

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

MANY REGISTER DURING AUGUST

Month's Figure, 6,541. Since January 1 a Total of 202,215 Automobiles Enrolled.

SALEM, Ore. (Special to The Observer).—The total registration of motor vehicles in the office of secretary of state for the month of August, just closed, amounted to 6,541, of which 315 were trucks as against a total of 5,199 motor vehicle registrations for August, 1924, and 3,185 for August, 1923. There were 651 trucks registered in August, 1924. The total amount of fees collected for motor vehicles, motorcycles, dealer, chauffeur and operator registrations for August, 1925, was \$107,526.77, as compared to \$85,776.76 for August, 1924, and \$44,125.75 for August, 1923.

For the eight months' period, January 1 to August 31, 1925, the registration of motor vehicles in Oregon totaled 202,215, of which number 15,769 were trucks, as compared to 167,279 passenger cars and 14,932 truck in 1924. For the corresponding period, 1923, the total registration fees collected for the eight months' period, 1925, amounted to \$107,526.77, as compared to \$85,776.76 for the same period of 1924 and \$44,125.75 for the entire year of 1924. The total fees collected for the calendar year 1925 amounted to \$2,334,931.25.

The excess of motor vehicle registrations for the eight months of 1925, ending August 31, over those for the entire year of 1924, was 9,586, of which 8,579 were passenger cars and 797 were trucks.

Non-Resident Registrations. With a total of 15,355 the registration of foreign motor vehicles in Oregon for the month of August, just closed, was but 132 in excess of the registrations for August of 1924, and lacked 4,455 of equally the registrations for the month of July, 1925. The registrations for August of 1925 amounted to 12,121.

Every state in the United States was represented among Oregon requests for the month of August and there were 248 visitors from Canada, 10 from Hawaii, four from Alaska, one from China and one from Australia. The total registration for the eight months' period, January 1 to August 31, inclusive, amounted to 62,933 as compared to 59,632 for the cor-

responding period of 1924 and a total of 75,071 for the entire year of 1924.

The registrations, by states, for the eight months' period, January 1 to August 31, inclusive, follow:

- Non-Resident Registration By States**
- Alabama, 21; Arizona, 578; Arkansas, 78; California, 35,943; Colorado, 968; Connecticut, 45; Delaware, 4; Florida, 164; Georgia, 9; Idaho, 3,181; Illinois, 645; Indiana, 263; Iowa, 477; Kansas, 554; Kentucky, 36; Louisiana, 61; Maine, 14; Massachusetts, 94; Maryland, 27; Michigan, 552; Minnesota, 396; Mississippi, 34; Missouri, 377; Montana, 745; Nebraska, 477; Nevada, 312; New Hampshire, 17; New Jersey, 168; New Mexico, 108; New York, 280; North Carolina, 22; North Dakota, 14; Ohio, 425; Oklahoma, 450; Pennsylvania, 228; Rhode Island, 16; South Carolina, 3; South Dakota, 181; Tennessee, 20; Texas, 489; Utah, 719; Vermont, 15; Virginia, 47; Washington, 12; West Virginia, 23; Wisconsin, 430; Wyoming, 278.

The registrations, by stations for the eight months' period, January 1 to August 31, inclusive, follow:

- Non-Resident Registration By Stations**
- Albany, 95; Ashland, 19,047; Astoria, 322; Baker, 1,279; Bend, 355; Corvallis, 411; Eugene, 16,852; Gold Beach, 228; Grants Pass, \$4,942; Hood River, 493; Klamath Falls, 2,879; La Grande, 954; Lakeview, 71; Marshfield, 169; Medford, 9,502; Milton-Freewater, 769; Newport, 10; North Bend, 51; Nyssa, 789; Ontario, 3,984; Oregon City, 201; Pendleton, 1,454; Portland, 6,841; Roseburg, 1,569; Salem, 3,027; Seaside, 165; The Dalles, 1,527; Vale, 49; Inspectors, 39.

YES—BUT YOU PAY!
The question is often raised by car owners as to whether their insurance applies if their car is stolen when they have neglected to lock it. A number of motorists are always wondering whether it voids the insurance to leave a car stand out all night. Others ask, "What if the car is stolen from the garage where the owner does not use the lock on account of preventing the car from being moved in event of fire?"
The answer to these queries is an emphatic but subtle "yes." The insurance companies invariably pay the claims, but the car owners pay for their negligence. These unnecessary losses are reflected in the high rates which all must pay.—Oregon Motorist.

Now Bud took the buggy
And went a-parking;
Sis took the coupe—
And went a-parking!
—Whirlwind.

HUDSON, ESSEX MORE POPULAR

"The number of new Hudson and Essex cars on the streets and highways is proof enough of their popularity," declares E. L. Leobetter, local distributor.

"Even without the stimulation of new models, Hudson-Exssex business is maintaining a record pace of activity."
"The remarkable record of cars sold in Eastern Oregon is simply in line with business done all over the United States—a business which has placed Hudson-Exssex as the largest makers of six-cylinder cars in the world.

"Nearly a year ago our motorists began to recognize the outstanding values in Hudson and Essex. Now this knowledge has become far more widespread, with the result that Hudson-Exssex is doing a volume business nationally, which is thousands of cars a month larger than that of any other maker of six cylinder cars.

As Hudson-Exssex volume has increased, the public has been given the benefit of constantly lowered prices, so that now our cars sell for the lowest points in their history and at less than half their peak prices. It is no sure thing that prices can be maintained at so favorable a level.
"Such a program does not make for a radical series of ups and downs in business, but rather results in a consistent and steadily growing volume. It depends on the public coming gradually to realize what Hudson and Essex offer and advertise, "value for the money."

"Sometimes we are asked, What is the reason behind Hudson and Essex economies and lowered prices? What are the distinguishing features of Hudson-Exssex manufacturing economy? How can prices be cut and quality improved?"
"First, as we said, Hudson-Exssex is the largest six manufacturer in number of cars made. Second, it is a specialist in enclosed cars, 90 per cent of its entire production being in the popular Hudson and Essex coaches. Thirdly, overhead expense is light and it is divided over the combined totals of Hudson and Essex. Fourthly, Hudson-Exssex originated the coach has made over 300,000 of them and naturally knows how to build them well and economically. Hudson and Essex sales leadership all over the United States is proof that motor car buyers know and appreciate these facts."

... the Commander-in-Chief of one of the three biggest builders in the world of first-quality automobiles is responsible for that statement. Certainly no one knows better what is back of this extraordinary car-of-tomorrow value. Certainly no one knows better what man-power, and money-power, and big purchasing-and-producing-power have been put into the building of it!

A better car for less money. That is the net of it. Big-car quality. Big-car appearance. Big-car service. And, at less-than-current light-car cost, many new features, many new refinements added!

But let this car speak for itself. These are the facts. In this master-product of Overland you find the answer to what your money-of-today can buy in car-of-tomorrow value.

... A FULL-SIZE 5-PASSENGER SEDAN, with plenty of room for 5 full-grown people to ride in—for the first time in motor car history, a car of this size, with sliding gear transmission, for less than \$600!

... A smart-appearing car, clean-cut, rakish, low, with the stream lines of a yacht, very swagger-looking! ... polished lacquer finish, rich deep blue, with gleaming black trimmings—as inviting an eye-full of automobile as you would want to look at. Women want it the minute they see it!

... extra big doors, extra wide, easy entrance and exit to both front and rear seats. Like getting in and out of a limousine. No inconvenience, no discomfort. Each door has four extra heavy hinges—treat them as rough as you like, these doors are built to stand punishment!

Wider seats—the widest of any light car built! New single-piece, undivided front seat, 39 inches wide, 19 inches deep. All the elbow-room you want. You know what that means to your driving comfort-and-freedom. No more 100-mile fatigue! Wider back seat—45 inches wide, 18 inches deep. You know what such ample seating capacity means to the comfort and pleasure of your passengers.
Very latest one-piece windshield—very valuable in night-driving. Gives clear, unob-

structed vision. No neck craning. Sit serenely back of the wheel and you can always see where you're going. More easily adjusted—you don't have to fuss with it. Adds greatly to the car's appearance. Easier to clean and to keep clean. You need this new-day light-car feature and, in this extraordinary car-value, you get it!
Big wide windows—more than 20 square feet of window space—all the air and all the broad, uninterrupted vision of a touring car with closed-car protection, closed-car snugness, closed-car warmth and comfort whenever you want it!
... A 27-horse-power engine, sturdy, fast, reliable, a noble hill-climber. A quieter engine because it has fewer working parts. 20-to-25 miles to the gallon of gas, often more—light on oil—hundreds of Overland owners report as high as 15,000 miles without a dollar spent for engine up-keep!
Three speed, selective, sliding gear transmission—at the lowest price ever available in a Sedan! Borg and Beck disc type clutch—one of the finest clutches made and used in many of the highest priced cars in this country; Auto-Lite starting, lighting and ignition—again, standard big-car equipment; a rear axle system the equal in size and weight to that used in cars carrying double the weight of this one; Axle shafts of Molybdenum steel, the toughest steel known. In the entire three years in which Overland has used this axle system there is no case on record where an axle has ever been broken.
Chassis, a strong, rigid frame with plenty of bracing; springs of Chrome Vanadium steel, the finest and strongest spring steel known to engineering.

To understand what you're getting in this great light car, at this heretofore unheard-of price, you've got to step in and see it. You've got to compare it, point for point, with other cars you may be considering. Then, and then, only can you form any fair estimate of its outstanding value for so little money.
Easy terms. Only a small amount down. 18 months for the balance. Apply your present car as your down payment and drive this new car home!

News from Bulgaria. King shined his own shoes. About the only king left who really knows how to shine.

Garage Gossip

Sells Two Stars—
J. P. Morelock, whose business is voicing the praises of the Star cars conducted a campaign in Wallowa county this week that netted him two sales and put two more Stars, a touring model and a coupe, in Joseph citizens' hands. Mr. Morelock took the cars to Joseph Tuesday, delivered them to the purchasers, and returned to La Grande Wednesday.

Returns to Corvallis—
Foster Simms, who has been working at the Perkins Motor company during the summer, has returned to Corvallis, Ore., where he will attend the Oregon Agricultural college. Clyde Webb is taking his place at the garage. Mr. Simms worked in the parts department and dispensed gasoline to thirty Ford, Lincoln and other automobiles at the gas pump.

Visited at Wallowa Lake—
Mr. and Mrs. Avery Harrison and their two daughters visited at Wallowa lake over the last week end. They report an enjoyable trip. Mr. Harrison is proprietor of the Blue Mountain garage.

Plenty of Business—
The garages and filling stations have been in a rush of business this week, largely occasioned by the annual stampede of La Grande people and motorists from points to the east, to Pendleton for the Round-Up. Before honking the horn, backing from the curb and turning the nose of the machine toward the Umatilla county seat, gasoline, oil and other service was necessary, and several of the garage employees had their hands full taking care of the wild west pilgrims.

All Aboard for Corvallis—
Time was when collegians packed a suitcase, bought a ticket and rode the cushions to Corvallis, Eugene, Salem, or wherever they became instilled with higher learning, but that isn't the means a La Grande quartet used to reach the educational stamping ground. Dai-

las Jacobson, Francis Snodgrass, flamboyantly over the heads of the Foster Simms and Ray Lench left La Grande Thursday morning for the Oregon Agricultural college, traveling on the "O. A. C. Special". The special is a Ford car, painted orange with "O. A. C." in black, embellishing the otherwise exuberant effect. And to make the car look more spiffy, a half-ton—the latest thing in "specials" rider-

ment of the Blue Mountain garage, is on his vacation this week in Pendleton.

Taking Vacation—
Despite the rush of business this week, the garage men manage to find time to take a few days off and see the Round-Up also. George Heer, in charge of the parts depart-

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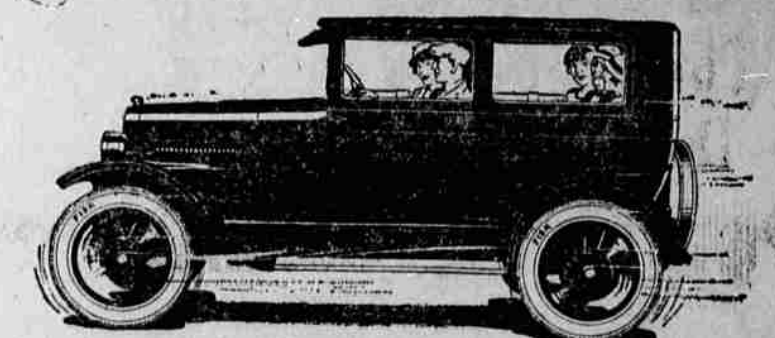
An Appreciation--

We are quitting the filling station business in La Grande, but we have sold out to men who will continue the same ideas of good service. We heartily appreciate the excellent business we have enjoyed and take this means of expressing our thanks to many, many customers. We tried to serve you as we would like to be served. We enjoyed serving you and hope you liked our ways and our products. We feel sure the new owners will merit your continued patronage.

J. F. HEASTY
LA GRANDE FILLING STATION

"no car built will do what this car does for \$595!"

John G. Willys
President, Willys-Overland, Inc.



Overland Four-Cylinder Standard Sedan \$595 f. o. b. Toledo

Compare These Values

Dollar For Dollar

Hudson Coach \$1415

Essex Coach \$950

Hudson Brougham \$1740

Hudson 5 Pass. Sedan \$1945

All prices delivered in La Grande. Freight and Tax Paid.

"The World's Greatest Buys."

E. L. LEOBETTER
Holmes Bldg.

Standard OVERLAND Sedan
GETTINGS & HANKS
1312 Jefferson Ave.