



AUTOMOBILE NEWS



CHRYSLER MAKES NEW SPEED RECORD

Ralph De Palma Drives
Imperial "80" 89.091
Miles in One Hour

A new speed record was registered for American stock cars when the veteran Ralph De Palma recently drove a Chrysler Imperial "80" sport roadster 89.091 miles in one hour over the Atlantic City speedway course. L. W. Weeks, local representative, reports.

This is the greatest distance ever covered in that time by an American stock car of the 360 cubic inch piston displacement class with stripped chassis, and is within seven-tenths of a mile of the free-for-all stock car record established by a car of 400 cubic inch piston displacement.

The test was made under the supervision of the American Automobile Association and will stand as official, the car being carefully checked after the run by Paul Duma and Joe Dawson of the A. A. A. control board.

The only special preparation made for the trial lay in the removal from the roadster of the fenders, running boards and windshield glass. The car is regularly equipped with a gear ratio of 3.77 to 1, a high compression cylinder head, and a force speed gasoline system.

Total Distance 89.091 Miles
While the total distance covered in this record run was 89.091 miles in the hour, this sensational speed did not register the full capacity of the powerful Imperial "80" roadster. The pace in the trial, furiously rapid from the start, steadily accelerated as the number of laps increased and from a rate of 34.757 miles an hour in the first five miles, the car was dashing along at the terrific rate of 89.152 miles when the 50 mile mark was reached. All these figures are new records for a car of this classification.

Onlookers who had been carefully watching the phenomenal

Travels 'Longest Bus Line In World'



E. H. Kelly, Sr., driver of his Oldsmobile two-door sedan over one of the largest business traveler's territories in the world as traffic manager of Yellowway, Inc., a bus company that operates buses from coast to coast. His itinerary includes the cities of Detroit, Chicago, St. Louis, Kansas City, St. Joseph, Booneville, Columbia, Fulton, Marshall, Tulsa, Omaha, Denver, Los Angeles and San Francisco. He and his Oldsmobile are speeding over this extensive route continuously.

performance were aware that even these unimpaired, bursts of speed did not exhaust the roadster's capacities, for they had seen De Palma take it over the course in two preliminary trials of 25 and 40 miles and agreed in clocking the time for these unofficial tests at 89.2 miles, a rate of speed never before reached by a car of this classification.

Chrysler officials in commenting on the trial put special emphasis on the demonstrated fact that Chrysler cars are able not only to reach but also to maintain the speed which their respective model numbers indicate.

"Many cars are capable of fine bursts of speed but the real test of an automobile is whether it will deliver sustained high speed," the Chrysler officials point out. "From the beginning speed has been one objective, but we have always held that stamina was an equally important feature. Few owners ever need to drive as fast as 30 miles an hour, except for rare and brief emergencies, but every owner wants to know that he can rely on the dependability of this car and the fact that the Chrysler can be driven at such a rate as shown in the Atlantic City trial and be unimpaired at the end of the time is the most satisfying evidence possible that this very best material and workmanship were put into it."

"The car De Palma drove had previously demonstrated repeatedly that like all cars of the Imperial "80" model, it had the capacity to attain and maintain a constant pace of 30 miles and more an hour. This ability to deliver high speeds implies the finest of engineering and precision manufacturing in an automobile. It also implies that the car which has a capacity of 30 miles an hour will be able to give finer performance at a rate of 25 and 40 miles than one with a motor which does not possess this speed ability."

Pontiac Will Have New Home

DETROIT, Mich., June 25—According to an announcement made by Paul W. Sailer, president and general manager of the Yellow Truck and Coach Manufacturing company, \$5,000,000 will be spent in Pontiac, Mich., for the construction of a gigantic new plant for the organization. One hundred and fifty six acres of ground was recently purchased in Pontiac for this purpose.

The new plant will have approximately 1,250,000 square feet of floor space and will be of the most modern type of construction, which will assure, according to Mr.

Sailer, the utmost provision in manufacturing and economy as well as the most wholesome working conditions for the employees.

Motor Busses Are Used By Many As Means of Travel

A recent investigation completed by the Studebaker corporation of America shows that the uses to which motor busses are put are wide and varied. In fact some of the ways in which busses are employed are exceedingly unique, according to St. J. Goss, local Studebaker-Sixing distributor.

Some time ago the officials of the Johnstown, Pa., baseball club were confronted with a transportation problem. Railroad schedules did not offer convenience in touring the different cities of the Middle Atlantic league. The players could not keep in the pink of condition and make the "pumps" by the usual transportation facilities. The difficulty was solved when a Studebaker 15-passenger motor car was chartered for the entire season. The bus furnishes economical and comfortable transportation; the players have no difficulty in keeping the road engagements.

The ladies band of Portland, Oregon, uses Studebaker busses exclusively in touring the western states. Last summer this organization of feminine musicians toured cities in seven different states—Washington, Idaho, Montana, Wisconsin and Iowa—and never missed an engagement.

It has been estimated by the showman's league of America that more than 100 show troupes make their tours in busses, many of them in Studebakers. Many vaudeville acts use busses when on the road. Among these are Joe Dealy's well known road shows and Ross Franklin's Waco orchestra, two organizations that have toured thousands of miles in Studebaker busses.

Traveling Men Use Autos More

Automobiles are being used more and more by traveling men as a means of quick, mobile and comfortable transportation over their territories, regardless of the distance traversed, St. J. Goss, local dealer, reports. And now E. H. Kelly, Sr., traffic manager of Yellowway Inc., claims the honor of carrying by means of an automobile one of the largest territories of any business traveler.

Kelly today is driving his Oldsmobile two-door sedan somewhere between some two of the following cities: Detroit, Chicago, St. Louis, Kansas City, St. Joseph, Booneville, Columbia, Fulton, Marshall, Tulsa, Omaha, Denver, Los Angeles and San Francisco.

These cities comprise his itinerary as traffic manager of what he terms "the longest bus line in the world." Every day he spends his Oldsmobile over the roads connecting the Great Lakes with the Pacific coast, sometimes on pavement and again in sand or muddy mud. He runs on regular schedule, requiring the use of maximum speed the greater part of the time.

His experiences has most thoroughly sold him on the merits of motor car transportation, regardless of distance. Commenting upon

the performance of his Oldsmobile, he said:

"It is my opinion that this is the true test of a car's stamina—30 drive continuously at time making speed and to require no mechanical adjustments to motor or other vital parts as a result."

Plans on Keeping Roads in Condition

CLARKSBURG, West, Va.—West Virginia plans on keeping its roads in good condition for the motorists. A drive is on in the state to get outside residents to tour West Virginia, where it is said delightful trips abound and where southern hospitality is profuse.

D. Scott Thompson, General Motors Truck dealer here, has just taken an order from the state road commissioners for a half dozen of the new type T-55 fast duty General Motors trucks, which will augment the present fleet of GMC trucks operated by the state in its road building and maintenance program. The new trucks, equipped with the Buick six cylinder engine, steel dump bodies and universal joints, will handle the maintenance work of the commission's program.

MILLION MARK TO BE REACHED IN PRODUCTION

Indications that Chevrolet production will reach, if not pass, the million mark this year, are seen following the announcement this week that factory production for the first five months totaled 484,952 units. This is a 66 per cent increase over the corresponding period of last year, and testifies to the phenomenal demand which has kept all Chevrolet plants constantly at capacity since early in the year.

Since January Chevrolet has each successive month lowered the production record of the preceding month, reaching an all-time monthly mark in May with an output of 115,422 units, as compared with the record 74,417 units set in May, 1924.

In an effort to keep pace with the demand Chevrolet factories are now averaging more than 5,000 units daily, working on the heaviest schedule ever undertaken by a manufacturer of gear-shift cars. Chevrolet's production achievements so far this year make certain that a new mark for the manufacture of gear-shift cars will be set this year," commented Avery Harrison, local dealer. "The present record, now held by Chevrolet, stands at 721,627 units—cars and trucks. This was established last year, and was a 46 per cent increase over the previous high mark, also held by Chevrolet. "Production of 1,000,000 Chevrolet this year would again shut-

ter the present record by 40 per cent. The June schedule calls for the manufacture of 112,945 units, which should bring the total for the first six months to 697,915."

A Wisconsin girl killed a bear with a rolling pin. What a nice marriageable companion!

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5th and Depot

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AS THE DEALER WHO SELLS IT

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One of the oldest and most reputable distributors of Automobiles in the state has an opening in La Grande for a high class dealer for Union and Wallowa counties. The line of cars to be represented is locally and nationally well and favorably known and has the popular appeal of price without sacrificing quality, appearance or performance. Cooperation from both factory and distributor will be freely given in every form to aid the right man in establishing and maintaining a profitable business. All applications must be in writing and will be held in strict confidence.

Address XY Care The Observer

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OF AMERICA'S 53 PASSENGER CARS
ARE DELCO-REMY EQUIPPED.

The following cars seen every day around La Grande are equipped with this famous starting, ignition and lighting system:

Buick, Cadillac, Chevrolet, Chrysler, Erskine, Jewett, Lincoln, Marmon, Nash, Oakland, Oldsmobile, Packard, Pontiac, Studebaker and Velie. Owners of these cars seldom have trouble with the electrical equipment but many of them do come here for an occasional inspection and adjustment. They know we are able to keep their equipment up to factory standards.

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Assistant General Sales Manager
Chevrolet Motor Company

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"A remarkable Six" — the universal verdict!

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