

European Automobiles Are Inferior to American Cars

Different Conditions Prevail Overseas That Makes Smaller Cars Necessary; Automobile Shows Attended by Great Crowds.

day—Box had. For the first time, a specific comparison is here drawn by a leading American manufacturer just back from Europe, between foreign and American cars, which makes clear the reasons for American superiority of manufacture. —Editor's Note.

(By A. B. ERSKINE), President, The Studebaker Corporation.

Two of the world's greatest automobile shows were held in October at the Grand Palais, Paris, and Olympia, London. The number of firms exhibiting at both shows exceeded considerably the number which exhibit at our annual shows in Chicago and New York, but the character and quality of their automobiles, bodies, parts and accessories were certainly not superior to ours.

Different conditions in Europe and the United States explain the numerical superiority of the foreign shows.

With the exception of two or three manufacturers in both England and France, all producers of motor cars are assemblers who purchase their bodies and parts from different makers of such things, and consequently, there are a host of such makers competing for the business. The ownership and operation of foundries, forge shops, stamping plants, and body factories by car producers is quite limited.

Numerous manufacturers sell more chassis than they do complete cars, and retail buyers of chassis purchase their bodies from the body makers direct. Then again, the Paris and London shows contain many cars of foreign make whereas our New York and Chicago shows house only cars produced in the United States.

More Exhibition. At the Grand Palais, a commodious, beautiful building, 122 different makes of motor cars were on exhibition, including 87 French, 10 Italian, 12 American, 5 Belgian and 5 British makes.

Olympia had 134, including 75 English, 22 American, 22 French, 10 Italian and 5 Belgian makes. At Paris, 53 makers of commercial vehicles and trucks, 78 different makers of bodies, 128 motorcycle and bicycle manufacturers, and over 2000 makers of parts and accessories exhibited their products. About the same number of similar manufacturers were present at London.

The number of body, motorcycle, bicycle and parts and accessory manufacturers in the United States is much smaller than in either France or England, and of these, only parts and accessory manufacturers are permitted to

exhibit at our national shows. Our motor car companies are, furthermore, real manufacturers to a greater degree than in any other country.

The attendance at both Paris and London was enormous. People from all over the world attended the Paris show, and London had numerous foreign visitors. It was estimated that over 100,000 people visited the Grand Palais on each of the two Sundays upon which the show was open, and 700,000 during the eleven days it continued. The same interest prevailed in England. Such attendance proves that public interest in motor cars is as keen in Europe as it is with us. Both shows were an unqualified success from every standpoint.

Most Cars Tiny. Another marked difference between the automobile industry in Europe and America is in the size of cars produced.

Perhaps three-fourths of all European makers produce small cars. Many of these cars are of short wheelbase and of treads as narrow as 46 inches, against the American standard of 56 inches. Small tires and low road clearance are common, as are open cars seating two and three people, with quite flimsy tops.

Small bore motors with high compression, under speeds from 3000 to 4000 r. p. m. prevail.

Owners are accustomed to climbing hills in second gear which American cars breeze over on high.

Andre Citroen, the Ford of France, has five plants in Paris which are now producing 500 cars per day and are being enlarged to produce 500 per day. He is pro-

during over half the cars sold in France. His product consists of a 5 h. p. car, the three-seater of which sells for 11,800 francs, and a 10 h. p. priced at 16,500 francs. He will sell perhaps 50,000 cars this year. Renault ranks next, with an output of about 35,000. The total French output will approximate 100,000 cars.

Morris-Cowley is the Ford of England. Their small car, 11.9 h. p., four-seater sells for 195 pounds and his 14 h. p. for 285 pounds. This concern is probably producing one-half of the cars made in England.

Numerous other concerns in France, England, Belgium, Italy and Germany are producing small cars.

America produces nothing comparable to these European small cars, as the reasons which compelled European manufacturers to make them do not exist in America.

Taxes Govern Size. Europe was forced to build them because of the basis of taxation, which generally is a high tax on horsepower.

The French tax is 35 francs per h. p. on cars of 10 h. p. and less, 44 francs per h. p. for those from 10 to 20 h. p. and 52 francs per h. p. for those above 20 h. p. The Belgian tax is 30 francs per h. p. and the English 1 pound per h. p. France has also a 10 per cent luxury tax on the retail price.

These taxes compare with something like 25 cents per h. p. in the United States. The mathematical formula used by practically all countries to determine horsepower rating is admitted by all engineers to be grossly inaccurate, and yet the governments use it as a tax basis. Without attempting to describe the formula, it can be said that the actual horsepower of an engine can be determined only by test, and cannot be arrived at by formula, because it involves not only bore, stroke and speed, but the additional factors of compression ratio, valve size, valve lift, timing, weight of reciprocating parts, and the nature of ignition; also manifold design, density of gas, and frictional resistance.

Citroen advertises 20 h. p. as the effective power of his 5 h. p. car.

Morris-Cowley advertises 30 h. p.

as the effective power of their 11.9 h. p. car.

High Speed Motors. They actually get the higher power from these small engines by running them fast under high compression, but buyers pay tax on the formula rating.

American cars like the Ford, Chevrolet and Overland have much bigger, slow speed, normal compression motors, whose buyers must pay much higher taxes. Consequently, the European small cars have a big advantage.

Large European cars with slow speed, normal compression motors comparable to American made motors, come within the luxury class and buyers pay about the same taxes as American cars of the same kind carry.

These cars, like Buick, Studebaker, Nash and others, are marketable in Europe in competition with the local product, while our small cars which appeal to buyers of limited means suffer by comparison.

All European countries except England have a tariff on motor cars, which is 45 per cent in France and Italy, and American manufacturers have this disadvantage. Gasoline is from 50 per cent to 100 per cent higher in Europe than it is in our country.

Quietness, durability, comfort, and performance are vital factors in motor car satisfaction. They are impossible of attainment by high speed, high compression motors. Slow speed, moderate compression American motor cars afford them in high degree. Our cars are likewise unsurpassed in

the world in design, quality and appearance.

Fifteen Hundred Americans Wear Ribbon of French Legion

PARIS (AP)—Crosses awarded in war time and during the reconstruction period have increased the membership in the Legion of Honor from about 15,000 in 1914 to approximately 150,000 in 1924. Of the present total 120,000 members are French.

In the foreign contingent the United States stands high with 4500 members, including six Grand Crosses, the supreme rank, 21 Grand Officers, 180 Commanders, 550 Officers and about 800 Knights.

This formidable growth in the last ten years is due principally to the fact that in war time there is no limit to the crosses that may be conferred for military valor.

FIRE BURNS RESIDENCE

MILTON, Ore.—The residence of J. Morris, located on the hill back of the city, was destroyed by fire. Mrs. Morris left the kitchen to hang out washing and, on returning discovered it in flames.

The city fire department responded by as the water pressure was low, owing to the altitude of the location, it was unable to check the flames. Mrs. Morris was severely blistered about the arms while emptying her cellar of its contents of canned food. The amount of insurance on the home was \$1000.

TURKEY DAY SERVICE HELD

PROMISE (Special) — A large crowd attended the Thanksgiving services at Promise last Thursday.

Reverend F. G. Potter delivered an excellent sermon, after which a bountiful dinner was served. In the evening there was a program of recitations, songs and readings.

All went home feeling they had many things to be thankful for. Promise has been having good weather for this time of year, although it has started to rain now.

Mrs. Allie Smith and daughter Theresa, of Wallawa, visited recently with Mrs. Uley Poulson.

Chas. P. Carper and son, Robert, went to Wallawa Monday for the purpose of driving out some stock for John McDonald.

Mrs. Phillips was quite ill Saturday and Sunday but is somewhat improved now.

Allice and Doris Footberg, of Enterprise, Lora Carper, of Wallawa, and Howard Bennett, who is working in Lower Valley, spent Thanksgiving with home folks. They returned to their work and school Sunday.

Miss Elta Downs and brother, Ronald, spent Thanksgiving with

friends at Promise.

Vesper Henderson purchased 30 head of hogs at Powwaka last week, which he intends to butcher for the camp.

Miss Eunice Courtney, Theo Carper and Robert Carper attended the dance at Troy Friday evening.

Will Reed is able to be out again.

Vesper Henderson is plowing on the Great place.

Boyd Carper went to Maxville Friday.

The Charlie Bennett family is moving to Lower Valley.

Alleged Robbers Held.

THE DALLES, Or.—Alleged to have entered and robbed the house of C. G. Scott at Grand Dalles, Walla, two men, giving the names of Alfred Mosier and William Hodges were lodged in jail here, awaiting arrival of the Klickitat county sheriff from Goldendale. The men were arrested near Speeds and a quantity of alleged loot recovered. Both were heavily armed.

Prepared at home in a minute by simply stirring the powder in hot or cold water. No cooking.

ASK for Horlick's The ORIGINAL Malted Milk

Safe Milk and Diet

For Infants, Invalids, the Aged, Nursing Mothers, Children, etc.

A Light Lunch at Any Time

For all members of the family, ailing or well. Serve at meals, between meals, or upon retiring. A nourishing, easily assimilated Food-Drink, quickly relieves faintness or hunger day or night.

Xmas Gifts That Will Endure

Buy Gift Pieces Now - Pay for Them Next Year



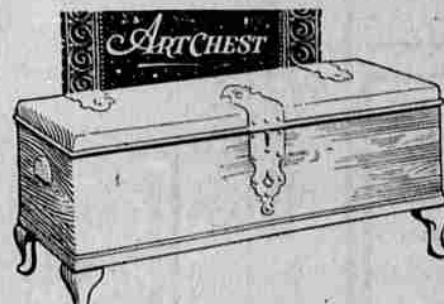
Inexpensive Gift Bedding

Heavy Cotton Blankets, 54x74 in. Blankets, gray or tan, with pink or blue borders. A pair \$2.35

Wool Cotton Blankets—mixed blankets of wool and cotton. Large double size, 66x80. A pair \$7.85

All-Wool Blankets—full size, double all-wool blankets. Choice colors at \$11.95

Indian Robe Blankets—all-wool, in attractive Indian designs. A large variety to choose from—\$8.75 to \$11.95



Red Cedar Chests

\$12.50 - \$19.50 and up

Genuine Tennessee Red Cedar Chests—a gift that is certain to please. The \$12.50 chest measures 10x34 on the inside; \$19.50 chest 40x11.

\$1 Down Delivers any Cedar Chest to you—Pay the balance next year.

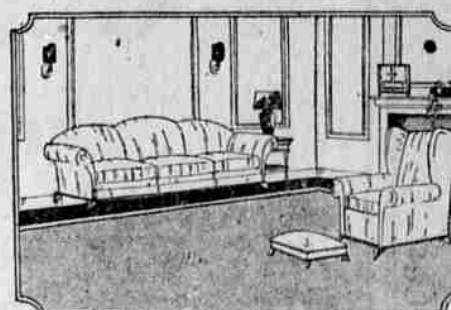


Windsor Chairs

\$10.00 and up

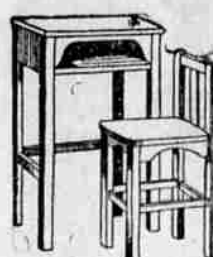
These artistically designed Windsor Chairs finished in rich mahogany will do credit to any home. They are the kind that both you and your friends will admire.

BUY GIFTS NOW—PAY NEXT YEAR



Mohair Davenport \$125

The growing demand for this beautiful covering is a tribute to its attractiveness and wearing qualities. Luxurious spring cushions, roll arms; construction the best that can be obtained. A small payment down delivers to your home—the balance on terms so easy you will not miss the payments required.



Telephone Set

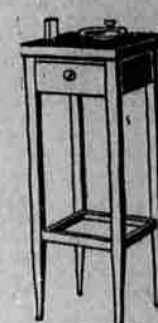
A rare opportunity for Xmas buyers! Telephone Stand and Chair Set neatly finished in mahogany or walnut. Here is a practical, serviceable gift that is certain to be appreciated.

\$25

SPECIAL

For The Man Who Smokes

SPECIAL



The man who smokes will appreciate a Smoking Stand or Cabinet and will think more of it the longer it is used. Smoker with Ash Tray and Cigarette Containers \$5.50

Pedestal Smokers with Glass Trays \$2.50

California

Is broadcasting to all the World this season

"Come! We are better prepared than ever to entertain you and make your visit a wonderful experience."

If you have never been to California it should be the effort of your life to go. When you are ready to plan the trip let the

Union Pacific

help. Send word to the undersigned by phone, or mail or call. I will give you the benefit of my personal knowledge and experience, or I will send you the most helpful printed matter to be had. I know every route, every train, every kind of equipment and the exact cost. I will secure your sleeping car accommodations, provide you with an outline of your trip, and deliver your tickets. You need not leave your home or your office to attend to bothersome details. I have the best there is, and it shall be yours the moment I know you desire it.

J. H. KEENEY, Agent, La Grande, Oregon



Gifts—Christmas Gifts

WE are now featuring many useful and attractive gifts for men, women and children. Come in and see the new things in

Electric Appliances Roasters
Carving Sets Baking Dishes
Boys' Wagons Toys
Auto Accessories Safety Razors
Shears and Scissors

and our wide variety of Pocket Knives—the acceptable gift for everybody—hunter, trapper, farmer, cattleman, sheepman, fisherman, camper, carpenter, the genuine "Official Knife—Boy Scouts of America"—and many beautiful stag and pearl handle vest pocket Pen Knives.

Every man and boy appreciates a good knife. That's why we sell so many Remington Knives as gifts.

OREGON HARDWARE & IMPLEMENT CO.

For Sale

We have an excellent buy in a new 6-room modern home, located on a paved street in a section of the city that has all been built recently. This home has a full basement, furnace and all the built-in equipment that every modern home should possess. The price is \$4,600.

A 5-room modern home located on a paved street, with fireplace, basement with cement floors and furnace. The price of this home is only \$3700.

Good 4-room home located close to the Greenwood school and new Stange sawmill. If you are looking for a good buy in a well-built 4-room home it will pay you to investigate this. Price \$1800. Terms: \$200 cash, and balance at \$25 per month.

Geo. H. Currey

"REALTOR" Real Estate Loans Insurance

Christmas Cards

An attractive assortment of Xmas Cards just received. Come in and look them over.

Moon Drug Co.

Prompt and Free Delivery

Rugs Make Real Gifts

A FEW SUGGESTIONS FROM OUR RUG DEPARTMENT

\$87.50 Wool Wilton Rug, 9x12 ft.	\$70.00
\$82.50 Wool Wilton Rug, 8.3x10.6 ft.	\$66.00
\$87.50 Velvet Wilton Rug, 9x12 ft.	\$70.00
\$145.00 Whitfal Wilton Rug, 9x12 ft.	\$125.00

Toyland, La Grande's Xmas Wonderland

A FEW OF THE MANY HUNDREDS OF SUGGESTIONS TO BE FOUND IN TOYLAND BUY TOYS NOW—PAY NEXT YEAR

Doll Carriages	\$4.70	Tractors	\$3.00
Mechanical Wind Trains	\$1.75	Velocipedes	\$6.00
Large Size Ma-Ma Dolls	\$3.25	Child's Rockers	\$1.75
Tinker Toys	50c	Games	50c
Motion Picture Machines	\$2.50	Motor Cars	\$8.00
Kiddie Kars	\$2.00	Telephones	75c
Blackboards	\$2.25	Laundry Sets	\$1.25
Doll Furniture	\$2.00	Doll Beds	\$2.00
Kitchen Sets	65c	Pianos	\$3.00
Sleds	\$3.00	Steam Shovels	\$2.00
Wagons	\$8.50	Carpet Sweeper	50c
Tea Sets	\$1.25	Balls	50c
Mechanical Toys	50c	Guns	65c
		Cook Stoves	\$2.50

CARR'S - Let Credit Be Your Santa Claus - CARR'S