

# HUPP BRINGS IN NEW EIGHT

Long removed in the automobile industry and among automobile owners generally, the new eight just announced here by Hupp & Prege, Eastern Oregon dealers, in addition to the Hupmobile line of successful four-cylinder cars that the company has produced for 16 years.

The new car is built in four body styles of decidedly distinctive appearance—roadster, touring car, four passenger coupe and five passenger sedan.

Realizing the advantage of the eight in-line principle in its smooth power, flexibility and inherent freedom from vibration, Hupp engineers, during nearly two years of planning, designing and testing the car, studied the designs and results obtained from every leading multi-cylindered car ever placed on the market here and in Europe. Smoothness of performance at all speeds, all-around reliability and an economy of operation heretofore unknown to the eight-cylinder

field, were features toward which they built. Actual road tests aggregating more than 55,000 miles during the last year have, they say, proved that the features they desired have been incorporated in the car.

A score or more of fundamental and revolutionary features have been built into the new eight. The major ones include:

1. The shortest, most compact eight-in-line engine ever built.
2. More power per cubic inch of piston displacement than any previous multi-cylinder automobile engine.
3. No "roughness" anywhere in the engine's entire speed range.
4. Compactness for handling and parking, with unusual roominess and riding comfort.
5. Balanced combination of speed, turning power and rapid acceleration, with full power development transmitted to the wheels with minimum friction loss.
6. Unusual gasoline economy, both in continuous high speed operation and at a steady 20-mile-an-hour pace.
7. Outstanding ease of starting, operating and stopping.
8. A combustion chamber particularly designed to produce the highest degree of power efficiency which can be combined with utmost smoothness.
9. Design of crankshaft, connecting rods and pistons new to American engineering, resulting in inherent smoothness and eliminating crankshaft whip and distortion.
10. Tremendous flexibility, both in the engine and throughout the car.

southerly direction along the center line of North Spruce Street to intersection of the extension of the center line of Hemlock Street; thence southeasterly along the center line of Hemlock Street to intersection of the extension of the center line of alley in Block 123, Chapin's Addition to La Grande, Oregon; thence northwesterly along the center line and its extension of the alley in Block 123, Chapin's Addition to La Grande, Oregon, to intersection of the center line of Greenwood Street which is the point of beginning, all located in Chapin's Addition to the City of La Grande, Union County, Oregon.

That said improvement District No. 125 is hereby created by the Commission of the City of La Grande, for the purpose of improving and with the intention to improve said Improvement District by grading Moore Avenue from Greenwood Street to Hemlock Street and including Section (7) feet on each Greenwood and Hemlock Street intersections, to the proposed autograde between curb lines and by

constructing thereon hard surface pavement thirty (30) feet in width between curb lines and including the seven (7) feet of Greenwood Street and Hemlock Street intersections respectively, also by constructing concrete combination curb and gutter where not in place, concrete sidewalk wings where not in place, catch basins, etc., all on the above named Avenue located in Chapin's Addition to the City of La Grande, Union County, Oregon; and to assess the cost of the above named improvements to the property especially benefited thereby.

Dated this 21st day of December, 1924.

J. E. STEVENS,  
Recorder of the City of La Grande, Oregon.  
Jan. 2 19-17-24.

The man who can forget the old home town and the old home people has a cavity where the bump of affection should be.

**Kathleen Campbell**  
Soprano

PIANO AND VOCAL INSTRUCTOR  
Coach Accompanist

**Studio Eastern Oregon Music Co.**  
Telephone Main 119—Residence Foley Hotel, Main 773  
Soloist and Director St. Peter's Episcopal Choir.

**Mt. Emily BrandHams**  
Better - Costs Less  
25c lb.

**Grande Ronde Meat Co.**

READ THE OBSERVER CLASSIFIED ADS

**SAVE MONEY NOW!**  
SALE ON HARDWOOD FLOORS!  
I will lay your hardwood floors at a 20% saving—sand, shelve and wax them at cut prices. Let me give you an estimate.

**E. F. Heessler, Building Contractor**  
Phone Main 525

**S. H. E. R. R. Y.'S**  
LAST SHOWING TODAY

**Harry Carey**  
—In—  
"Roaring Rails"

Comedy — "THE BRONCHO EXPRESS"

**The Telephone**

The good old telephone which, if not the most important invention of the Nineteenth Century, certainly made more of a change in human habits than any other and holds an unrivaled place among the necessities of convenient existence.

If you have one, use it. If you do not have one, remedy the fault.

**Home Independent Telephone Co.**

**Oil Heaters**

We Have on Hand a Few PERFECTION Oil Heaters Which Will Be Sold at the Following Reduced Prices:

No. 510—Regular Price \$4.50	Now \$3.65
No. 520—Regular Price \$9.50	Now \$8.10
No. 550—Regular Price \$9.50	Now \$8.10
No. 560—Regular Price \$11.00	Now \$9.55
No. 570—Regular Price \$15.00	Now \$12.65

These prices apply only to stoves which are in stock at this time.

**Oregon Hardware & Imp. Co.**

Seventh Message—

Why buy an open or semi-open car—Why not a HUDSON or an ESSEX COACH?

**Ledbetter Garage**  
1490 Adams Avenue

**Servicing Batteries**  
We Specialize in  
Battery Recharging, Repairing, and prolonging the service your battery was intended to give regardless of the size or make. Our prices and service must satisfy.

**8-HOUR RECHARGE SERVICE EXIDE Distributor**  
**FRED T. BURGESS**  
MAIN 125 1308 Jefferson Ave

LOOK OVER OUR WANT ADS FOR BARGAINS

**NEW YEAR**  
PLUM PUDDING - FRUIT CAKE - CHERRY CAKE  
Real English Plum Pudding and Fruit Cake  
This is not a bread pudding and the quality cannot be equalled.

Have your Xmas cakes and fancy made by experienced bakers and pastry cooks. Let us decorate your cakes, no matter what design, we can make it, and so matter how small your order we appreciate it, and give you the best obtainable. Come in and tell us what you want.

PLUM PUDDING	BUTTER HORNS
FRUIT CAKE	MAPLE ROLLS
CHERRY CAKE	FATTY SHELLS
FRENCH PASTRY	MEETING ROLLS
ECYLES CAKES	SCOTCH SHORTBREAD
CHERRY DROPS	PIES—ALL KINDS

All our fancy cakes are made from sweet dairy butter and baked by Electricity—"The Sanitary Way." Ask your Grocer.

Made by "The Home of the Golden Crust Bread."

**Gwilliams' Electric Bakery**

**HAROLD LLOYD**  
—In—  
"HOT WATER"  
Starts Monday,  
ARCADE

Why Suffer With a Cold?  
A box of Mck. & R. Cold Tablets quickly stops any cold.  
25c

**Moon Drug Co.**  
Everything for the Sick Room  
PHONE MAIN 68

**SALE**  
To Reduce Stock  
REAL BARGAINS  
SEE--

Our 50c \$1.00 \$1.50 \$2.00 Tables

Watch our Windows!  
Ask About Our \$1.00 PACKAGE SALE

Don't Miss It—That's All!

**Richardson's Art & Gift Shop**

### Notice of Hearing on Proposed Street Improvement.

Notice is hereby given to all whom it may concern that the Commission of the City of La Grande, Union County, Oregon, proposes and intends to improve Improvement District No. 125, in the City of La Grande, Oregon, in accordance with the plans and specifications heretofore adopted by the Commission, and that the report of the committee on estimates for said improvements is now on file in the office of the Recorder of the City of La Grande, Oregon; that the said Commission has set Wednesday, the 25th day of January, 1925, at 7:30 o'clock P. M. of said day, at the Commission Room in the City Building in La Grande, Oregon, as the time and place when and where said Commission will meet and hear and determine all objections, remonstrances and claims of grievance of any persons against said proposed improvement and the proposed assessment therefor against the property to be benefited thereby, in said district.

That the boundaries of the district to be improved and benefited by the said proposed improvement are as follows: Beginning at a point on the center line of Greenwood Street one Hundred Fifty Five (155) feet northward of the center of the intersection of Greenwood Street and Chapin's Addition to La Grande, Union County, Oregon; thence northwesterly along the extension of the center line and its extension of Greenwood Street to intersection of center line of North Spruce Street; thence in northerly direction along center line of North Spruce Street to intersection of center line of "H" Avenue to the intersection of the extension of the center line of alley in Block 143, Chapin's Addition to La Grande, Oregon; thence in a southeasterly direction along the center line and its extension of the alley in Block 143, Chapin's Addition to La Grande, Oregon, to the intersection of the center line of North Spruce Street; thence in

**Snodgrass & Zimmerman**  
Undertakers

Ambulance Service  
Phone Main 62  
Corner 4th and Penn

**HARNESS**  
Repairing and Oiling.  
Now is the time to bring in your harness and have it repaired and oiled.  
We use Neatsfoot Oil.

**Skala Hdw. Company**  
Phone Main 33  
Roersch Bldg.

**TODAY**  
**THE NEW HUPMOBILE EIGHT IS TO BE UNVEILED**

At 2:30 o'clock this afternoon, the eagerly-awaited Hupmobile Eight was revealed for the first time at Portland. Hupmobile invites your immediate comparison between the performance of its new Eight, and all other eight-cylinder cars and all superior ones. For Hupmobile honestly believes this Eight to be the best car of its class in the world—and is perfectly willing to have the car prove it.

Hupmobile executives and engineers, in designing, developing, building, testing and proving the Eight, kept steadily in mind the high standing of Hupmobile in the average American home.

**Some Mechanical Features**  
991 pound balanced crankshaft.  
Light, rigid connecting rods; light pistons.  
Machined combustion chambers, absolutely uniform in size.  
Uniform temperature in all cylinders.  
Thermostatic control of engine temperature.  
Airplane valve mechanism (rocker-tappet type).  
Lockheed hydraulic four-wheel brakes.  
Special six-ply balloon tires.

**An Eight for the American Family**  
Here at last is an Eight with all the sound qualities of endurance and reliability which have made Hupmobile famous the world over—  
A car which now brings within reach of the average American family, for the first time, every eight-cylinder all-

vantage for which buyers in the past willingly paid hundreds of dollars more. Plus superiorities of its own, over and above the super-abilities of the eight-cylinder principle, which unquestionably single it out as a new leader among American eights.

For Hupmobile now incorporates in its Eight a degree of economy and performance stability never associated with this class as a type.

Only Hupmobile itself could build such an eight at such a price.

Nearly two years of preparatory and development work have preceded this presentation of the Hupmobile Eight. Not only was the highest type of selective and scientific engineering ability called forth—

Hupmobile manufacturing and quality standards of 16 years were to be maintained and improved upon where possible.

So the Eight is being produced in a new and specially designed plant of its own, dedicated to new processes and manufacturing finer in many ways than even Hupmobile formerly employed.

In many respects the Hupmobile Eight far outdistances anything hitherto accomplished in eight-cylinder engineering in America.

1. It has the shortest, most compact eight-in-line engine ever built.

2. It produces more power per cubic inch of piston displacement than anything which has preceded it, the combustion chamber being particularly designed to produce the highest degree of power, which can be combined with utmost smoothness.

3. Its performance is so smooth and symmetrical that there is not even a murmur of "roughness" any-

where in the engine's entire power and speed range.

4. More than any other fine car, it combines compactness for handling and parking with roominess for riding comfort.

5. It has a finer and better balanced combination of speed, turning power and rapid acceleration than the eight type has ever before presented.

6. It records an average gasoline economy heretofore unequalled among eights—both in continuous high-speed operation and at a steady 20-mile-an-hour pace.

**Not Exceeded Within \$1000 of Its Price**

7. It has beauty of design, finish and equipment not exceeded within \$1,000 of its price; and its own price is less than that of many sizes.

8. In unison with speeds far beyond your requirements, pick-up that almost takes your breath away, and the certainty of four-wheel hydraulic brake control, it offers unprecedented eight-cylinder gasoline economy, surpassing beauty of design, and all the old-time Hupmobile reliability.

9. In brief, the Hupmobile Eight at last strikes that fine balance between price and efficiency to which the motor car industry has been working for 24 years.

The highest type of engineering is embodied, coupled with a rigid adherence to sound engineering principles, has produced these results.

If your experience has included eight-cylinder cars—and if you have thought you already knew the very finest in motoring—drive the Hupmobile Eight. We venture to predict that the men and women who drive the Hupmobile Eight, in their own way and at their own pace, will never again be satisfied with any car that falls short of its amazing abilities.

The price of the New Hupmobile Eight is undoubtedly the most attractive ever placed on such a car. The price in La Grande is as follows:

Touring Roadster \$2245.00  
Four-Passenger Coupe \$2625.00  
Sedan \$2685.00



**SMITH & FREES**  
1115 Jefferson Ave.  
LA GRANDE, OREGON

**HUPMOBILE EIGHT**