

Tourists Leave Two Hundred Dollars Daily

A new grade across the Blue Mountains, diverting from the present troublesome road either at the Pelican gulch or one of several other places reputed to be suitable, may be established next Spring, County Judge Phy is giving close study to the question of finding such a grade, and after prolonged search for such a remedy to the steep, rough road now used, has been advised that the Pelican gulch offers a very feasible route. John Rogers a taxi driver of this city, who is familiar with the proposed route, says there is a fine dirt grade all the way to Meacham, and that in no wise would it be as steep or rough as the present one. It is extremely likely that within a month or so the county court will have examined the proposed route in close detail. Should it be as feasible as it seems, the early spring will find construction under way. In the meantime, a crew of men is to be kept constantly on the hill now used, removing rocks, filling holes and making the best possible condition of the road. Realizing it would require some little time to build the proposed cutoff, which is intended to reduce the grade and improve the road bed, the court is going to keep the hill as clear as possible for traffic which is now at its height. Notwithstanding reports issued at various points that the hill is impassable, a score of machines are crossing it daily. The crew now working there will be kept continuously at work, Mr. Phy reports.

Some definite idea of the immensity of cross-country automobile traffic, and what it means to La Grande to retain it in the face of the stiffest sort of competition at Vale and Ontario, is obtained from observations made at Union for a period of a week. At Union all traffic passes along the main street and can be counted more readily than it can after it begins to spread on reaching La Grande garages. Anyway, the average number of machines entering Union county from the east and west each day this month has been 20.

The average number of occupants of each car is placed by estimate at about three. After keeping close tab on probable

expenditures by each party in La Grande, it has been determined by those best in position to know, namely garage men, that \$5.00 is a conservative estimate. Two hundred dollars, therefore, are left daily in La Grande while the traffic is on, and this period extends over a span of time approximately three and a half months. This money is divided between grocers and butchers where camping tourists buy provisions, at garages and at clothing and provision stores generally, besides what hotels get. There are two classes of traffic. 1—The kind that drops in for the evening meal and lodging after making a run from Baker or points east, say Ontario, and therefore stop for the night rather than cross the mountains in night time. 2—The class that leaves Pendleton or Baker in the forenoon or right after noon. This last type of travel halts here for gas, oil, provisions, etc., and then goes on. These, of course, the hotels do not reach. But if all remained here for the night the average money spent by each party would be far in excess of \$5.00 per car; therefore, observers find that counting those who merely drop in for car supplies and those who leave \$10.00 or more when stopping over night, bring the average for each to \$5.00.

Now this amount of business, juicy as it is, is about two thirds less than it might be. About one-third, or possibly one-fourth, of the cross-country traffic comes over the Blue mountains—the rest hits across interior Oregon. If state highways led this way, if the prejudice against roads in the Blue mountains, and other obstacles were removed, this automobile business in La Grande would reach \$500.00 daily, at the most conservative estimate, instead of \$200.00.

As the year advances, the origin of tourist traffic recedes eastward. The long-distance fellows have been hitting Oregon the past week more liberally and constantly than at any time this year. Garage men have observed that tourists are a more prosperous looking lot than for several years past and each leave more money than was a fact in the past. In the light of this condition Eastern Oregon towns might extend themselves profitably toward harvesting more of this traffic. Ontario and Vale citizens, tourists emphatically say, never lose an opportunity to throw attack in the plans to come this way. They are pulling for interior Oregon, and say roads on the Blue Mountains are rough, that snow obstructs passage and that by no means is it wise to

come this way. Tourists reaching La Grande from the Pacific highway are more or less united in disclaiming any virtues of that highway. "You Oregonians boost your famous roads and scenery, yet in crossing it transversely and eastwise, and now over your Eastern Oregon badlands and mountains, I find that I will be compelled to advise my friends in the east to avoid Oregon and take to California where every item related to travel is in the tourists' favor," said one tourist in a La Grande garage Wednesday. The whole state has the same problem on its hands, and unless all sections watch their knitting, they will slay the goose which has been laying large, remunerative golden eggs for these past few years.

La Grande has a new garage manager; and incidentally the Packard agency is established. B. F. Hamilton, for six years with Ross & Brown of Walla Walla, has leased the former Haisten store building at Fir and Jefferson which Ford Agent Hug occupied for a time. He will handle the Packards, featuring the Packard Six. Mr. Hamilton has had long connections with auto selling business and has chosen La Grande as a suitable point to begin active business for himself. This will push Packard interests in La Grande, a point where that car has not been one of this most advertised. "I like La Grande and find it is a splendid automobile town," said Mr. Hamilton last evening. "I feel that it is a first-class vicinity to distribute Packards and we look for a big business."

Probably two of the youngest tourists to pass La Grande last week were Dan J. Malarkey, Jr., a brother of the famous Oregon athlete, and his chum E. H. Shea, both Portland students. In a Ford they were going to do Yellowstone park and then make San Francisco, with frequent stops between. While in La Grande they were guests with Mrs. E. M. Anson, an acquaintance of the family. They report fine success with their trip thus far, and in spite of the fact they are only 17 years of age, have displayed good judgment in handling their car. They left La Grande yesterday morning intending to make Huntington by last evening.

When R. J. Clark was in La Grande Thursday evening he reported that the Dr. H. L. Underwood automobile party reached Astoria after a very strenuous trip down the river from Portland. They had a delightful trip

in spite of the adversities, Mr. Clark reported.

Indications that the 1917 selling season will find the Pacific Coast consuming as many automobiles as the big Eastern factories can give it, have been evident during the past week, following the announcement of the leading motor car makers regarding their plans for the year. The States of California, Nevada, Utah, Idaho, Oregon, Washington and Western Montana, generally grouped as the "Coast" are usually figured on for 10 per cent of the output of machines from the leading plants.

According to the figures of T. J. Toner, head of Maxwell interests in the West, and looked on as the best posted man in the motor car industry in this part of the country, the 1917 demand will run far ahead of the usual 10 per cent quota. A week ago Mr. Toner was of the opinion that the previous allotment would suffice, but during the past few days he has been forced to change his estimates.

"Immediately preceding the Max-

well announcement of a cut in price, with no sacrifice in quality or change in model, we thought that approximately 12,000 cars would fill our demands for the 12 months period," said Mr. Toner. "In less than a week we have been forced to revise our estimate. The demand from dealers on all sides has been so great that we are already calling on the factory to allot us more than our share."

"This condition is general throughout the territory, and in spite of conditions which ordinarily would mitigate against a brisk automobile market. In the Northwest, where the weather for the past two weeks has been anything but good for this time of year, the demand for Maxwells has been appreciated. Approximately four thousand cars were assigned to that territory. Already, with the season but a week old, we have received word from W. J. La Casse, in charge of Maxwell affairs in that district, that his full quota has been exhausted, and that more cars will be absolutely necessary to supply the demand.

"One of our dealers, in a compar-

atively small city, and in the center of a territory which is not looked on exactly as a motorist's Paradise, demanded 1100 cars for his district. Two of our other distributors will take about 3500 machines between them, and a score of others will run from 100 to 500 cars each.

"The light, efficient car is in greater demand than ever before. Not only does it please the average buyer, the man of moderate means, but owners who previously coupled efficiency and comfort with bulk and big motors have learned that the smaller machine will give them everything the larger machine can, at a minimum of expense."

Maxwell shipments are moving across the country from the big Detroit factory as rapidly as the expert traffic department can get them under way. According to Bob Leighton who handles the car in this section, the July allotment is almost exhausted already, and additional shipments are being asked for to meet the demand which followed announcement of a reduction in price and no change in models.



Help us to HOLD DOWN— Tire Prices

TIRES, and GASOLINE, "make the Wheels go round!" A Car in the Garage COSTS as much as a Car-on-the-Road, but it pays no dividends, on the Investment, so long as it STAYS in the Garage.

The VALUE of the Car,—to its Owner,—narrows down, in the ultimate, to the precise number of Hours he USES that Car, yearly.

If a \$2,000 Car be owned for, say, 4 years (then sold for \$600.) there has been \$1,400 of Car-Value absorbed by the Owner,—equal to, say, \$350. per year.

If then, that Car be USED 913 Hours in the year, it would cost him but 38 CENTS per Hour, for Car-Use.

But,—if he used it only HALF that number of Hours, yearly, the Car would cost him 100% MORE for every Hour he used it.

How MUCH he uses it will depend,—to a considerable extent,—upon the PRICE of TIRES and GASOLINE.

This was one of the reasons why we (Jan. 31st, 1915) inaugurated the Goodrich "FAIR-LIST" Propaganda against High-prices, and Padded-Price-Lists, on Tires.

It is a further reason why we NOW keep our own Goodrich Prices DOWN to the very moderate "Fair-List" figures here quoted.

BETTER Fabric Tires are NOT made, and cannot be made,—at ANY price,—than are produced by The B. F. Goodrich Co.

A 15%, to 50%, higher price could well be justified for these same Tires, by fair comparison with other Tires sold at 15% to 50% higher prices.

Will you help your own interests (present and future), by further expanding the Sale of that Tire which demonstrates its Intention, through LOWERING the Cost of its Tires to you, with every INCREASE in its Volume?

Will you thus endorse, and support, the Goodrich Policy which automatically PREVENTS OTHER Makers from forcing UP the Market on Tires?

Compare Goodrich Fair-List prices, here quoted.

Bear in mind that NO Fabric Tires,—at ANY price,—are "better,"—no House more Fair, and LIBERAL, on proper Adjustments.

THE B. F. GOODRICH CO., Akron, O.

Goodrich "Fair-List" Prices

30x3	Ford Sizes (Safety-Treads)	\$10.40	34x4	(Safety-Treads)	\$22.40
30x3½		\$13.40	35x4½		\$31.20
32x3½		15.45	36x4½		\$31.60
33x4		\$22.00	37x5		\$37.35

NOTICE.—These Tires are as perfect as Fabric Tires can be made. But, should any dissatisfaction whatever arise, with any Goodrich Tire, its Owner is invited, and REQUESTED, to take the matter up promptly with us,—the Makers. He will find that Fair, Square, and LIBERAL treatment will always be extended, on all proper adjustments.

THE B. F. GOODRICH CO., Akron, O.

GOODRICH

Black "Barefoot" TIRES

"TEXTAN"—Does for your SHOE Soles what black "Barefoot-Rubber" does for Goodrich Tire Soles.

—Wears longer than Leather! —Is Non-slippery! —Is more Flexible than Leather!
—Is Waterproof! —Is Lighter than Leather! —Is EASIER on your Feet!

Ask your Shoe Dealer, or Shoe Repairer, for Textan Soles on your next pair of Shoes.

The New Garage

At the Corner of Fir and Jefferson Streets is the Home of that Greatest Automobile Ever Made

TWINSIXPACKARD

Call me and Let us Ride in an Automobile Such as Never Before was Offered to Eastern Oregon Buyers. It's Simply Great and You will say the Same After you Ride With me.

B. C. HAMILTON,
Phone Main 790