

FIRST ANNUAL AUTOMOBILE SHOW BEGINS TODAY

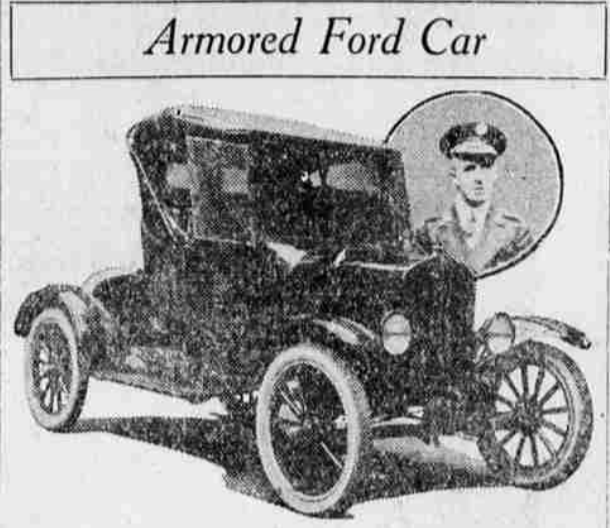
LEGION AUTO SHOW IN FULL SWAY TODAY

First Annual Exhibition Attracting People from All over Eastern Oregon.

La Grande's first automobile show opened this morning at nine o'clock and has had a very good attendance throughout the day.

While no entertainment features are used during the day the show committee has arranged for diversified entertainment each evening.

Tomorrow evening the La Grande municipal band under the direction of Andrew Loney Jr. will render a band concert.



One of the armored Ford cars used as bandit chasers by the Philadelphia Police Department and (inset) Gen. Smedley D. Butler, Commissioner of Public Safety.

FORDS CHASE BANDITS NOW

General Butler Has Armored Ford Automobiles as Philadelphia Police Aid.

DETROIT, Mich. (Special) — Armored Ford cars are bandit chasers are the latest police innovation.

General Smedley D. Butler, Philadelphia dynamic commissioner of public safety, is the man who introduced them.

Before he took office a few weeks back, the Philadelphia city council voted General Butler \$5000 with which to purchase an automobile for his personal use.

But when selection for high-priced cars appeared and tried to interest him, he made it plain that he intended to spend the money in purchasing small, light cars for use as bandit chasers by the police department.

The Ford runabout was his choice and it wasn't long before an enterprise Ford salesman had a car ready for the general's inspection.

Six in Use. Now the Philadelphia police have six of these armored Ford cars and under General Butler's plan this number will shortly be augmented until there will be 20 such bandit chasers in service.

The entire shell of the body is lined with 1.5 inch special steel and the space between the armor plating and the outside of the car is packed with loose cotton and coarse hair to retard the velocity of bullets.

Armor plate also covers the hood and runs up as high as the lower portion of the windshield. The upper portion is in two sections of bullet proof glass and wind-wings have been provided on either side, these also of bullet proof glass.

The Ford engines are specially equipped to afford increased speed and torque and runs up its high gear in less than 10 seconds.

The Ford cars have been in use by police departments all over the country for years and recently there has been a rapidly increasing demand.



A quarter century of Oldsmobile development

MORELOCK HAS OLDS AGENCY

J. P. Morelock, of Wallowa, Secures Union-Wallowa County Territory.

WALLOWA, Ore.—The automobile market is very brisk at the establishment of J. P. Morelock, Oldsmobiles are moving fast, according to that enterprising dealer, who has received two carloads of cars and in addition has driven in four of the popular six cylinder cars.

The sales in the last month include Duncan McLean, J. W. Bassett, Earl Pfeffer, James Kaman, J. J. Murphy, Arlon Allen, Carl Ingram and Jess Smith. Several other orders are booked for delivery. Mr. Morelock has made a record in the state of selling more cars per population than any other dealer.

He has secured the Union-Wallowa county territory and is establishing an agency at La Grande with H. J. Lyman in charge. He is exhibiting at the La Grande auto show.

A village is a place where the man who monopolized the conversation has four thousand dollars in the bank.

Special Six Studebaker Sets Record

NORTH BEND, Wis.—Speeding across desert wastes, mountainous roads and rugged highland, a Studebaker special six touring car has just established a new record in a thrilling race against time from Fremantle to Sydney, Australia.

The car was driven by John Burton, a veteran Australian motorist. It went through the gruelling grind of 2385 miles in five days 21 hours and 45 minutes. This is 16 hours and 12 minutes faster than the previous record of 6 days 13 hours and 57 minutes.

In addition, Burton drove the Studebaker through to a new record in his race, by clipping off considerable time between Fremantle, Adelaide and Melbourne. The special six negotiated the entire 2385 miles under extremely severe conditions and came through in perfect running order.

This new Australian record of Studebaker's comes on the heels of new marks recently established by the stock model Studebaker cars in the Syrian desert and in the Union of South Africa. Word of the record was received here by the Studebaker factory.

NEW FRANKLIN ON WAY HERE

Local Dealer Sells Classy Franklin Brougham to Steve Hutchison, of Union.

Chase Bohnenkamp, local Franklin dealer is mourning because he will be unable to have a new Franklin Brougham which he recently sold to Steve Hutchison of Union, here in time for the show.

This car is one of the most beautiful models in the Franklin line and according to Chase it is going to have every item of equipment on it that he and Mr. Hutchison combined could think to include.

Mr. Hutchison is one of the motorists of this county who has always driven Franklin and as he expresses it, "never wants to drive anything but Franklins." His new car is expected early in April.

1924 OUTLOOK QUITE BRIGHT

Paige and Jewett Cars Expected to Go Like "Hotcakes" During Ensuing Year.

Surveys of the various sections of the United States made personally by the principal executives of the Paige-Detroit Motor Car company prove that 1924 will be the nation's most prosperous year.

Harry M. Jewett, president, has announced after an examination of each report, according to word received by Tracy Hollister, local dealer.

"Everywhere there is optimism and confidence," says Mr. Jewett. (Continued on page 5)

BUICK NOW IN A MODEL HOME

Great Opening Celebrates Completion of the New Buick Sales and Service Building.

Forty-five thousand square feet of floor space, dedicated not only to the service of local motorists, but also to the world-wide organization as a model establishment to copy, constituted the picture unfolded by a great throng of Buick citizens at the formal opening near Detroit of the new Buick sales and service building recently according to Southern and Buick, local Buick dealers.

The immense crowds that annually attend the national automobile shows at New York and Chicago have always found in the Buick exhibit an outstanding attraction, but never in the history of these shows has it been possible to present the complete Buick line due to lack of space. Therefore, Buick is witnessing such an exhibition for the first time, and it is accomplished without undue rubbing of show. There is adequate space for a close and critical inspection.

(Continued on page 5)

AUTO DEALERS WILL MEET AT PORTLAND, ORE.

PORTLAND, Ore.—The automobile dealers and their organizations in this territory will have the opportunity of hearing the National Automobile Dealers' association 1254 message of "Five Per Cent Sell" in Portland, April 27. An exchange of telegrams between the Automobile Dealers' association of Portland and the N. A. D. A. has clinched the program for that date.

As last year, the outstanding feature of the annual convention in Chicago are to be brought to the dealer through the medium of nationally known speakers, principal of which are C. A. Vane, general manager of the association, and W. E. Harris, who offered the annual convective of the dealers as few speakers ever have.

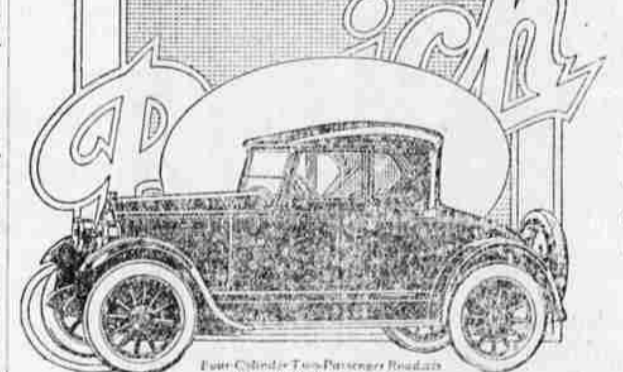
America Has Developed Roads of Distinction

If proof were necessary that the United States, which, thanks to the development of the motor vehicle, is now passing through the most intensive period of highway development in the history of the world, is building roads that surpass in quality anything of the kind constructed since the days of the Roman Empire, that proof is to be found in abundance.

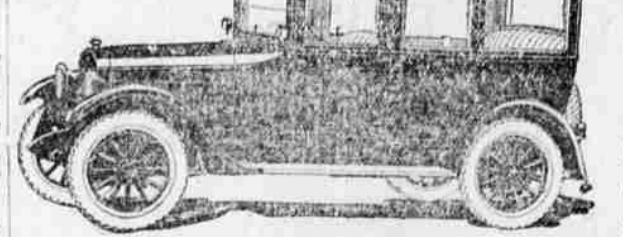
It exists not only in the quality and quantity of American highways but in the development of road-building methods and materials. The road builders of this country have not only outstripped their ancient predecessors in the use of the most ancient materials but are getting better results in with greater speed, less labor and lower cost.

Three Models Now on Display

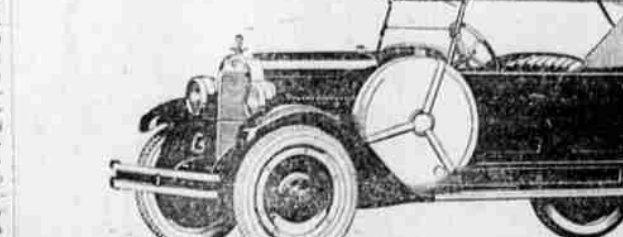
Three popular models now on display at the American Legion Auto Show.



Upper: A Buick four-cylinder, two-passenger roadster, displayed by Southard and Shinn. Buick's maxim is to "lead the field."



Center: A Studebaker five-passenger sedan, displayed by M. J. Goss.



Lower: A Maxwell five-passenger sport touring car, displayed by the W. H. Bohnenkamp Co.

IMPROVEMENTS IN NEW HUPPS

The new Huppobile recently announced, calls to mind that the new Hupp model has contained many improvements and refinements over each previous one and in the result of 15 years of exclusive concentration by Hupp engineers on the four cylinder principle of quality manufacture.

The newest Huppobile is only the 15 years of the history of others being known as the "20", "22", "24", "26", "28", "30", "32", "34", "36", "38", "40", "42", "44", "46", "48", "50", "52", "54", "56", "58", "60", "62", "64", "66", "68", "70", "72", "74", "76", "78", "80", "82", "84", "86", "88", "90", "92", "94", "96", "98", "100".

Each of these models has represented an outstanding forward step in engineering accomplishment, lower weight, cost and improved performance over every previous model, factory records show. Each, though successful, has seen that success surpassed by the new model, the records also show. As a natural consequence, sales of each model have been larger than those of any other model.

In this shipment is included one of the new club models, cars which are proving one of the latest selling popular priced class cars on the market. This car will be shown at the show, together with one or two other of the Maxwell models.

NEW SHIPMENT OF MAXWELLS

W. H. Bohnenkamp Co. are pleased in receiving a shipment of the Good Maxwell cars to have for the Legion auto show. This is the first carload shipment they have been able to get since taking this popular line.

AUTOMOBILE TAX PAYS FEDERAL AID, IS CLAIM

According to statistics compiled and sent out by the State Road Commission of West Virginia, the total Federal aid bill of the United States is paid by automobile taxes, with a comfortable balance left over.

Since 1917, the Federal government has collected from the automobile industry, in taxes, the sum of \$589,912,921. In the same period the total of Federal aid for road building has been \$264,752,216, or only 45 per cent of the special motor vehicle and accessory tax.

Thus, the special motor vehicle and accessory tax has not only paid all of the Federal aid on road building but has left a balance in the treasury of more than the amount paid out.

FRANCE EXPORTS 28-201 Autos. PARIS, (AP) — During 1923 there were exported from France 28,201 motor cars valued at 739,337,900 francs and there were imported 8,400 cars for which French buyers had to pay 577,775,600 francs.

Willys Announces New Reductions in Price

No better indication of the increased demand for Willys-Knight and Overland closed cars during the past year now exists than the announcement from Willys-Overland headquarters that prices on two of its most popular enclosed types have been slashed as a result of a factory output in excess of all original anticipations.

According to the announcement the price reductions affects the Overland Champion model, which has been reduced to \$855 from \$925, a cut of \$70, while the Willys-Knight standard sedan has been reduced \$100 to \$1695. All these are Toledo factory prices.

Accompanying the announcement is a brief statement from John N. Willys, president of Willys-Overland, setting forth the reasons of this remarkable action.

"January and February production has exceeded all expectations, during the first month of the new year we manufactured 22,043 cars, more than double the output of a year ago. In February we maintained an average output of more than a thousand cars daily, closing the month with total shipments of 22,126."

LA GRANDE TO GET AN AUTO TOURIST POST

George O. Brandenburg Speaks Well of Support Given Oregon State Motor Association Plans.

Branch touring and information bureaus of the Oregon State Motor association are soon to be established in La Grande, Baker, and possibly Pendleton, is the word brought by George O. Brandenburg, state manager and publicity director of the association, who is in La Grande, where he is attending the American Legion Automobile show Thursday, Friday and Saturday.

"The people of eastern Oregon are alive to the fact that tourist business is well worth going after," said Mr. Brandenburg, "and the civic clubs before which I have appeared assured me that they were anxious to cooperate with the motor association in every way possible in its efforts to extend its service throughout the state."

"They believe that a system of motor club touring and information offices established at logical points throughout Oregon will help more than anything else to hold tourists in the state by inducing them to visit more of our scenic attractions instead of driving on through as has been the habit in the past."

Mr. Brandenburg, who is also planning on attending the Baker auto show April 3-5, was chief speaker at the Union County Chamber of Commerce luncheon Tuesday noon.

"With California and Washington developing their automobile associations to a point which makes them decided factors in each community, with offices of their organizations scattered all over those two states, I must shrink when I tell you that Oregon's automobile statewide association has only about 1600 members."

GRAY CAR IS MAKING HIT

Experienced motorists have repeatedly expressed their surprise at the power developed by the Gray power plant — a power which is much greater than a rating based on its bore and stroke would indicate. The answer lies in the low speed and low compression — a type of engine construction which is in the passenger car field by the Gray Motor corporation, but which has long been in successful use for marine motors and commercial vehicles.

In addition to its unusual pulling power, this type of engine is particularly economical and dependable, in fact proven by the world's economy record which the Gray holds of 23.8 miles to the gallon on a coast to coast run, eighteen years' experience as embodies in this power plant — eighteen years during which Gray motors have been known in the world over for their durability and their low fuel consumption.

Charles McCrary, local dealer, has both the Gray and Velle cars on exhibition at the Legion auto show.