



AUTOMOBILE NEWS



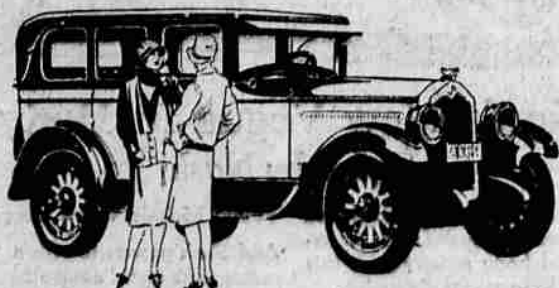
DEMAND FOR NEW AUTOS IS LARGE

Local Hudson-Essex Dealer Declares Orders Exceed Cars on Hand

Hudson-Essex has just completed the greatest February in its history, and with March is stepping into the greatest six cylinder production the automobile industry ever has known, officials of the company report. Since Jan. 1, production of both Hudson and Essex cars has been largely increased, and on March 1 the fifth increase of the year brought the daily total close to the 1500 mark a day, it was declared. February shipments were 27,000 cars, while March is scheduled for the production and sale of 37,000 Hudson and Essex automobiles. Even with this great volume, company officials declare that deliveries are far behind demand. The new Super-Six models on both Hudson and Essex, brought out the first of the year, have far exceeded in popularity anything the company has known in its whole history.

In going close to the 40,000 mark for March, Hudson-Essex is reaching into a volume field which hitherto has been entered only by four cylinder cars. It is around 25 per cent larger than any previous Hudson-Essex schedule. While the factory is thus engaged in record-breaking, the E. L. Ledbetter, local Hudson-Essex distributor has been setting new high marks of business. Never before, it is claimed, has there been so urgent and insistent demand for Hudson and Essex. On both the large and small car, business has been consistent and growing.

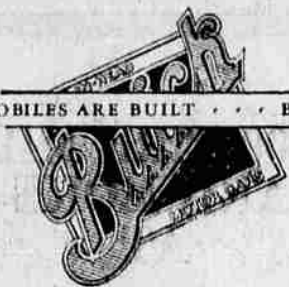
"In fact," says Mr. Ledbetter, "the public has shown its desire for these cars so strongly that we have been embarrassed—because of the fact that we have been unable to deliver the cars as fast as buyers have asked for them. We have been unceasing in urging the Hudson plant for more cars, but naturally we have had to take our just allotment, along with other distributors and dealers, and thus have been handicapped by the national Hudson-Essex shortage. We are very regretful of this situation, and are bending every effort to deliver to our customers in accordance with their wishes. But it surely looks as if Hudson-Essex would be in extra demand for the whole spring season. The wise buyer will get in his order now."



Buick Stays in Style

Motor car types come and go, just as motor cars do. But the grace and distinction which characterize Buick always stay in style. They never become commonplace. The reason is, that Buick style is sincere, and expressive of the quality that is in the car. Buick owners never are asked to buy a car of exaggerated design, with lines which might become distasteful to the eye. Buy a Buick! And you will always be proud of your car.

WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM



JENNINGS & SHUMATE
Adams Avenue

Always Available

You are able to buy Veltex Gas and Oils of uniform quality from the numerous stations in La Grande and over the valley.

Veltex

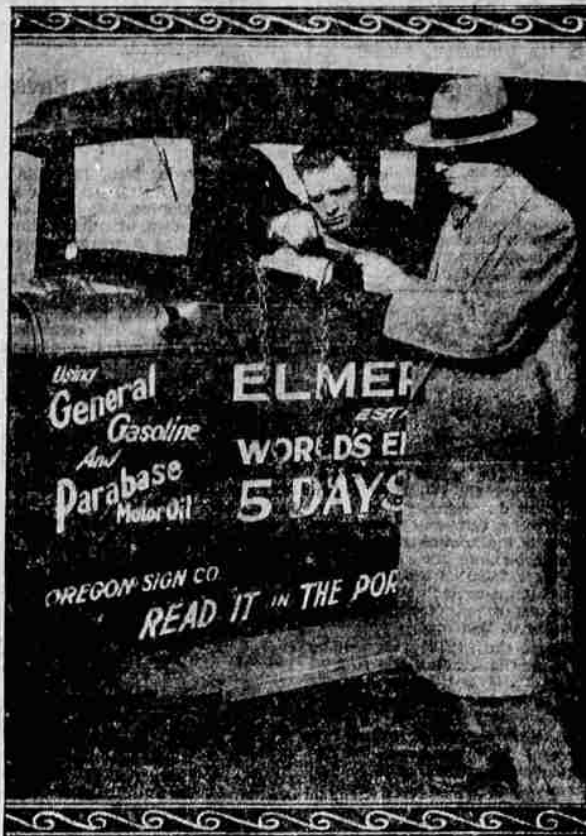
GAS
MOTOR OIL

The Quality Pair

Fletcher Oil Company

First Independent in State.

Makes A New Record



HERE is Elmer Steele, who recently established a new world's endurance driving record in Portland, Ore., when he drove continuously for one hundred and twenty-two hours. His automobile was fueled with General gasoline and lubricated with Parabase motor oil.

Men Who Repair Tires Are Best To Interrogate

"If you really want to know tires, talk to the men who repair them." That is the advice of the Perkins Motor company.

"They can quickly tell you what kinds of tires are in the shop most often for repairs, as well as those they use the least. Just ask them to point out the weak spots that cause tires to fail.

"You can puncture any tire, for there are many sharp objects much harder than rubber, which can be forced through it. But some tires puncture much easier than others because of poor construction. This leads to quick and costly failure of the tire. Moisture penetrates the hole, rots the plies and the tire soon gives way.

"Thin cuts, cut wear, bruises, ply separation and local failures are other troubles that bring tires to the repair shop. Then we get a chance to see what they are made of and why they go bad.

"Our repair men say that Firestone gum-dipped tires experience less trouble than any other brand of tires. We have known that for a long time, in fact it is an important reason why we are selling them.

"Firestone tires escape many of the ordinary tire troubles because the cords are gum-dipped. Before the cord fabric goes through the regular, or standard routine, used in building tires, it is first dipped in liquid rubber. This thoroughly coats each fiber and strand with rubber, a protection against friction and heat when the tire gets into service.

"The gum-dipping also has much to do with the cementing or binding together of the layers or plies of the tire, into a compact, permanent, flexible whole, when the newly built tire is cured, or vulcanized. And with such perfect adhesion there is very little tire trouble.

"With ordinary care Firestone tires give thousands of miles of trouble-free service. They give 'Most Miles per Dollar' and as to comfort, safety and economy they lead the entire field."

THE CRIME OF CRIMES

"What's the matter with you? You look guilty."

"I am; I know I'd give myself away. I've just driven five hundred and one miles without changing my oil."—Life.

Diamonds worth \$4,000,000,000 are owned by Americans.

Tire Co. Orchestra Meets With Favor

The Goodrich Silvertown Cord orchestra has been meeting such a favorable response in its vaudeville tour, says Frank Kelly, local Goodrich dealer, "that during their recent appearances in New York City they received an urgent call to come to the recording laboratories of the Victor Talking Machine company at Camden, N. J., to play a part in a new release.

"The new record in which these famous radio artists participated is available this week at most Victor dealers. The Goodrich orchestra's contribution is a fox trot entitled "Moonbeam, Kiss Her For Me." The record carries the serial number of 29419-A. The Silvertown Masked Tenor, of course, contributes a vocal refrain.

"The Goodrich Silvertown Cord orchestra has been out of the radio studio since October and they will be on tour until late in April when their present schedule of performances on the Keith Circuit expires.

"The present Goodrich programs over the radio have been very popular, according to the many thousands of comments received by the Goodrich company in Akron. It has been reported, however, that the Silvertown orchestra will go back on the air during the late spring and summer to satisfy the demand that has become increasingly insistent for their reappearance before the 'mike'."

With the opening of the diamond mines in South Africa in 1867 diamonds were brought to America. They have grown in popularity and have increased in value. They are now five times as valuable as in 1867.

HUDSON

The Super-Six Principle Freed to the Limit



New riders, new buyers and thousands who merely witness its vivid dash on the road are saying "There is nothing like it in the world."

Standard Models
Coach \$1285 . . . Sedan \$1385

Custom Built Models

Brougham \$1575 . . . 5-Passenger Sedan \$1750 . . . 7-Passenger Sedan \$1850
All prices f. o. b. Detroit, plus war excise tax

LEDBETTER GARAGE
Adams Ave.

New
LOW PRICES
Millions can afford

Greater Value Because of Engineering Leadership

4-wheel brakes, 30 miles on a gallon, 55 miles an hour, beautiful body lines, abundant interior room, oversize tires. These features combined with new low prices now more than ever make the Whippet the leader in light car values.

Whippet COACH . . \$625 Whippet ROADSTER \$695
Whippet SEDAN . . 725 Whippet LANDAU . 755
Whippet TOURING 625 Whippet COUPE . . 625

Prices (f. o. b. factory) and specifications subject to change without notice. Convenient terms. Willys-Overland, Inc., Toledo, Ohio.

OVERLAND
Whippet

GETTINGS & HANKS
Corner Fir and Jefferson

DODGE BROTHERS MOTOR CAR

Facts

that Draw Crowds and Sway Buyers

Little wonder Dodge Brothers Motor Cars today are accorded such widespread and enthusiastic commendation—

Smart new body lines and attractive color combinations—

A new seating arrangement that provides still more roominess and comfort—

A new clutch, simple, sure, silent—

Softer pedal action, easier gear shifting—

Quicker acceleration, still greater steering ease—

More rigid engine support—and smoother performance—

New, silent-type muffler—

Sturdiness and dependability made still more pronounced by vital betterments in body construction and in the propeller shaft, differential and axle shafts.

Add to these the new five-bearing chrome vanadium crankshaft, with its remarkable improvement in engine performance, the excellent new starting and lighting system and many other recent betterments, and you understand why owners proclaim today's car—

"The finest Dodge ever built!"

Standard Sedan . . . \$1085
Special Sedan . . . \$1148
De Luxe Sedan . . . \$1275

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