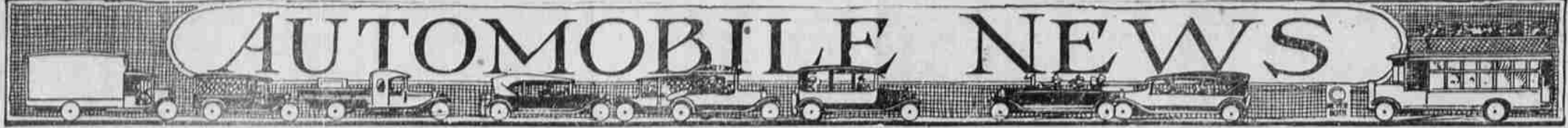


Highway and Auto Dope

Traffic and Tourist News

AUTOMOBILE NEWS



WILL INSTALL OIL RACKS

Playle Oil Company to Add More Equipment for Accommodation of Motorists.

New equipment and facilities for the rapid and convenient greasing of cars...

Several new grease racks are to be built at the rear of the station grounds...

The Playle oil company is now devoting special attention to the maintenance of cars...

CHAMPIONS CLEAN UP

A clean sweep in the speedboat races at Miami Beach, Fla. is the most recent achievement of Champion spark plugs...

Sum Paid Employees Of Ford Company Makes Huge Total

DETROIT, Mich. (Special).—Employees of the Ford organization were paid more than a quarter of a billion dollars in wages and salaries during 1924...

The largest payroll was at the Highland Park and River Rouge plants of the company here...

At other plants and at branches throughout the country the company during the last year paid employees a total of \$272,322,476.53...

Production at the Velle Motors Corporation, Molins, Ill. is now running at per cent capacity...

"Where did the automobile hit you?" inquired the clinician. "Well," explained the lady...

—Atlantic Real

GARAGE GOSSIP

Will Get New Cars

Charles McHenry will leave for Portland tomorrow to take delivery of two new Velle coaches which will be brought to La Grande to supply the demand for these cars.

Now at Playle Oil—Roy Ledbetter was employed by the Playle Oil company recently and is now on the job in view patrons of the station prompt and efficient service.

New Service Man—Golden Geertsen, who has been with several other La Grande filling stations is now located at the Highway Station in the employ of Robert Carey.

Mr. Munley Here—Mr. A. Munley, travelling auditor for the Standard Oil company was through La Grande this week en route to Bend on company business.

Rebuilding Front—The entire front of the Smith's Garage is being rebuilt due to a fault in the construction when the building was first erected.

Oil Men Here—H. W. McCallum, assistant district sales manager of the Standard Oil company and E. C. Seagren, credit man, were in La Grande the early part of the week.

New Man Arrives—G. J. Shriver of Yakima, Wash. arrived in La Grande this week to take the place of J. P. Snyder of the Standard Oil, who was transferred to Baker.

Another Lincoln—W. C. Perkins went to Portland this week to take delivery of a new Lincoln car to be brought back to La Grande for a local purchaser.

Fordsons Going Fast—The W. C. Perkins Motor company finished a freight car load of late model Ford Trucks this week and expect another car load next Tuesday.

Here on Business—A. H. Manley, president of the Manley Auto Company, Portland car distributor, was in La Grande this week on business.

Exchange Club Celebrates—FRENLETON, Ore.—The 14th anniversary of the founding of the Exchange club was celebrated by the Pendleton club when a history of the organization was given by W. W. Green.

A strain had mean to take up more room in a movie than an

ROAD MAP IS ISSUED

Fletcher Oil Company Is Distributing a Convenient Guide for the Motor Tourist.

A convenient pocket map showing the road routes, motoring, and giving other information for the benefit of motorists has been issued by the Fletcher Oil company and is now being distributed by the many filling stations and garages which handle Velle oil and kerosine.

The map shows the eastern portion of Oregon, nearly all of Idaho, and the southeastern section of Washington. It is very complete and shows nearly every small road and town as well as the main highways and larger cities.

On the reverse side of the map the tourist camps are listed with a brief description of each with usual directions on how to reach them.

T. B. Maxwell, manager of the Fletcher Oil company interests in this territory is distributing quantities of the maps to all local garages.

TRAIL BOOK IS ISSUED

The fifth edition of the Old Oregon Trail and Columbia River Guidebook published in Baker appeared this week and is being distributed at various places in La Grande.

The guide book is an annual publication containing information about the Old Oregon Trail, "the world's most historic highway."

All cities along the route are briefly described in the book with a list of the principal industries and attractions of each. About two pages is devoted to each city.

The route starts at the post office on the corner of Fourth and B streets, Rock Springs, Wyo., with the speedometer reading at 100. From Rock Springs every turn bridge or other landmark along the road is listed according to speedometer readings and described with directions given for the shortest route.

The route ends at Seaside at the coast with the entire road from Rock Springs described in detail.

RUBBER CRISIS IS PREDICTED BY FIRESTONE

Harvey S. Firestone more than two years ago predicted a rubber shortage, and said the British trade rubber restriction act would cost the American people millions of dollars.

Mr. Firestone has just returned to Akron, Ohio, after making a survey of possibilities of growing rubber in Florida where he was accompanied by Thomas A. Gillson, who made some interesting observations relative to new methods of extracting the latex or sap from rubber trees, plants and shrubs.

Hubby trees growing on the Edison estate in Plant Myers were examined, as well as those on the Ford estate in Ford Myers and the Ford estate near Landville, Fla. A great deal of this was spent on the Government's experimental latex map (Grove, Fla., where many varieties of rubber trees are being grown. Some of these appear to be very promising.

"Rubber is of vital importance in highway transportation," said Mr. Firestone, "and is largely responsible for our business prosperity."

The British restriction act now limits production and exportation to one-half of normal production. Rubber today is about 200 per cent higher than it was when the restriction act went into effect. Further restriction this year will mean American car owners at least \$100,000,000 and very likely \$200,000,000 more.

Mr. Firestone was instrumental in having congress appropriate a half million dollars for the investigation of new sources of rubber supply, and he will not accept a position at his own expense to visit rubber producing countries, including the Philippines, Central America, Mexico and Africa, and he has twice in Liberia, on the west coast of Africa, a complete organization operating a plantation and making plans to produce rubber on an extensive scale.

Durant Appoints New Special Representative

OAKLAND, Calif. (AP).—Lons year of friendship between Norman DeVaux, vice-president and general manager of the Durant Motor Company of California, and Charles C. Pratt, vice-president in a chamber association between the two Pratt's appointment as a special representative of the Durant California Company.

The new member of the Durant organization is widely known in railroad traffic circles and numbers among his friends some of the biggest figures in industry. Between the years 1909 and 1918, Pratt, with headquarters in San Francisco, was in charge of special traffic work and handled huge shipments of automobile freighting across the continent, actively directing trainload shipments, and in many cases traveling with the trains and seeing them through.

Plate Glass Used—Would Cover Farm

The Ford Motor Company last year used more than 15,666,000 square feet of plate glass in the production of Ford passenger cars, sufficient glass to form a covering for a 240-acre farm.

Close cars, which are constantly increasing in popularity, took by far the larger percentage of the glass. Only slightly more than 4,300,000 square feet went to make windshields for the touring cars and runabouts.

Ford glass plants are now making all plate glass required for Ford car production.

P. E. Bradford, vice-president of the Velle Motors Corporation, Molins, Ill., has returned from visits to the majority of automobile shows, visiting New York, Philadelphia, Washington, Cleveland, Louisville, Des Moines, Denver, Omaha.

One fellow says he drove his car down the road so fast that when he passed a field of boots and a field of corn and a field of onions and a pond of water, it looked like vegetable soup.—Wocomobiling.

If he advertising it, he knows it's good.

SPRING CAR BUSINESS IS STARTING UP

DETROIT, Mich. (Special).—Spring business is opening up most promisingly and the outlook is for rapidly increasing activity, according to sales reports of the Ford Motor company just given out here.

In the sale of Ford cars and trucks these show that daily domestic retail deliveries have more than doubled since early in January. The largest increase came during the latter part of February, reflecting the upward trend of business which is now under way and the optimistic outlook for March.

Another interesting feature is shown in the sales of Fordson tractors which have made a rapid gain, particularly through the agricultural sections, indicating that the farmer is coming in stronger as a buying factor. Daily sales of Fordsons are at the present time four times as great as they were early in the year.

Retail sales of the company during February, exclusive of those in Canada and British possessions served by the Ford Motor company of Canada, Ltd., totaled 125,421 Ford cars and trucks and 7,211 Fordson tractors. Of these, the retail deliveries in the United States reached 112,525 Ford cars and trucks and 5,914 Fordsons.

Reports also indicate improving conditions in the high-priced car field. Lincoln cars, set a new February record with 509 domestic retail deliveries as compared with 424 for the same month a year ago.

The Ford products are distributed in this territory by the Perkins Motor company.

A BIG MOTOR

A WORLD OF POWER

That's one of the joys of owning one of these new Studebakers—a motor that's big and powerful in all emergencies.

The Standard Six, for example, has a motor that is almost as big and develops practically as much horsepower as the famous Big Six of former years.

You'll be surprised at the way this Studebaker takes the hills without a running start, how it pulls through hard going in sand or mud. It's a revelation in smoothness and flexibility for any car of this class.

The new Studebaker is selling itself everywhere—that's why you are urged to place your order early. The demand is tremendous.

Come in at your convenience and see the new Brougham and Coupe, the beautiful body work and interior finish. All Studebaker built.

M. J. GOSS

Studebaker Sales and Service. "This Is A Studebaker Year"

The Overland Six DeLuxe Is Here! EVERYBODY INVITED

To Ride in This Marvelous New Six During Our DEMONSTRATION WEEK

Come in, whether or not you are considering a new car. We want you—everybody—to have a free ride in the New Six.

Four-Door Deluxe Sedan Delivered \$1355 Standard Six Sedan Delivered \$1175 GETTINGS & HANKS Standard Six Sedan Delivered \$1175

Make Motoring A Pleasure

Get into your car with a smile and get out the same way—keep free of motor trouble and lack of pep and power.

VELTEX GAS and Motor Oils and doing that every day for thousands of motorists—a gas that's clean and powerful, that will give maximum fuel value in every gallon—and an oil that has strong lubrication features under the most trying conditions.

VELTEX means smooth running, minimum wear, maximum mileage. Give your motor a treat this season—get Veltex every time.

FLETCHER OIL COMPANY

A Home Company T. R. MAXWELL, Mgr.

WILLYS • OVERLAND • FINE • MOTOR • CARS

The New \$985 f.o.b. Toledo

OVERLAND SIX

There's lots of satisfaction in doing business where they are always on the job—and do your work right.

For nine years we have given that kind of service—and we will continue the same standard.

Mechanical and Electrical Service for your car—Welding—Battery Recharging—Machine Work—Automotive Electrical Service. When you need our services, call or come in.

Auto Electric Service Station Ed. G. Reiland, Prop. 1515 Adams Ave.

There's lots of satisfaction in doing business where they are always on the job—and do your work right.

April 12-18 is National Demonstration Week... Don't Fail To Ride in this Newest and Most Advanced Six... Very Easy Buying Terms

OVERLAND Also Builds the WORLD'S LOWEST PRICED SEDAN with Sliding Gear Transmission \$715 f.o.b. Toledo Four Doors Four Cylinders All Steel

The entire week of April 12-18 will be set aside to give everybody a free demonstration ride in the most remarkable motor car of the year. Not since the long ago days when automobiles were curiosities has the public rushed to see a car as they are rushing to see this fine new Overland with Six Cylinders. And in all automobile history we doubt very much whether any car has ever been welcomed with so much and such genuine enthusiasm.

Everybody instantly admires this great car's refreshing beauty. The entire country is buzzing with talk about its sensational power. On hills the new Overland Six is a wonder—and likewise in traffic it shows the cars all around it a clean pair of heels. Advanced engineering makes it an easy leader in pick-up and getaway. Come in or telephone for a demonstration.

STANDARD SEDAN, \$885; DE LUXE SEDAN, \$1150 f. o. b. Toledo

Gettings & Hanks

1312-14 JEFFERSON ST. LA-GRANDE, ORE.

