

FRANKLINS TO BE SOLD HERE

Agency for This Territory Given to Bird F. Lewis—Newest Models Now on Display.

Some 125 Franklin owners and drivers in the La Grande territory are expressing pleasure at the relocation of a Franklin agency in La Grande, located just east of the Observer office. It is announced by George McClure, district distributor. He will be represented here by Bird F. Lewis in the sales department, and by Kenneth O. Keeney and Tracy Hollister in the service department.

Mr. McClure is optimistic of the Franklin prospects here and expects a big year in this territory. At no place in the territory he surveys, he says, are conditions better than in La Grande and Valinda.

Mr. Lewis will have the latest type Franklin on display, including a sport sedan in maroon green, an Oxford sedan in moleskin, a standard sedan in blue, and a three-passenger coupe with leather upholstery. An Oxford sedan has just been delivered to John Stoddard and two other new machines were recently sold to A. T. Hill and Mr. Lewis.

Mr. McClure announces that standardized service, with standardized prices featured, will be maintained here.

Plan Northeast Canada To Mexico City Highway

CHICAGO (AP)—A highway extending from northwest Canada to Mexico City will be considered at an international traffic conference held in connection with the convention of the American Road Builders' association here Jan. 11-15.

The proposed highway would be created by connecting roads already in existence into a unified link between the two extremes of the continent.

Charles M. Schwab, steel magnate, will make the opening address at the conference.

A man in Oklahoma says he killed a deer with his knife. We say the dry laws are not enforced there.

Every time we get a bill marked "Please Read" we get almost mad enough to go and pay it.

Automobile Shows Serving To Start The New Year Off Right

New York Show, Now Under Way, Begins Season and Will Be Closely Followed by Large Expositions in Chicago and San Francisco.

SAN FRANCISCO. (Special)—The new year is being ushered in by the motor industry with its big yearly shows, exhibitions and displays. The first show of the year is now being held under the auspices of the National automobile chamber of commerce in New York City and will end January 15.

Following it closely will be the Chicago and San Francisco displays with dates set at January 31 to February 6. These two motor displays are the great trade shows of the country. To them will flock the dealers from all parts of the country to see the new models offered by the manufacturers to the public.

All the exhibits in both Chicago and San Francisco will be exceptionally interesting this year. They will of course be practically the same as the exhibits shown in New York, for the manufacturers are preparing to duplicate their displays in the Chicago and San Francisco shows.

The Chicago show is important because it plays to the dealers of the great middle western section of the country and the San Francisco exhibit serves the same purpose for the Pacific Coast states, one of the richest motor markets in the country.

The coast territory takes about one tenth or perhaps a little more in some instances, of the output of the biggest manufacturers. It is a discriminating automobile public out here and the manufacturer is very desirous of having the opinion of the western dealer and distributor on his cars as soon as they are introduced at the shows.

Therefore the coming tenth Annual Pacific Automobile show assumes national importance.

Stevens for Dealers.

It will come dealers from Southern California, Arizona, Nevada, Northern California, Washington and Oregon. Many important trade meetings will be held. Factory executives from the east will be on hand to address dealer gatherings. This will become the automobile capital of the west for the span of the show and the eyes of the motor industry east and west will be focused on the activity of the San Francisco motor men.

Under the able supervision of Manager George Wahlgreen, the tenth annual Pacific Automobile

show will have a more elaborate decorative setting than ever before. It will also have a more interesting display of motor cars, motor buses, motor trucks and accessories than ever before. In the history of shows here.

Many new cars will be shown at the San Francisco automobile show for the first time. A number of new models by old established motor concerns will also make their appearance. The styles in motors for 1926 will be exhibited at the same time as they are shown in Chicago and as fast as they can be sent across the country from the New York show.

This is the first time in the history of the coast that any automobile show here offers the public and the trade the same cars, the same models and the same news of the industry at the same time as it is to be had in the east.

Exhibits The best.

The announcement that Wallgreen had made a coup by securing practically the same exhibits for the coast show almost a month earlier than ever before was received with enthusiasm by men in the trade all the way from San Diego to Seattle.

These men, who formerly had to make the long cross country trip through the cold and blizzards weather that characterized the middle west in January are now planning on coming to San Francisco and seeing the new cars first in the west.

The out of town attendance at the forthcoming show will be the heaviest in years, is the prophecy of rational men and hot-blooded men here who keep in close touch with the trade conditions.

Members of the San Francisco Motor Car Dealers' association are also confident that the Bay City attendance will be heavier than ever before due to the recent announcement that many new cars will be shown for the first time and to the further fact that Paul Whitman, one of the greatest musical conductors in the world is coming with his orchestra direct from New York to conduct the music at the Exposition Auditorium.

New Ford Equipment Will Be Displayed

Windshield wipers, eyeglass curtains and top boots are being added to the list of special equipment supplied by the Ford Motor company. The first public display of this equipment will be during the Ford national show week, January 9 to 16.

These specialties are not "extras" but have been so designed by Ford engineers as to become an integral part of the car. The equipment is held to the same standard quality as the car itself. Behind them lies extensive experiment to determine the type and construction best adapted to Ford cars; experiment which was unhampered by any compromise necessary to permit adaptation to some other kind of car.

The introduction of these specialties in no way conflicts with the company's policy of retaining from dictating to a purchaser the amount of equipment he must buy with his car. Those to whom economy is the principal consideration will in the past, be able to purchase Ford cars in which the standard equipment will include only those features essential to satisfactory operation. On the other hand, to those who are interested in the completely appointed car will be available specialties produced according to the same standards of quality which are incorporated in the car itself.

Big Increase in Truck Sales in Past Year

Shipments by Graham Brothers, motor truck manufacturers, now a unit of Dodge Brothers Inc., for the 11 months ending November 29, 1925 amounted to 21,415, compared with 2484 for the same period last year, representing an increase of more than 125 per cent. Eleven months' shipments are 19,628 trucks in excess of the entire output of 1925, according to official figures issued by the company.

Total motor truck production for the country for the first eight months of 1925 increased 23 per cent and that of Graham Brothers for the same period increased 195 per cent.

Vastly increased exports and increased bus output account for a substantial portion of Graham Brothers increased production. Exports for the first 11 months of 1925 were 2375 trucks, compared with 1325 for the same period of 1924.

MACHINE SHOP BURNS MAESFELDE, Ore.—Fire destroyed the machine shop of the Stout Lumber company of North Bend, about 4 a. m. today, resulting in an estimated loss by the owners of \$75,000, covered by the insurance. Stores of supplies for the logging camps were removed in part, but the machinery was disabled and much of it will have to be replaced.

Excepting for the necessity of sending machine repairs to other shops no inconvenience is caused. The mill, where 200,000 feet is sawed daily, operated as usual today.

Walla Walla's Street Cars Put in Discard

WALLA WALLA, Wash. (AP)—Operation of electric street cars is a thing of the past in Walla Walla. Three automobile buses, owned by the Walla Walla Transit company, have started running over schedules that will cover a larger portion of the city than was served by the electric cars. All tracks in the city except the interurban line which runs to Milton, Ore., will be torn up.

GAS WARNING AGAIN ISSUED

Automobile owners are warned against the danger of carbon monoxide gas in a bulletin issued by the National Safety council, with headquarters in Chicago.

"Never run the motor in the garage unless the doors and windows are open," the council warns.

"Carbon monoxide gas is given off from the exhaust pipe. This gas is colorless and odorless and, therefore, cannot be detected. In the average private garage, it takes only a few minutes to saturate the air to an extent sufficient to cause death."

"Numerous cases of fatalities due to this cause were reported in newspapers last winter. In most of them the owners had come to the garage to get the car out, but started the engine to warm up the car before taking it out into the cold and had been overcome within a few minutes. Their wives, becoming alarmed at time elapsed, had gone to the garage and found their husbands dead."

"In case a person is found overcome by this gas, the Prone Pressure Method of Resuscitation should be applied and a physician notified. Anyone can learn this method of artificial respiration in a short time and should learn it. Instruction may be obtained from local safety councils, local Red Cross chapters, Y. M. C. A.'s and local public service companies."

The largest gasoline company in the U. S. reports only a 25 per cent decrease in winter sales under summer consumption.

Automobile owners in the General Motors family number 100,000.

What this city needs is a fire department that will come out and build a fire for you.

GARAGE BUILT AT ELGIN, ORE.

New Building, Erected by E. C. Gettings at a Cost of \$6000, to Be Opened Tonight.

ELGIN, Ore. (Special)—The opening of Elgin's newest \$6000 garage and service station will be observed tonight with a big free dance given by the proprietors, Mr. and Mrs. E. C. Gettings. Music for the occasion will be furnished by the five-piece Wallowa orchestra from Wallowa.

The new building has a 50-foot front and is 112 feet deep, of one-story garage type, constructed of concrete with a decorative stone front. Mr. Gettings himself finished the smooth cement surface of the floor, glassing it especially for the dance on the opening night. The structure will have a storage capacity of 25 cars, with a show room and office next to the street. A filling station with visible gas pump is part of the equipment. Overland and White-Knight cars are handled.

65,000 CARS IN STATE LICENSED BEFORE JANUARY 6

SALEM, Ore. (By the Associated Press)—Less than 65,000 out of an anticipated 240,000 motor vehicles in Oregon had been licensed for 1926 when the state department closed its doors Jan. 5.

Approximately 200 licenses are now being issued daily, and if this rate is maintained, virtually all of the applications now in the hands of the secretary of state will have been disposed of by February 1.

Applications for licenses have been received at the rate of approximately 5000 daily during the past two weeks.

As soon as the congestion in the motor vehicle department is relieved the police officers of the state will be notified.

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

Road Marking System Meets with Opposition

FORT SCOTT, Kan. (AP)—A protest against the marking system for United States highways approved by the department of agriculture has been issued from the national headquarters of the Atlantic-Pacific highway here.

Towns and states along that highway are being organized to carry the protest to congress if necessary. A hearing on complaints

will be held by the general commission charged with designating routes in Chicago January 15, at which protests will be presented from many states. The protests are based on the charge that routes selected for making have been influenced by interested individuals or communities and that it is an attempt to destroy or organize highways and trails.

The radio industry is in its infancy. That's why the darn things kick up such a racket when you have company.

American Trained Protege Sought by Rosa Ponselle NEW YORK (AP)—Rosa Ponselle, prima donna of the Metropolitan opera company, is conducting a quiet search for an American protege to succeed her.

The dramatic soprano has no intention of an early retirement—she is yet to reach thirty years of age and the full height of her career. The protege is being sought because Miss Ponselle desires to show that others may succeed in opera and concert work with training in America.

Ford

NATIONAL SHOW WEEK JANUARY 9-16

Exhibiting the Improved Ford Cars and Featuring the Latest Ford Equipment

All Ford Dealers are now holding a Ford National Show, exhibiting the improved Ford cars, and featuring the latest Ford equipment.

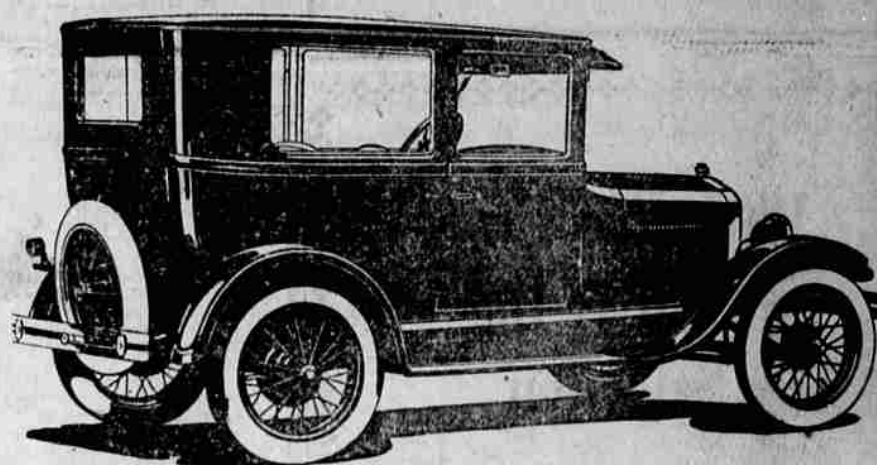
This is the finest exhibition of Ford passenger cars the public has ever seen. The display that the nearest Authorized Ford Dealer has arranged will give you an entirely new conception of Ford values.

The display will be continued until Saturday night, January 16. Resolve right now that you are going to see it. Even though you have already carefully inspected the improved Ford cars—see this display! It is something entirely new.

Remember—you can go any time this week. But be sure to go!

Sponsored by

Ford Motor Company.



2,000
Hudson Essex
Cars

Sold in Oregon
In 1925

A Great Sales Record made possible by
GREAT VALUES.

Everyone Says So — Sales Prove It.

"The World's Greatest Value Buy."

Ledbetter
Garage
Adams Avenue.

FRANKLIN IS BACK AGAIN

We are pleased to announce the appointment of Bird F. Lewis as our sales representative in this territory

Our sales and service will be handled out of the garage formerly occupied by Jennings & Shumate, located at 1414 Adams avenue. Mr. Lewis will have the latest Franklin models on the floor. See the—

Sport Sedan in Marne Green

Oxford Sedan in Moleskin

Standard Sedan in Blue

3-Passenger Coupe with leather upholstery.

MCCLURES

Distributor of The Franklin

Sales

Service

Bird F. Lewis

Kenneth A. Keeney

Geo. E. McClure

Tracy Hollister

Laugh In the Face of Old Man Winter



LET this old man with his frosty breath and icicle beard blow his chilling drafts in your direction. However low he pushes the mercury in the thermometer, you can drive your car without a care or worry if you are using Veltex Winter Gasoline.

This new gasoline is a new Veltex product. It is specially refined to give you better service in winter weather.

Veltex Winter Gasoline will make your car start quicker on cold mornings. It will do away with sputtering and back-firing and give you more miles to the gallon. And, it costs no more than ordinary gas.

Try a Tankful Today

Look for the Veltex Winter Gasoline Signs

Fletcher Oil Company

Veltex WINTER GASOLINE