

Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS

IDEAL AUTO LENGTH IN NEW SERIES

Studebaker Line Features Many Conveniences for Drivers and Passengers.

Three factors determine the length of wheelbase of a motor car. First, the general size of the

car. Second, the effort to give it greatest traffic ability, so the driver may take it in and out of traffic congestion, back it into small spaces for parking, or turn it in narrow streets.

Third, the endeavor to add comfort to the riding through distribution of road bumps over a long wheelbase.

Studebaker, which have greatest traffic problems to meet, have established 110 inches as the ideal traffic wheelbase. The longest wheelbase for comfort that has been built for standard use is 143 inches.

The average, or ideal, all around wheelbase, giving comfort and yet traffic ability, is 125 1/2 inches. Studebaker's Big Six chassis is on a 127-inch wheelbase.

Not satisfied with this, its engineers by means of full balloon tires, long flexible springs and the world's most careful cushions have given it all the comfort the

PARKING CAUSE OF ACCIDENTS

Collisions Backing from Curbs can be Avoided Says Traffic Officer.

Although few motorists realize the fact, a greater number of minor accidents is caused by the simple act of backing from the curb than by stepping on the gas on the highway.

Many drivers when backing from a curb shoot out from among the other cars at random, giving the passing motorist no chance whatever to avoid a collision. Crashes of this kind, while seldom injurious to the occupants do much damage to the cars themselves and smashed fenders, broken lights and bent axles are not always easy to replace.

Although the La Grande ordinance does not require motorists to park cars at a 45-degree angle from the curb, the traffic officer recommends this method of parking instead of allowing the back end of the machine to project into the street or placing the car parallel to the curb.

In backing the car from the curb a few simple rules, if observed, would prevent many accidents.

Alonso G. Dunn, La Grande traffic officer, recommended the following procedure when backing the car out from the curb: sound the horn several times, look cars fully on both sides, back slowly into the street, and finally, before proceeding, keep in mind that some other motorist may be backing out ahead of you. These rules sound exceedingly simple, but check yourself up the next time you back the car out and see how many of them you observe.

The restricted parking area along Adams avenue and the "no parking" in front of the theaters and within ten feet of the fire hydrants is generally known by the motorists who are reminded in most cases by signs displayed in conspicuous places.

STUDEBAKER IS WELL LIGHTED FOR CONVENIENCE

Just before she arrives at the theater or the home party, does the woman in the closed car wish to make a last-minute survey of herself, to see if just a tiny dab of powder is needed, that her coiffure is unruffled, that her costume is not disarranged? She DOES. To do this requires a good light, a natural light.

Studebaker, in its closed car models, uses 6 to 8 volt electric lamps of high power, and the rear quarter reading lamps have an opalescent glass giving natural light. From her vanity case her mirror will give mirily back a true reflection and the light is ample to enable her to make such minute adjustments as are necessary. So the steps from her car confident and self possessed.

Moreover, by means of a patented steering unit for use with balloon tires, and with gear-shifting that is soft and noiseless, traffic ability rivaling that of the taxicab has been provided. Like every other feature of this make of motor car, the ultimate has been provided.

The foot accelerator is of the ball type, to which pressure can be applied at any point of its circumference; the foot, then left flat on the weather-proof aluminum footboard, escapes driving fatigue. The cow ventilator is operated by slight pressure of the foot.

All instruments are assembled under one oval glass, indirectly lighted, eliminating projecting knobs and handles, giving the driver at one glance a complete view of the workings of his entire power plant, as well as a view, by means of the gasoline gauge included, of exactly how many gallons of gasoline he has in the tank. There is a combination stop-and-tail light, and a heavy steel apron to protect and beautify the gasoline tank, and one key fits all the locks on the car.

Increase in Sales of Durant Product Registered On Coast

OAKLAND (Special).—The rising tide of business was summarized as full of good indications for every trade in the northwest by E. F. Tuller, sales manager of the Durant Motor Company of California, who returned here today after a three weeks' swing of the dealer territory in Oregon and Washington.

A material pick-up in Star and Durant sales in all northwestern points was noted by Tuller. "Prosperity abounds in the rural districts, and consequently in the larger centers," Tuller said today. "There has been an abundance of rain and prospects for crops are as good today as they have ever been. Manufacturing is at a good pace, and the lumber business is enjoying a good trade."

HUDSON HAS BIG BUSINESS

Manufacturer Reports Increased Popularity in Sale of Enclosed Type Cars.

"One thousand cars a day—the biggest six-cylinder business in the automobile industry—are now being built in the Hudson-Essex factories in Detroit, according to word received by E. L. Ledbetter, Hudson-Essex dealer.

Ninety per cent of this immense business is in the popular Hudson-Essex coaches, it was declared. The coach type of body was originated by the Hudson organization three years ago, and this concern now has had the experience of building nearly a quarter of a million of them.

"This great volume of business which has brought Hudson-Essex into an indisputable six-cylinder leadership for the whole industry," said Mr. Ledbetter, "has been a steady growth over the period in which the coach has been built. There probably has never been a single body type in the whole history of the business which has had such a phenomenal success."

"Now the popularity has become such that Hudson-Essex is the biggest builder of six-cylinder cars in the world. When you consider that some automobile men tried to ridicule the coach when it was first introduced, the success of Hudson-Essex must be considered a most remarkable one. This spring there will undoubtedly be a shortage of these popular cars, because our winter business has been so consistently good that we have been unable to build up a reserve supply of them. It is fortunate indeed that the Hudson-Essex factory has been able to reach this high mark of production, or the shortage would be even more drastic."

"The thinking motor car buyer must ask himself, what is behind this success. My opinion is that Hudson-Essex do not emphasize any one feature of their cars, but make every attempt to build in all-around value. The public asks for reliable transportation at the right standard of prices. Month after month it is this type of buying which has kept Hudson-Essex in a position of uninterrupted sales leadership and public demand."

"April will be the largest month we ever have known. The last few days have shown a sharp upward trend in demand—the first sign of the spring rush. The greatest number of inquiries is for coaches—and this is true, I understand, with all lines of cars. For a long time to come the man who thinks of coaches will think of Hudson and Essex."

Marion Grand Jury Convened. SALEM, Ore.—The Marion county grand jury convened here to consider the case of Clarence W. Thompson, who was said to have confessed that he appropriated approximately \$5000 from the state treasury department. Thompson was employed as cashier in the treasury department under the administration of Jefferson Myers and the late O. P. Hoff.

ADVERTISING EXAMPLES SET

Buick Proud of Veracity of Motor Advertisements During Many Years of Operation.

The Buick Motor company takes great pride in the fact that its claims for its product have always been based on absolute facts, say Jennings and Shumate, local Buick dealers.

Truthful advertising has been one of Buick's greatest helps in achieving its great popularity and its leadership. Motorists have learned by long experience that any claim Buick makes in its advertising is backed by facts.

The statement, "When better automobiles are built, Buick will build them," is always backed up by fact, say the manufacturers. Buick's staff of engineers is the largest employed by any single automobile manufacturer. Many of these engineers have been with Buick since the beginning.

The Buick engineers have never claimed to have discovered a "revolutionary" change in automobile design but Buick dependability, power, comfort, speed, long life, smoothness in operation and ease in handling speak for themselves, according to the Buick company's statement.

Many of the new Buick cars are being placed in the hands of local owners by Jennings and Shumate, La Grande dealers.

FACTORY HAS BIG SCHEDULE

Chevrolet To Augment Working Force 40 Per Cent to Handle Increased Demand for Cars.

M. A. Harrison, manager of the Blue Mountain Garage, Chevrolet dealers, says it is a pleasure to represent such a live concern as the Chevrolet Motor company. With a production of 40,000 cars for March, the Chevrolet Motor company is gaining increased momentum in the building of the new Chevrolet and the working force is being added to in each of the 12 manufacturing and assembly plants throughout the country.

W. S. Knudson, president and general manager, estimates that within the next month and a half the actual factory working force will have been augmented approximately 40 per cent. "Whereas the sale of the new Chevrolet is pushing us to our capacity to fill orders, we are not expanding our working force any more quickly than we can absorb them," explains Mr. Knudson. "When going into production with a new model made from new tools it is important that the entire job be co-ordinated carefully so as to give the high-grade result expected by the buying public now as never before." "Happily, however, expansion of production in our Chevrolet factory centers is not so difficult as might be supposed, because lists of our former experienced workers who may have been out of employment during a short period are kept on hand and these men are recalled to their old positions as

they are needed. In this way the majority of trained automotive workers are trained, leaving the training of a minimum number necessary."

HOW TALL ARE YOU?

When a six-foot man sits down, the distance from the back of his chair to the point of his knee is 22 1/2 inches. That's why some "7-passenger" cars cramp him when he sits in the auxiliary seats. Studebaker, in its Big Six 7-passenger bodies, puts in an extra 150 inches, making the space 24 1/2 inches, so there's room. With the auxiliary seats in use, the rear-seat space is 27 1/2 inches, giving even more comfort.

An optimist is a man who hopes he gets run over by a doctor's party to hear what she can hear. Nothing feels as crazy as a new straw hat.

Exide Batteries
STROMBERG CARBURETORS

S. & M. Spotlights	Klyon Horns
Packard Wire—all sizes	Stop Lights
Generator & Starter Brushes	Robert Bosch and Champion
Light Globes—all sizes	Spark Plugs
Lamp Sockets	Copper Tubing
Genuine Itemy and Deleo	Gabriel Scabbars
Coils, Points, etc.	

FRED T. BURGESS
1806 Jefferson Ave.
MAIN 136

THE GUIDING STAR

That Proclaims Increased Mileage! Reduced Upkeep!



That red Texaco star on pumps and tanks along boulevards and highways shows where you will be promptly and fairly served with TEXACO Gasoline, the volatile gas and TEXACO Motor Oil, clean, clear, golden.

Get the habit of stopping only under the Texaco star.


LA GRANDE Perkins Motor Co. Jennings & Shumate Playe Oil Co.	ISLAND CITY Clyde Kiddle UNION Union Service Station HILGARD Hilgard Service Station
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Texaco means the clean, clear, golden motor oil and Texaco means the volatile gas. One name for both—at the sign of the Texaco Star.

The Texas Company U. S. A.

Texaco Petroleum Products

For Economical Transportation



Strength!

The Chevrolet chassis possesses strength and features of construction you would expect to find only on high priced cars.

CHASSIS FEATURES

- Fully enclosed dry disc clutch.
- Powerful valve-in-head motor.
- Selective 3-speed transmission.
- Semi-reversible steering gear.
- Deep channel steel frame.
- Semi-floating rear axle—banjo-type housing.
- Large 11-inch brakes—automatic equalizer.
- Five sturdy steel cross members on frame.
- Long semi-elliptic springs.
- Vacuum fuel feed—tank in rear.

Blue Mountain Garage

Opposite Postoffice M. A. Harrison, Mgr.

DIAMONDS

Now is your chance to get that New Set of Tires at a price you cannot afford to get by.



See our window or phone Main 58 for prices.

These are regular DIAMOND CORDS.

Oregon Hardware & Imp. Co.

DODGE BROTHERS COACH

A popular and attractive addition to Dodge Brothers line of motor cars.

Every coach convenience is provided: unfettered vision on all sides, an intimate yet roomy interior, easy handling in traffic, protection for children against open rear doors, modish hardware and finish, balloon tires and smart whipcord upholstery.

Built on Dodge Brothers sturdy chassis, the Coach will deliver years of dependable service at a very moderate annual cost.

It is available both in the Standard and completely equipped Special types.

\$1095 f. o. b. Detroit—\$1315 Delivered.

L. C. Smith

La Grande, Ore.



To Acquaint You With— Largest Machine Shop In Eastern Oregon



Serving you indirectly in most cases, but serving you expertly, is this large welding and machine works—the largest in Eastern Oregon and the best of its kind between Portland and Salt Lake City.

Fine welding that is unsurpassed anywhere, expert machine work of every kind, cylinder re-grinding and motor re-building with the most modern equipment and trained workmanship—these are the facilities that are at your disposal.

It is this service that we are going to tell you more about through The Observer. Your garage owner already knows Leighton service and is probably a steady customer of ours. To make sure of securing the highest quality work, tell him to have Leighton do your re-grinding and re-building.

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