

Highway and Auto Dope

AUTOMOBILE NEWS

Traffic and Tourist News

3,313 KILLED BY AUTOMOBILE

WASHINGTON (Special)—The Department of Commerce announced that reports of automobile fatalities in 1925 have been received from 77 cities of 100,000 population or more. Thirty-nine of these cities show more automobile fatalities in the four-week period ending September 13 than in the previous four-week period.

For 47 cities with an aggregate population of 27 million, there were 3,313 automobile fatalities reported in the period January 1 to September 13, 1925, as compared with 3,313 such fatalities in the period January 1 to September 30, 1924. Of these 3,313 deaths, 493, or 15 per cent, were reported in the four-week period ending September 13, 1925.

OWNERSHIP OF CAR FIGURED

Based on figures on the new price of the Overland Standard Sedan, and our estimates of service on the records of thousands of owners, we can set the average cost of ownership of an Overland Standard Sedan at around 400 per day, 333 fittings and fairs, local automobile distributors.

"This does not take into consideration the average cost for fuel, oil, tires and similar items, but it does cover the cost of keeping the car in first class condition, ready for any kind of a trip at any time."

GARAGE GOSSIP

In New Quarters—Harris French, Jewett-Paige distributor, is moving into temporary quarters back of the Mack car where the bakers was formerly housed. Mr. French is negotiating for modern garage rooms on Adams which he expects to lease in the near future.

Parson Factors, Win—Parson factors captured the three first prizes of the day at the 4th annual Wheatland plowing match held recently at Naperville, Ill., and considered to be the most important plowing contest held annually in the country. It is announced by the Perkins Motor company, local distributor of Ford, Lincoln and Parsons.

STREETS NOT WIDE ENOUGH

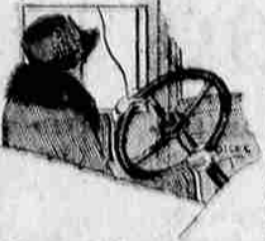
WASHINGTON (Special)—Pacts on traffic and transportation in Washington, as reported in a comprehensive survey recently conducted, contain lessons applicable wherever there are traffic problems, according to Major William E. R. Covell of the Public Utilities Commission of the District of Columbia, under whose supervision the survey was made.

"Every American city has dedicated to general use a certain proportion of its superficial area in the form of streets," said Major Covell today. "These thoroughfares were ample for horse-drawn traffic of twenty years ago. They were large enough to accommodate the first few million automobiles, but now they are overflowing. They cannot be enlarged except at enormous public expense."

Two Major Advantages Studebaker Alone Offers

1-One-Profits Value 2-Unit-Built Construction

There are (as you probably know) only two manufacturers who actually build their cars complete—make all their own bodies, engines, clutches, steering gears, differentials, springs, gear sets, axles, gray iron castings and drop forgings.



The steering mechanism is especially designed for easy driving with the big balloon tires.

These are all features that you can easily see. But down underneath that glistening coat of metallic enamel you'll find the same quality of materials and workmanship that are out in the open.

Under this One-Profit policy the entire car is designed, engineered and manufactured as a complete, coordinate harmonious unit in Studebaker plants. Being Unit-Built it functions as a unit. And this adds years to its life—gives you scores of thousands of miles of extra transportation—greater riding comfort—minimum repair costs—and, finally, higher resale value.

Long resilient springs made of special chrome Vanadium steel give greater buoyancy and protection from road shocks. The crankshaft is completely machined on all surfaces to eliminate vibration. And the motor is the most powerful in any car of this size and weight, according to the rating of the National Automobile Chamber of Commerce. It is a motor built for smooth, trouble-free service at 5 to 53 miles an hour—not for excessive speed or spectacular stunts.

Examine the Standard Six Coach closely—make detailed comparisons with other cars—and you will understand the full meaning of One-Profit value.

Make comparisons before you buy. These are advantages made possible by One-Profit manufacture. Check them off point by point—in comparison with other coaches.



THIS IS A STUDEBAKER YEAR

But there is another side to One-Profit manufacture—a feature that no careful buyer can afford to overlook.

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ATTENDING SCHOOL

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NEW YORKS ARRIVE

The Perkins Motor company received a carload of the improved model Ford touring cars yesterday. It is expected that another carload of cars of the enclosed type will arrive about the first of next week.

Lawton Stearns has accepted a position with the Perkins Motor company as bookkeeper, taking the place left vacant when Fred Gelbeck left for the University of Washington.

WHY GUM-DIPPING IS SO IMPORTANT TO CAR OWNERS

GUM-DIPPING—the Firestone extra process builds into tires extra quality by impregnating and insulating every fiber of every cord with rubber.

By this method, added strength and flexibility are imparted to the cords, making Gum-Dipped Balloons most serviceable and enduring over rough roads.

Save money—buy Gum-Dipped Balloons now—while prices are low.

MOST MILES PER DOLLAR

PERKINS MOTOR CO.

La Grande, Oregon

Hug's Garage Elgin, Ore.

IMBLER GARAGE

Imbler, Oregon

OSCAR GRAHAM

Union, Ore.

AMERICANS SHOULD PRODUCE THEIR OWN RUBBER

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JEWETT COACH NOW \$1245

New lower prices on all improved Jewett models as follows: Coach \$1245, De Luxe Touring \$1290, De Luxe Coach \$1490, De Luxe Roadster \$1500, De Luxe Sedan \$1680. Prices f.o.b. Detroit, tax extra. Paige-hydraulic 4-wheel brakes at slight extra cost.



Always Making Them Finer

HARRIS FRENCH

1115 Washington Ave.

FIRESTONE

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