

Orders Pour In For Dodge Cars At New Prices

Price reductions of \$150 to \$250 recently announced on all Victory Six and Standard Six models have resulted in unusually heavy demands for cars from Dodge Brothers dealers everywhere. Shipments have been speeded up to take care of orders pouring in to the factory, and indications are that November shipments will be one of the heaviest for months in the history of the company.

The reductions were announced to the public after aggressive work at the factory aiming at volume production and sales.

"At these new low prices, a value never before offered in the industry is presented to the public," said John H. Lee, general sales manager. "All models are the latest types built by the company, and represent a wide selection of body styles and color combinations. The reductions as announced have brought a quality car on the market at prices formerly paid for a four-door sedan."

"Motor car buyers seeking the highest possible standards in performance and economy, coupled with dependability long associated with Dodge cars, are now offered an unusual opportunity. A car exactly filling the transportation needs of millions of people is available at an outstanding saving, and sales following these price cuts indicate an enthusiastic recognition of the automotive value."

NEW TIRES NEEDS NEW TUBE
For the first time this year, the Western Auto Supply Company is offering to automobile owners, an inner tube free of charge with each tire sold, advises the local manager of the company. "The life of the average inner tube is no longer than the life of the tire, and although mileage is often quickly accumulated and savings wear out rapidly, it is advisable to install new tubes when new tires are purchased."

MANY THINGS CONSIDERED IN GAS 'BUILDING'

What is the most necessary quality that a good motor fuel must have? This question has been asked and answered in a dozen different ways and still the motoring public is bewildered with the variety of claims offered by various manufacturers and refiners for their products.

According to A. H. White, district manager of the General Petroleum Corporation, of California, the real answer lies not in any printed statement, but in the actual performance of the engine itself.

"No two motor cars operate under exactly similar conditions," Mr. White says, "because there are no two drivers who handle a car alike, no two cars exactly alike, nor can any two cars respond alike to varying weather and road conditions. One owner may use his car almost entirely on paved streets in the city, operating in a heavy traffic, continually starting and stopping, while another, with what might be termed an identical car, will drive over highways and country dirt roads."

"The refiner of a motor fuel must take all of these variations into consideration as he builds his product. It would not be feasible to try and sell different gasoline for different motor car users, and so a product must be developed that is so well balanced that it must give a maximum of satisfaction under all conditions. Naturally, the performance of the car is the index of the success that the manufacturer achieves and so we have adopted as the key slogan of our introductory campaign on Violet Ray Gasoline the phrase 'Fill up your tank and let the engine decide.'"

"So carefully have our chemists and engineers studied motor development, driving and weather conditions and the selected nature of the crude oils used in refining Violet Ray Gasoline, that we are content to put the verdict up to

Masters of Air, Land and Sea



The U. S. biplane carrier Saratoga and the biplane carrier lander at Puget Sound navy yard. The biplane carrier ship, the Langley, is in the background. Standing at the side of the biplane carrier is Lieutenant John Sogoria and Lieutenant G. C. Miller of the Saratoga. Inset is Commander K. Walling, executive officer, at left, and Captain John Holligan, commander of the Saratoga, at right.

Speed Cops Are Using Fords In The Middle West

Out in the Middle West, where most automotive developments and trends have their beginnings, they are beginning to equip "speed cops" with light, fast automobiles in place of the motorcycles they have been using for the past twenty years.

The theory of the change is that it eliminates a hazard to the police and at the same time gives them greater comfort and a lower visibility.

Cleveland is one of the first cities to try the experiment and find it worthwhile. The Cleveland "speed cop" squad which heretofore had used only motorcycles, now has six Model A Ford roadsters with which to chase the reckless speeder and run him to the curb, especially in wet and wintry weather when wet or icy streets and roads offer great dangers to the rider of a motorcycle who must "make speed."

In addition to the roadsters, the Cleveland force has acquired a fleet of Model A Ford phonographs which are used for hurrying police squads of uniformed and plain-clothes men to various parts of the city.

"Does your wife turn out a good meal when you're on your equipment trip?" "Sure; opens a can just as neatly as if she was in her own kitchen."

The one who can give the final answer — the motor under the hood.

Listeners' Opinion Is Split On Value of New Radio Allocation

By Alexander R. George (Associated Press Feature Writer)
WASHINGTON (AP)—A flood of mingled praise and condemnation of the new broadcast allocation is pouring into the offices of the federal radio commission.

Letters from listeners in the same communities describe reception as both "rotten" and "vastly" improved. Dr. J. H. Dellinger, chief engineer of the commission, received two letters from Indianapolis fans on the same day. One complained bitterly about blanketing and the loss of the program of a favorite station, while the other, who sent a log of a score of big stations he had received, characterized reception as "immensely improved, with cross interference between stations eliminated."

The apparent prevailing opinion of the engineers is summed up in the comment of Lee DeForest, radio inventor, in a letter to the commission, saying that "in the long run the order of the commission will prove advantageous to the radio public." The engineers say it is

School Teacher For 62 Years



The younger generation of today isn't a bit different from that of a half century ago, says Prof. James C. Burns of McComb, Ill., instructor in Latin and history at Western Teachers' College. And he ought to know because he has been a school teacher for 62 years, being one of the oldest instructors in point of service in the United States.

evident many stations are not keeping on their wavelengths. Considerable improvement may be expected, they assert, when transmitters are more accurately adjusted to the new frequencies. A large number of stations are operating without a crystal, the quartz plate designed to set accurately the frequency on which the transmitter is operating. Manufacturers have been unable to supply the demand of broadcasters and in some cases the crystals purchased have revealed flaws, says Dr. Dellinger. It will take some time to remedy this situation, although the bureau of standards is equipped to handle the crystals that are sent there for calibration, he said.

W. D. Grell, chief of the radio division of the department of commerce, declares that sound, impartial decision on the effects of the new allocation cannot be made until the stations have been adjusted to the new wavelengths and the listeners become more familiar with operating their dials under the new setup.

Louis B. Rayercraft, vice president of the National Electrical Manufacturers association, says that a survey shows general improvement in reception but criticizes the commission for not clearing more channels than 40.

H. A. Bellows, manager of Station WCCO, Minneapolis, and former member of the commission, reports improvement for listeners in the big areas of the northwest and also suggests the advisability of more clear channels.

DE SOTO SIX BREAKS MARK FOR OUTPUT

In the first three months of its existence the Chrysler-built new DeSoto Six has reached a production and distribution volume unparalleled by any other car during the same period in the entire history of the automobile industry, according to figures released at Detroit yesterday.

In October better than 5,000 DeSoto Sixes were produced and distributed. The figures for the three months since the car was announced last August, and for nine days production in July, are as follows:

July (last nine days)	744 cars
August	5,055 "
September	7,836 "
October	9,662 "

"No new car in the whole history of the industry ever attained a production and sales volume equal to that of the DeSoto Six during their three months period," officials declare.

GARAGE GOSSIP

Meet in Convention—Hudson-Essex dealers from Portland, Boise, Ontario, Pocatello, Baker, Caldwell and La Grande, met in this city last Monday at the Sagajawa Inn for a convention. The afternoon session was followed by a dinner and the rest of the evening was spent discussing problems pertaining to Hudson-Essex dealers.

A. H. Campbell, of Portland, district representative of Hudson-Essex, was the main speaker. W. H. Deers, of La Grande, territorial representative, was also one of the leaders at the meeting.

Buy Chevrolet—Mrs. A. G. Conklin, of Cove, purchased a Chevrolet coupe this week at the Blue Mountain garage.

Visit in Portland—M. A. Harrison and George Herr, of the La Grande Blue Mountain garage, were in Portland Monday when they attended a meeting held at the head office of the Chevrolet Motor company. W. H. Knutson, of the service department of

the Chevrolet company, spoke at the meeting.

Moves Into New Quarters—L. W. Weeks, local Chrysler dealer, has moved into the new garage built by Julius Roesch on the corner of Greenwood and Jefferson. Mr. Weeks states that the formal announcement of the opening of his new quarters will appear at an early date.

Buy Car—Will Love, of Maxville, has purchased an Oldsmobile Standard sedan from the M. J. Goss garage.

Mr. Geertsen Here—P. G. Geertsen, of Boise, Idaho, was a visitor in La Grande yesterday in connection with business for the Hunting Tractor company.

Mr. Farris Buys—Jack Farris, of La Grande, has purchased a Pontiac cabriolet from Jennings and Shumate garage.

Buy Sedan—Andrew Mullenburg has purchased a Pontiac four door sedan.

Mr. Gettings In—E. C. Gettings, of Elgin, was a visitor in La Grande yesterday.

Here on Business—Harry Swan, of Twin Falls, Idaho,

was in La Grande on business this week in connection with the Hunting Tractor company.

Mr. Goss Leaves—M. J. Goss, of the Studebaker garage, went to Portland Thursday.

Buy Sedan—Mr. Cartwright, of La Grande, has purchased a Whippet sedan from Gettings and Hanks.

Buy Tractor—Karl Stackland purchased a cat-elevator two-ton from the Hunting Tractor company.

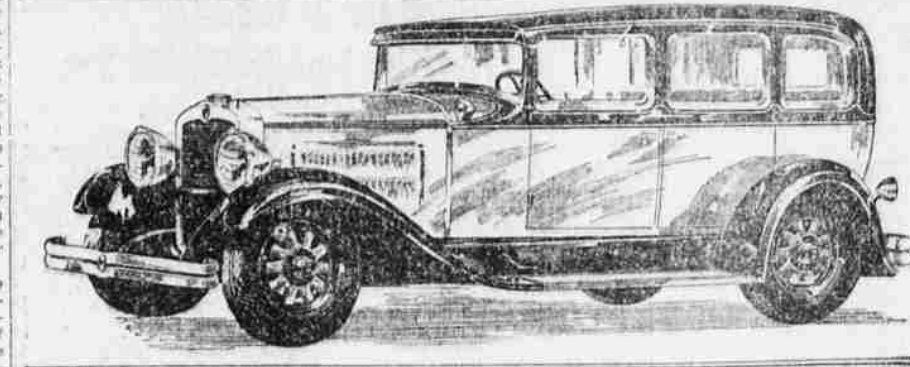
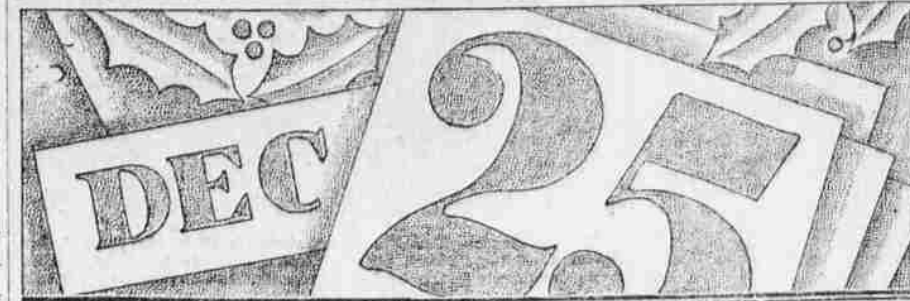
Two negro expressions mixed their trucks at the depot.

"Hey, dar, cuiled man," yelled one to the other. "I'll knock yo' out of house an' home if yo' don't back up."

"I've got no home," retorted the other offending driver. "Now what yo' gwine do 'bout it?"

"I'll dig yo' one, black boy—I'll dig yo' one."

Myrtle: Did Freddy show any business when he was out with you in his car?
Victoria: Heavens, no! I had to turn off the switch myself and tell him there was something wrong.



For the Day of the Year—the Car of the Year

LOOK at your calendar. Look at the crowds thronging the streets. Holly everywhere—and fir trees from the Northern woods. The day of the year is almost here. It's high time to be selecting a gift to fill the hearts of those you love with happiness. Buy them the car that everyone today praises for its style and beauty, for its thrilling new Twin Ignition performance, its ease of handling, its luxury and personality—the Nash "400."

You can select it now from our complete Christmas display of new "400" models—a brilliant and colorful showing of all that is newest and finest in modern motoring. Then, we'll deliver it at the exact moment you want it to arrive—Christmas Eve or Christmas Morning. For the day of the year—the car of the year—the new Nash "400!"

NASH "400"

Leads the World in Motor Car Value
McKennon Nash Motor Co.
806 Adams Avenue, Main 650.

The Hazards of Winter Driving

- Rain—
- Sleet—
- Snow—
- Slush—

Are With Us Now

Your set of Weed Chains is here for you. All sizes. Two grades. Better be safe than sorry.

Jack Allen Supply Co.

A NEW All-American Six

Perfected Product of America's Most Modern Automobile Plant

In the New All-American Six. In this faster... finer... smarter... more beautiful car. Here you'll see the perfected product of America's most modern automobile plant.

A plant where the most drastic standards are rigidly enforced. Where scores of operations are held within one ten-thousandth of an inch. And the result? A car with performance ability far in advance of anything in its field.

Sterling quality in every detail... this New All-American Six. Come in to see it and drive it... a car the like of which you've never seen before.

Prices \$1145 to \$1375, at factory. Lowboy Hydraulic Shock Absorbers and spring covers included in list prices. Bumpers and rear fender guards extra. Check Oakland delivered prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

JENNINGS & SHUMATE
Adams Avenue

Is Slippery Season Now, No Skidding



That worn tires are responsible during the wettest season for more motor-car side slips than any other cause, is agreed by motor-wise persons. Here a Western Auto Supply Company salesman is showing a fair car owner how non-skidish are the new Western Giant balloon tires.