

AUTOMOBILE BUSINESS OUTLOOK FOR 1926 IS ROSY

MOST DEALERS ARE OPTIMISTIC

Year Will Be a Big One with Greater Volume of Business and More Attractive Models.

This year will be a big one for automobile dealers in La Grande according to the consensus of opinion along auto row.

During the past year the automobile business in La Grande reached a high peak and probably more new cars were sold in this territory than ever before.

Time spent in interviewing the various distributors here reveals that optimism exists at almost every garage.

"Looks like quite a bit of business in 1926 and especially for us with the new price reduction taking effect January 1," is the way J. C. Smith, Dodge distributor, looks upon the situation.

"It is not time to say definitely what kind of a year it will be, but I believe 1926 will be the best in the automobile line in history.

More can be said after the auto show in New York next week which several price reductions and other things will be announced," states M. J. Goss, Studebaker agent here.

"I believe this year will be a good one," declares Avery Harrison, Chevrolet dealer. "There is no reason to believe otherwise, as all business is prospering now and people are better off financially."

"It looks like this year will be better than the past in the auto business and the past year has been very good," says Leo French, dealer in Chryslers. "Everyone wants a car nowadays and the future to me looks very promising."

"Looks good to me," Mr. Hanks, of Gettings and Hanks, Overland and Willys-Knight distributors, said upon being questioned as to his opinion of the automobile outlook. "The automobile business is going to be all right."

"We expect to do more business this year than any two years before," says Jim Morelock, Star dealer. "We have never had anything look so good since I have been in the automobile game—and that has been a long time. People have the money this year and are going to spend it. We never had so many inquiries or orders before to start the new year out as we have this year. We expect to more than double the amount after our auto show which starts January 16."

"Everything points to a good year, not only in the automobile business but in nearly every calling," Harris French, who sells Jewetts here, says. "It is surprising the number of people that are preparing to purchase new cars at this time—usually the off-season in the automobile trade. With such a demand at present, it presages much for the seasons yet to come."

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"We expect the biggest year in the history of the automobile business," says E. L. Ledbetter, Hudson and Essex dealer. "During 1925 approximately 2000 Hudsons and Essexes were sold in Oregon and dealers here hope to double this figure this year. Here in La Grande we have nothing to complain of."

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Thousands of Auto Victims In U.S. During Last 2 Years

Figures Show 15,528 Persons Killed in 1924; Fatal Figures for Past Year Put Death Rate High—557 Die in New York Alone in 1925.

WASHINGTON (AP)—The national death rate in the United States has been placed by the commerce department at 11.3 a thousand of population, on the basis of figures for 1924, as compared with 12.3 in 1923, 11.3 in 1922 and 11.6 in 1921.

The figures covered the entire death registration area of the country, which accounts for about 88 per cent of the population. The number of deaths registered in this territory during 1924 was 1,173,590, out of 99,930,494 population.

Automobile accident returns are now being received from 78 cities of more than one hundred thousand population each, for 59 of which a complete record of 1924 automobile fatalities is available. So far this year the daily average of automobile fatalities has been 11.7, while last year for the same period it was 14.5, but for the four weeks ending December 5, this year it jumped to 16.3.

Heart disease was found to have been the chief cause of death in the general registration area in 1924, accounting for 176,671 fatalities, a slight increase over the comparative figure for the preceding year. Cancer, likewise, took a heavier toll in 1924 than in 1923, 91,541 deaths being attributed to this cause. Tuberculosis deaths, on the other hand, showed a decline, numbering 89,724 in 1924, as compared with 96,722 in 1923.

Cerebral hemorrhage, pneumonia and nephritis were other large factors in the mortality figures, while of the 75,745 accidental deaths automobile alone caused 15,528, compared with 14,411 in 1923.

Both suicides and murders increased, suicides totaling 12,061 in 1924, against 11,237 in 1923, and murders 5429, against 7395.

AUTOMOBILE FATALITIES. WASHINGTON, (Special)—The department of commerce announced that reports of automobile fatalities in 1925 have been received from 73 cities of 108,000 population or over. The total number of such fatalities in these cities from December 28, 1924, to December 5, 1925, was 5,768, and the daily average was 16.8. The numbers in eight periods of four weeks were as follows:

Table with 2 columns: Four Weeks Ending, and Fatalities. Data points: Dec. 5, 1925 (614); Nov. 7, 1925 (612); Oct. 19, 1925 (524); Sept. 22, 1925 (521); Aug. 15, 1925 (496); July 18, 1925 (494); June 29, 1925 (491); May 23, 1925 (421).

There are 59 cities for which comparable figures are available for 1924. The total number of automobile fatalities in these 59 cities was 5,955 in the period from December 28, 1924, to December 5, 1925, and 4,875 in the period from January 1, 1924, to November 27, 1925.

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U. S. Should Produce Own Rubber, Belief

WASHINGTON (AP)—The best method for the United States to follow in combating high rubber prices is to use as little of the product as possible and to build up independent sources of supply.

Secretary Hoover declared in commenting on developments growing out of charges against an alleged British rubber monopoly.

He added that if this country were to sell wheat and cotton in exchange for rubber, based on the ratio of cost of production of rubber, and the price American consumers are paying for it, the wheat would sell for \$3 a bushel and cotton at 75 cents a pound.

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Highway in Excellent Condition

Although the Pacific highway is in excellent condition for this season of the year, motorists traveling over this route should drive carefully through the Skiyoun mountains in Northern California and Southern Oregon.

Due to alignment of the road in this section and freezing weather which prevails at this time of the year there are many treacherous curves.

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Unit Built One Profit Studebakers

These Studebaker Motor Cars are the finest we have ever sold. There is no sacrifice in materials nor in workmanship. The velvety motor to carry you over the highway without notice of hills. The interior finish is better instead of being made cheaper.

LET US SHOW YOU. M. J. Goss. Studebaker Sales and Service. "This is a Studebaker Year"

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EXIDES. Have proved their superiority in every test of battery service. Your starting and lighting depend on the battery. Let a dependable Exide do the work for you. Fred T. Burgess, EXIDE BATTERIES Distributor. Main 125 1308 Jefferson

The Better Buick surpasses every previous Buick in performance--in quality--in beauty--in value and in sales. NO OTHER MOTOR PROVIDES ALL THESE ADVANTAGES. 75 Horsepower - Air Cleaner Controllable Beam Headlights Mechanical 4-Wheel Brakes. Automatic Heat Control Sedans at Coach Prices Duotone Duo Colors Sealed Chassis. Gas Filter - - - Air Filter. Today, as for 21 years, Buick is the acknowledged Standard of Comparison among motor cars. WHEN BETTER AUTOMOBILES ARE BUILT... BUICK WILL BUILD THEM.

Jennings & Shumate. La Grande Filling Station. Kuhn & Zweifel.

You'll Want Good Gas. For These Cold Frosty Mornings. VELTEX SPECIAL WINTER GASOLINE. Is saving many turns of the starter for hundreds of auto drivers. Let us fill up your gas tank today with this quick-starting gasoline.

Parts -- Storage LA GRANDE WRECKING CO. Adams Ave.

Auto Tops Re-Covered - Repaired Curtain Work W. E. COLUM 1304 Jefferson Ave.

Business Men Ask of Refund. SALEM, Ore.—Corporations affected by the new tax enacted at the last session of the legislature providing that commercial vehicles which operate five miles beyond the boundaries of any incorporated town or city shall pay a license fee on their machines 50 per cent in excess of that demanded under the old law, have sent letters to Salem inquiring how they will obtain refunds in event the new license law pertaining to commercial vehicles is held to be unconstitutional.

Perkins Motor Co. Corner Fourth and Adams. Phone M-500.

Your Auto License Is Due. WHO WILL PAY IT? WILL YOU, OR WILL WE? Start The New Year Right. VISIT-- OUR USED CAR DEPARTMENT AND SELECT YOUR 1926 TRANSPORTATION. 40 Cars to Choose From. FREE 1926 License with all used cars sold this week. BUY NOW AT WINTER PRICES—EASY TERMS. Perkins Motor Co. Corner Fourth and Adams. Phone M-500.