

In Line With Legislation
The performance capacity of a car with such a motor would be far more in line with recent legislation advocating higher speeds on highways than is the case with our present small car.

The quicker acceleration would have a pronounced influence on city traffic driving and European small cars, which have been driven in the main traffic arteries of our larger cities have shown a convincing ability to keep well ahead of the line.

Four wheel brakes are standard equipment on the European small cars and would be necessary on an



American built product duplicating the speed and power features of the European types.

May Lower Weight
The higher speed possibilities would necessitate the lowering the weight of the car and this would very likely result in a much lower looking car than we have in the small car field at the present time. Such construction would not necessarily influence the amount of road clearance which would probably be taken care of by spring suspension

A GAME TWO CAN PLAY AT

HUDSON-ESSEX SALES BRISK

A new high record both for manufacturing cars and for selling them at retail was established by the Hudson-Essex organization in March, according to figures gathered at the Hudson plant and forwarded to distributors and dealers throughout the country.

This was not only the largest March the company ever knew, it was sold, but was also the largest month it ever knew, regardless of season.

In the month, more than 31,000 cars were manufactured and shipped, which is an increase of more than 75 per cent over the March of a year ago, which was a fairly good month. According to the best information available, this 31,000 cars was the largest number of six cylinder cars ever made and shipped in the history of the industry. Despite the unseasonable weather all over the country, more than 50 per cent of these cars were sold at retail—another record-making achievement.

"These figures are significant," said E. L. Ledbetter, distributor in La Grande, "because they indicate the great size and resources of the Hudson-Essex organization both in manufacturing and selling. The test of resources is the delivery to the buyer of exceptional value for the money expended. Thus when this organization, with its A. Y. D. selling plan, found it possible to add accessories and improvements to its cars, and then to offer these

at lower prices, the public responded in great numbers. "Buyers of automobiles are scrutinizing values closer than ever before. They appreciate it when an organization sets out to save them money on every part of their motor car investment. My experience has been too that the frankness and candor of the A. Y. D. idea is liked best of all. The at-your-door idea lets the buyer know at the start of the transaction just what the car with equipment will cost him, delivered at his door.

"It is a bit of progressive merchandising introduced into the automobile business by Hudson-Essex, and it establishes a practice which I believe is bound to become universal because the real boss of the industry, the public, has shown that it likes it."

Several men have been walking down town these mornings indicating that their children have come home from college and have the car.

Veteran in Auto Game Joins Star Car Staff

OAKLAND, May 8.—The appointment of Frank Hood, veteran automobile man who has been identified with the motor car trades on the Pacific Coast since 1909, has been appointed branch manager of the Los Angeles factory branch of the Star Motor company. Hood sold his first automobile in 1909.

He succeeds Charles Walker, who has been announced as a Los Angeles dealer for Star cars. The appointment of Hood was made effective immediately here through an announcement from Norman DeVaux, vice-president and general manager of the big Star factory in Oakland. DeVaux also announced W. E. Hubert of Los Angeles as manager of the Star branch in Santa Barbara.

Still, the new filver has that same supercilious cough as it goes by on a hill.

They Tell Us--

Motorists who are users of Veltex Motor Oil tell us of the complete satisfaction obtained.

That's Why

We urge our new customers to give this oil a trial. We are so certain of its superior merits that we guarantee satisfaction or your money back.

La Grande Filling Station
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THIRD in the World -and Sales still mounting

During the first three months of 1926 Dodge Brothers, Inc., built and sold more motor vehicles than any other manufacturer in the world, except Ford and Chevrolet.

70,599 were delivered by Dodge Brothers Dealers in the United States alone between January second and April third. This represents a gain of 37 per cent over the same period last year and 69 per cent over the first quarter of 1924!

Third largest in the world! And sales CONTINUING to mount week after week to new record breaking levels.

In fact, during the week ending April 17th (last figures available) retail sales reached the remarkable total of 9,435—the greatest single week in Dodge Brothers history!

These figures are all the more significant when you realize that the gain of the industry as a whole over last year is only 12 per cent.

There could be no more convincing evidence that today's product is regarded as better than ever before and that the present prices make it the most impressive value Dodge Brothers have ever

Touring Car \$963
Roadster \$958
Coupe \$1015
Sedan \$1077

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See the Dodge Steel Body on Display in Our Showroom

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MOTOR CARS

FREE! 42 Piece Dinner Set With Each Used Car

COME AND LOOK OVER THE FOLLOWING BARGAINS

1924 FORD 4-DOOR SEDAN—Has good tires, Ruckstell axle, double Hassler shock absorbers, automatic windshield swipe, speedometer, motometer, and other accessories. Guaranteed A-1 condition.

1921 HUDSON SPEEDSTER—5 pass. touring, in excellent condition. This car must be seen to be appreciated.

1923 FORD ROADSTER—Has delivery box in rear. Engine overhauled and good tires. A real buy!

1920 OVERLAND FOUR — Re-conditioned—upholstery and body finish like new.

1922 FORD COUPE—Guaranteed. 1926 license, good tires, etc.

1920 OAKLAND SIX ROADSTER—Has 1926 license, good tires; good mechanical condition. A real bargain!

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Let the man behind VEEDOL give your car Complete Lubrication today

SOME cars need complete mechanical overhauling at regular intervals—others only minor adjustments. But there is one thing that all cars need at regular intervals—an internal cleaning—a complete change of oil and grease.

The most important, and perhaps the least expensive job you can do to keep your car in first class shape is to have it completely lubricated regularly.

The lubricants in your motor, transmission, differential, and chassis bearings may have served you well—but they will in time, wear out, become dirty and unfit for service.

Your motor oil is probably worn and dangerously diluted with gasoline. It has lost its fighting qualities and no longer thoroughly safeguards your motor from deadly heat and friction. Your crank-case should be drained and refilled with Veedol. That is the first step in Veedol Complete Lubrication Service.

The lubricants in your transmission and differential have been churned and ground for months. Under this punishment they become dirty and laden with metal particles so they are no longer fit to follow the gears and will not coat them with a clean, smooth, protective film. The lubricants in your 30 or 40 chassis bearings and friction spots have been pounded, pressed, squeezed out. To continue using these worn out lubricants is to invite trouble.

Drive in for **VEEDOL** EXPERT LUBRICATION SERVICE
Motor—Transmission—Differential—Chassis



The man behind Veedol

Veedol dealers are now specializing in giving all car owners complete Veedol Lubrication Service.

With Veedol lubricants in your motor, transmission, differential and chassis bearings, you have the famous "film of protection" safeguarding every friction spot—and the "film of protection" is your best and cheapest insurance against trouble and repairs.

Today—drive your car to the nearest Veedol dealer displaying the orange and black sign shown at the left.

Ask him for complete Veedol Lubrication—and he will do the rest. The entire job will take only a few minutes. And the small cost will be saved to you many times over in the repair bills you won't have to pay.

TIDE WATER OIL SALES CORPORATION. Branches or warehouses in all principal cities. SAN FRANCISCO, 414 Brannan St.; LOS ANGELES, 4842 Long Beach Ave.; PORTLAND, 12th and Glisan Sts.; OAKLAND, 5701 Green St.; SEATTLE, 6th and Atlantic Streets.