

AUTO STAGES HERE SERVING BIG DISTRICT

Motor Transit Company
Operates 40 Busses
in Three Counties

ENLARGEMENT OF SERVICE PLANNED

Improvement Will Keep
Pace with Public Pat-
ronage, Herman Moser,
Proprietor, States.

When Herman Moser came to Eastern Oregon from Portland some four years ago in 1922, the Union, Walla Walla, Baker, Umatilla counties was a virgin territory as far as the motor bus transportation industry was concerned.

Only a beginning had been made. Here and there stage roads made short trips as regular as possible, which wasn't as popular as the nation of those days often desired.

Secured Modern Busses
But Mr. Moser, seeing his opportunity, literally grasped the bull by the horns and within a few months had two up-to-date busses, the latest thing in service this year, operating regular schedules for the Motor Transit company, which he organized. Now there are 27 large stages serving all Eastern Oregon points.

Highways were then in fair shape but it was some time before regular winter schedules could be maintained, such as they are at present, which they now operate all winter regardless of the depth of snow. A snow-reducing device keeps the road clear.

The Motor Transit company, although serving La Grande since its organization, did not utilize this city as its headquarters until last year. Pendleton served in that capacity until July 1, 1925, when Mr. Moser came to La Grande and, besides the Pendleton-La Grande run, introduced the La Grande-Walla Walla line from Colfax, formerly owned and operated by Baers and Goldiron.

La Grande Is Terminal.
At present the company has La Grande as the terminal of these two runs and also connects with the Baker-La Grande company which extends into Idaho, and with the company having Pendleton as its terminal.

Three round trips daily are made over the Blue Mountains and fixed schedules are maintained the year round. Three round trips are made daily between La Grande and Pendleton, connecting with the stage from Walla Walla.

All busses used by the company are modern and capable of comfortably taking care of from 12 to 18 passengers. Mr. Moser recently ordered two new chair cars de luxe, a more luxurious type of stage, which accommodate 18 passengers. These cars, similar to the parlor cars so popular in other parts of the country, are equipped with every convenience and will insure patrons the best of service.

At present 10 busses are in use and a dozen drivers are employed, all capable, thoroughly tested men, according to Mr. Moser. In addition to this, the stage depot located on Jefferson avenue across from the O. W. depot, provides a central point for all stage operations here.

Will Enlarge Service.
The Motor Transit company will enlarge its service when conditions justify such a step and Mr. Moser has in mind several additions and improvements which he will inaugurate when the time is ripe.

Among other plans he is contemplating is the installation of a line from Enterprise to Lewiston when the highway between those two points is improved. When this is done, a loop run will be provided, which will give Walla Walla county improved means of transportation to nearby territory.

"Of course," Mr. Moser said, "this all depends upon whether the highway is completed so that such a run will be feasible."

Before coming to La Grande, Mr. Moser operated a stage line from Portland to Tillamook, using eight vehicles out of Portland, which he sold before entering the Eastern Oregon territory.

In Business Eight Years.
His record in the motor bus transportation industry dates back eight years, excluding two years which he spent overseas in the American expeditionary force during the World War. His long service classes him as one of the pioneers in the game in Oregon and Washington.

The Motor Transit company is a member of the Oregon Motor Stage association and Mr. Moser is one of the board of directors of the association representing the Eastern Oregon territory.

**INSURANCE IS
ONE WAY TO
LESSEN TOTAL**

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as may be damaged. Such accident or damage shall be made by the insured and the company, or if they differ, then by an appraisal by competent and disinterested appraisers.

The exact ownership and any encumbrances on the machine must be stated, and the company can deny liability if the insured has concealed or misrepresented any

C. Playle



A. Playle



Above—Charles Playle, of the Playle Oil Co., of La Grande, Idaho—Andrew Playle, second member of the firm.

FIRM GROWING; NEW STATION WILL BE BUILT

Playle Oil Company Soon
Will Be Able to Serve
All Tourists

BELIEVES SITE IS ADVANTAGEOUS

All Departments of Present
Business Housed in
Attractive Ornamental
Buildings.

With the grounds cleared and graded for the construction of an permanent service station at the corner of Adams avenue and Second street, and with two stations—each of them the finest in town—already operating at the other end of the avenue, the Playle Oil company looks to a day in the near future when it will be equipped to serve all the motorists that enter and leave La Grande by the Old Oregon Trail highway.

The new station is to be one of the show-places of the city. Not only is the building to be artistically appealing, but the grounds around it are to be planned by a landscape architect, so that the whole place, when viewed by motorists approaching La Grande, will fit with pleasing effect into its Blue Mountain setting. The lot fronts 135 feet on the avenue and extends for 50 feet along the Second street side.

Highway Station Lensed.
The Highway filling station, at 1202 Adams avenue, was leased by the Playle company from Howard Richardson the first of October. Golden Geertsen is its manager there.

Charles A. Playle and his son, Andrew, with their wives as partners in the firm, operate the original station at Adams avenue and Greenwood street. They dispense complete services with the most modern of equipment for greasing, draining, vulcanizing and washing. Their washrack and apparatus, in fact, are the best to be had anywhere. William Kettner, who devotes his time to that branch of the automobile service, has built himself a reputation among the owners of high-priced cars, many of whom would prefer to stand in line at his laundry rather than risk their cars to less skillful workmen elsewhere.

From two to eight machines are washed there every day. Warm water, air sprays and vacuum cleaners play their part in the satisfaction he gives.

The Playle company is the local representative of the Texas company, in both wholesale and retail capacities. Texas products have been retailed at the home station since the Playles took it over four years ago. The same products were extended to the Highway station when it came under their supervision, and will be handled at the new place when it is ready for operation.

For the first two years after its organization, the company existed as an independent concern. Then it became the wholesale agent (in Union county) for the Texas company. A. J. Gower is the tank man, working out of the wholesaling department.

Today the Playle Oil company is announcing its agency for Fisk tires. That line was chosen for its dependability, and service, and the long wear and mileage value that attach to Fisk goods everywhere. The tire stock, which is new and complete throughout, will be merchandised by Ray Ledbetter, an experienced automobile man.

Buildings Handsome.
All departments of the station—office, pumps, greasing, tires, vulcanizing—are housed in handsome public-dash buildings with green scrollwork trim. A modern restroom, too, is provided for the comfort of tourists.

The place does not much resemble the filling station the elder Mr. and Mrs. Playle bought from the Wade Oil company four years ago. It consisted then of one pump and a tiny office building. A station at Enterprise and a wholesale business at Island City were included in the deal, but the new owners disposed of them immediately to the Texas Oil company.

They instituted a program of improvement at the La Grande station, tore down the disreputable shack that surrounded it, graded the grounds and built new structures to house their expanding business. Now their plant ranks with the best in Eastern Oregon.

Surroundings Change.
But no less noticeable has been the change in its surroundings. "When we bought this corner, we were almost out in the sticks," Mr. Playle recalls. "But the town has grown out this way and the tumble-down buildings have been replaced until we have one of the finest locations in the city."

The automobile traffic past the Playle station multiplied many times when the Old Oregon Trail highway was established in 1924. And the result has been a pronounced increase in the servicing business.

"We have a particular advantage in being on a highway that extends the entire length of town

—a condition that doesn't exist in one city in 25," declares the senior member of the firm. "There is no chance of being missed by motorists who get off the main thoroughfare."

He and his son had that factor in mind when they purchased the lot for another station, which will be the first to greet motorists entering La Grande from the west. They are confident that these new buildings will be only one of many that will soon be raised in that district. Indeed, they expect to see it become the automobile section of the city.

Charles A. Playle was a farmer in the Grande Ronde valley for a number of years before he moved his home and family to La Grande. He later spent a couple of years in Texas, then returned here and bought out the Wade Oil company.

His son at the time was a student at the Oregon Agricultural college.

Joined With Father.
"I thought I was going to be a lawyer," explains the younger Playle. "But when I came home, I decided to go into business with dad."

The course he took in business administration has served him in good stead. His mother has been an active partner in the firm from the beginning and still spends a part of each day at the office looking after the books.

Since his election to the city commission, the elder Mr. Playle has divided his interests between his own business and the municipality. His family insists that he has been more concerned with various city projects than with his own business. The city's deep-well project was contemplated, and he could not have been more pleased if the drillers strike the other day had yielded flowing gold.

MOTOR BUSES GAINING FAVOR OVER NATION

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were operating 227 busses, directly or through subsidiaries. It is safe to say that the total now is more than 400, at the present rate of growth.

On the whole, the railroads are substituting the busses on lines where trains carry few passengers. The advantage of this is obvious, as operating expense is less.

Industry Is Stabilized.
Although its growth has been almost like the springing up of a boom town, stabilization has come and with it went unlimited privileges, which were, in the past, abused by some companies. The bus industry may now be regarded as standing on both feet, and just ready for a larger pair of shoes.

More and more companies are turning their energies to creating motor busses and accessories. Studebaker went into the production July 1 and other manufacturers are conducting experiments with a view to entering the field.

During the year six-wheel busses made a general appearance in some parts of the country, and may be expected in the west shortly. Detroit, Kansas City, and Cleveland are now served by this type of car. Another type, the gasoline-electric model, more or less a novelty, is spreading throughout the east with ease of control as its greatest asset.

The demand for comfort and the insistent growth of the business is resulting in busses in general requiring greater strength and ruggedness. Balloon tires are beginning to be provided by some manufacturers. These are more or less in the experimental stage but tire makers expect them to be used at least on the lighter models.

Constant Improvement.
Only a few weeks back a new type of motor bus, equipped with a cupola especially attractive to sightseers, made its appearance in Western Oregon.

Possibly before another month has passed another innovation of some sort startling enough to attract widespread attention will show up.

Not only is the motor bus equipped to take care of from 10 to 30 passengers at one time, dependent upon whether four- or six-wheel models, expanding its network of lines to more distant boundaries, but the bus itself is gaining a foothold in slightly different lines.

A few years ago, in districts where union schools exist and where children from miles around secure their education at one central point, carriages, trucks and other like means of transportation were used to convey them to and from school.

Abs Education.
Now the motor bus, specially constructed to meet the new requirements, ousts the older and less convenient methods, and takes from 20 to twice that number of children to the consolidated school. Besides furnishing a quicker, super conveyance, the motor bus has resulted in another improvement. With its inauguration as a student vehicle improved average attendance marks have been chalked up in many territories.

Figures compiled for the year of 1925, when motor busses came into general use by schools, showed that 20,000 busses, a third of the whole number in operation, were used daily to transport 470,000 school children. It is estimated in reliable sources that 10,000 additional busses will be needed for similar service shortly.

With the development of this sideline to regular transportation, many school districts have consolidated that before frowned at the idea, and in some cases while townships are served by the union school, arterial roads are being improved and a great advancement may be expected.

Large Districts Served.
Among western districts using busses are Venice union high school in California, which carried 40 pupils at a time in one bus, and

L. C. Smith



L. C. Smith, pioneer automobile distributor in the La Grande district. Mr. Smith now handles Dodges and Grains.

hands of the hundreds of automobile drivers who disliked having to desert their cars on out-of-town trips, installed heavy caterpillar tractors, which, when equipped with snow plows, assured passable

Miles of Market Roads In Best of Condition

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to connect with the Island City-Hunter Lane road, north of Island City.

Projects in District.
For the most efficient administration of the roads program, the commissioners divide the territory and the maintenance money into three parts, each member taking so much money for the roads within his allotted district. For instance, Judge Cough looks after the central and western parts of the county, from the west end of the valley, running west to the Umatilla county line. John Wells of Alsea, superintends the roads from the south end of the valley, running north to Elsie and the Salmer Junction settlement. W. W. Stevens, of Union, has charge of the section north from Union to Cove, east to the Medical Springs settlement and south to North Power settlement.

S. B. Morgan, county roadmaster, directs the building of the roads. He has a force of 15 men working

roads the year round. Thus another obstacle was overcome—as others were in the past and others will be in the future.

The motor bus, truly American in its character, is like the American citizen in this respect: It is driving constantly on, with one idea in mind—constant progress in every direction, with difficulties only a diversion, causing merely for the purpose of adding zest to the accomplishment.

Under the supervision of the county engineer, Mr. Morgan has had the roads, Mr. Morgan says, in county is well supplied with gravel deposits, and they are usually obtainable within a few hauls from the work. Road construction machinery is owned and operated by the county.

In some cases where the plans entail a long wait, the residents have petitioned for a temporary arrangement by which they do the hauling, and the county road was taken care of in that way and the Cove-Mill Creek stretch is to be built under the same plan. There probably will be other roads laid through the cooperation of the county and private residents, the officials aver.

And as Union county continues its progress toward a complete system of surfaced market roads, those that have been ranked rank with the finest in the state, and elicit the admiration and congratulations of visitors from all parts of the country.

U. S. Has 77 Per Cent of World's Automobiles

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States, if all Oregon's population decided to take a joy-ride some certain day, there would be plenty of cars available for them to use.

Panel-Doctor (to patient, a doctor): Well, what's the matter?

Taxi Driver: Well, a big motor about the chassis, doctor.

Punch.

A Great Year ~ A Great Car ~ and Lower Prices

1925 was the greatest year in Dodge Brothers history.

More than a quarter of a million Dodge Brothers Motor Cars were built and sold, yet demand was far in excess of production—and continues to mount.

To meet this world-wide need for a smart and dependable motor car, Dodge Brothers, Inc. have recently completed a \$10,000,000 program of expansion, vastly increasing production and lowering the cost of manufacture.

Remarkable new machine equipment has also been installed—further reducing costs and perfecting quality.

As a result Dodge Brothers, Inc. were enabled on January 7th, to announce a schedule of prices that has revolutionized all previous standards of motor car value.

Prices all the more impressive because they apply to a dependable and trusted product made still better in many vital respects—

Engine operation incredibly smooth and quiet.

Instant engine response and elasticity.

Stylish new bodies finished in rich and distinctive colors.

Exceptional driving vision.

And the most important advance in steel body construction since Dodge Brothers pioneered in building the first all-steel body.

Touring Car	-	\$ 970
Roadster	-	965
Coupe	-	1023
Sedan	-	1085
Delivered		

L. C. Smith
La Grande, Oregon

DODGE BROTHERS MOTOR CARS