

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

NEW HIGHWAY NOW IN USE

Fast time Made in Initial Trip over Great Lakes to Gulf Motor Route Recently Completed.

Another new national highway has been opened, spanning the United States from the Great Lakes to the Gulf—the Magnolia Route. Direct, and in an almost straight line, this new great motor route will offer an opportunity for motor car time schedules only a little slower than the fast Dixie trains out of Chicago, and will run through some of the fairest part of the nation.

Forty hours was consumed in a non-stop run by which Arthur W. Lang, a Gulfport, Miss., business man interested in "Beating American First," officially opened the route, carrying with him, between his

home town and Chicago, Col. William B. Royster, promoter of the route, and Donald de Metz, relief driver, in a Studebaker Special car.

The total speedometer distance is 1,956 miles and the new route is sponsored by chambers of commerce in all cities along its way.

Indiana and Illinois have already completed with concrete their sections of the new trans-American route. Mississippi will spend \$350,000 building its section this year, 425 miles of unbroken concrete.

The National Highways Association and the National Motorists' Association are behind the movement to have a start made this year on that section of the route lying in Tennessee and Kentucky, the other two states traversed.

The pioneer run, officially dedicating the Magnolia Route, was made without accident at an elapsed time rate of 26 miles an hour. Actual running time, omitting service stops for two punctures and refueling, was at the rate of 23 miles an hour.

Aside from "trump" stops and those at fueling stations, ferries and railroad crossings, the entire trip was made by Mr. Lang's Studebaker car in high gear.

GARAGE GOSSIP

Made Business Trip—

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Unloaded Cars—

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Buyer Car—

Glen L. Campbell, science instructor at the high school is driving a new Star coach. This car is similar to the one which attracted so much attention when first introduced two weeks ago by J. P. Morelock, Star dealer.

Back at Work—

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W. C. Perkins returned to La Grande yesterday after three days spent in Portland on business.

Factory Man Here—

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Standard Representative—

W. L. Lee, representing the fuel oil and asphalt division of the Standard Oil company was in La Grande Thursday on a business trip. Mr. Lee has many clients in this territory who use crude oil and other petroleum products. His main office is in Portland.

Display Tires—

The products of the United States Rubber company are featured in an attractive window display shown at the Blue Mountain garage this week. In the exhibit is included the famous Royal cords and other tires and tubes manufactured by the United States Rubber company.

STAR BREAKS TRAIL

To a 1925 Star coupe, driven by a private owner, goes the honor of having been the first car to cross the Yuba pass, from Layton to Sierra City and Downsville in 1924.

The owner, J. M. Schaefer, representative of an eastern company, whose home is in San Francisco, performed the unusual feat in the course of covering the western territory, according to word received by local Star car dealer.

Some time past, long on the summit, which he nearly came to, the elevation was bucked successfully although Schaefer admitted that he had to shove occasionally to go over "high centers" that had been formed by sleighs which carry mail over the mountains during the winter time.

NO. 9 SHOE SAVES FINES

The wearer of a No. 9 shoe, driving a Studebaker Standard Six Motor car, will save fines and avoid accidents if he has been discovered, because he will not be conclusively exceed speed limits.

The special foot accelerator and the contour of the aluminum floor board is responsible. On these cars, the driver may rest his foot flat upon the floor board, the accelerator beneath the foot ahead of the heel.

LIGHT WEIGHT AN ADVANTAGE

Firms and individuals with business requirements necessitating the use of delivery units in general are now facing a situation in the matter of motor license fees certain to receive serious attention when purchase of truck equipment comes up for consideration.

Taxation rates of commercial vehicles in the various states show a growing tendency to impose extremely high fees on heavy trucks with the result that the firm that can adapt its hauling to the use of lighter vehicles gains a big margin on a competitor using large equipment. Aside from the flexibility and proven economy of small units which increase the range of delivery service, the difference in license fees is great enough to become a consideration alone.

For instance, figures as of Jan. 1, this year, in the twenty-eight states in which the tax charge of commercial vehicles is based on ton capacity the average license fees are as follows:

| | |
|--------------|----------|
| 1-ton trucks | \$ 16.55 |
| 2-ton trucks | 33.15 |
| 4-ton trucks | 106.60 |
| 5-ton trucks | 171.55 |

Figures from individual states are most interesting. In Alabama the man who operates a five-ton truck is required to pay a license fee of \$400 annually, while his competitor who uses, for instance, such trucks as the Ford, not only secures his equipment at low initial investment but is taxed only \$15 a year on each unit. This forces the owner of the

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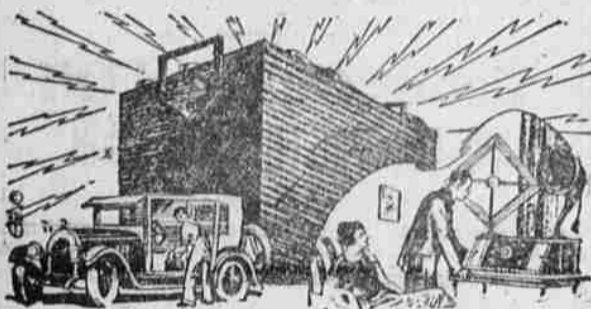
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Radio and Auto Battery Service

Radio reception fading? Doesn't pay to let your "A" Battery run too low. Bring it in and let us put a "long life" charge in it. If it needs repairing, we'll attend to that, too—at small cost.

We give the same service on Auto Batteries.

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WE SPECIALIZE ON

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Guaranteed Service

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GOOD YEAR Service Station

Smart Buyers Come Here!

We're not getting all the tire business in town. We never expect to. But we're getting our share and our business is growing constantly.

The reason for this is that car owners have found our location is convenient, our service prompt, efficient and courteous, our merchandise of the highest quality, and our prices surprisingly low.

As a matter of fact, and we realize it sounds pretty strong, if every car owner in town who is not buying from us, really knew what we had to offer, we'd come pretty close to having a monopoly on the tire business here.

We honestly believe this, because we're already selling to scores of the brainiest tire buyers in town—smart people who look twice and think three times before they buy anything.

If we can satisfy them and keep on doing it—we can please, you, too.

W. H. Bohnenkamp Co.

After The Accident Happens It's Too Late To Wish You Had

Complete Protection For Your Car

Collision Liability Property Damage And Fire and Theft Insurance

See Us Today!

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Rickenbacker

A CAR WORTHY OF ITS NAME

Performance

You have marvelled at the recent record smashing feats of Rickenbacker Six, with "Cannon Ball Baker" at the wheel.

But had you thought—had you realized—what a terrific physical strain this must have been on the driver?

And had it occurred to you that aside from its power, its speed and its wonderful 4-wheel brakes, there must be another quality in the car to make that physical feat possible?

There is—the famous Rickenbacker "cradle springs."

No racing driver will attempt great speed on a smooth track with any other type of springs.

And even "Cannon Ball Baker"—man of iron as he is, with sinews of steel, says he never could have endured the thumping his body would have received but for this Rickenbacker system of springs.

Just think!—

Coast to Coast—in mid-winter—3106.5 miles in 71 hours, 33 minutes—actual driving time.

But on that trip the driver slept and even rested for brief spells. On those other phenomenal drives—Canada to Mexico—1558 miles in one continuous day and night run; over three mountain ranges—Cascade, Siskiyou, Tehachapi—in 40 hours, 57 minutes there was no surcease.

No relay of car or driver—no rest—no sleep—no relief for nearly 41 hours.

And at a speed great enough to clip nearly 12 hours off the best previous record.

Again—El Paso to Los Angeles—through desert sands and dense fog—908.5 miles in 21 hours, 23 minutes.

Here was the roughest road of all.

Cradle springs, balloon tires and the deep cushions of the Rickenbacker Six, conserved the strength and protected the person of the driver, while the perfect balance, road-ability and precision steering, gave stability at speed—and really made these records possible in a stock 6-cylinder car.

Drive this Rickenbacker Six yourself—it will be a revelation to you.

Address All Communications to
A. G. HENDERSON
Distributor, 212 East Alder St.
Walla Walla, Wash. Phone 230

\$1595

L. S. K. factory—plus war tax

The only Four-Door Coach-Brougham on the American Market