

Highway
and
Auto
Dope

Traffic
and
Tourist
News

NEW MODEL IS GIVEN PRAISE

After all of the skilled engineers have passed upon a new model automobile and the new car has been put through all known tests for performance at the factory, the only true verdict of that car's popularity is the comment and enthusiasm with which its performance is received by the new owners, says George and Hanks, local dealers. Such is attitude that present day manufacturers are taking on their innovations—the safest way to insure the popularity of any product. Now, with two months of production gone on this new model, according to officials, the first of what apparently appears to be a

food of opinion for this fine performing car is reaching the factory. From every section of the country are letters complimenting the Whips-Overhead engineers on the outstanding performance in its class. Such instant popularity, officials aver, must be based on certain mechanical advantages for the new Willys-Knight six "74" that are unique in this car.

Among the first of advantages pointed out by these owners' letters is the roadability of the new "seventy." "I have never driven a six-cylinder that possesses such a fine balance and road poise," writes one enthusiastic owner who has given his car many severe tests, while another simply says, "It outperforms any other six-cylinder automobile I have ever driven."

Judge—"Why did you rub down this man in broad daylight on a perfectly straight stretch of road?" Prisoner—"You bet, my windshield was almost totally obscured with safety first stickers."

Million-Dollar Suit Withdrawn from Court

NEW YORK, Mar. 19. (AP)—Mrs. Morris Mercer Kresge's suit for \$1,000,000 against her husband Sebastian S. Kresge, five and ten cent store owner, alleging breach of a pre-nuptial agreement, was ordered withdrawn from supreme court Friday. Counsel for Mr. Kresge announced that an agreement had been reached between the Kresges.

The terms of the settlement were not announced and it was stated that reports of marital reconciliation were premature, as the future of the Kresges would depend upon events of the next two days.

Mrs. Kresge's suit alleged that her husband had failed to deliver to her 2500 shares of S. S. Kresge Corporation stock as promised in a pre-nuptial contract.

SEES TRAFFIC IMPROVEMENT

Everywhere real progress is being made in meeting problems of motor vehicular and pedestrian traffic control, reports Walter P. Chrysler, president and chairman of the board of directors of the Chrysler corporation, who recently visited Los Angeles, San Francisco, Portland, Seattle, Tacoma, Salt Lake City, Denver, Omaha, Kansas City and Chicago and while in each of these cities took advantage of the opportunity to see what extent the respective cities had adapted themselves to the needs of motor traffic.

"Los Angeles is probably one of the best regulated cities in the United States," said Mr. Chrysler. "There the pedestrian knows that traffic rules and regulations are for his safety as well as for the convenience of the motorist. In Los Angeles the pedestrian has been taught to observe traffic signals. The result is that traffic moves rapidly and with safety. And Los Angeles has an unusually high percentage of motor cars in proportion to population, in fact, one of the highest in the United States."

"American cities too are paying more and more attention to the compilation of accident statistics. There is a breaking away from the time-honored plan of describing all accidents in which a motor car participates, as an automobile accident. Available figures now show what the driver was doing, whether he failed to have the right of way, whether he was exceeding the speed limit, whether he was on the wrong side of the road, whether he failed to signal, whether he was cutting left corner, whether he was cutting in, whether he was backing, whether he drove off the roadway, whether he passed a standing street-car, whether he drove through a safety zone, etc. The figures show too what the pedestrian was doing, whether he was walking, running or playing in the street, whether he was jay-walking, whether he was at work in roadway, etc."

"In compiling accident statistics more attention is being given to the type of accident whether motor vehicles vs. pedestrian, whether motor vehicles vs. motor vehicles, motor vehicle vs. street car, motor vehicle vs. railroad train, etc."

"More and more cities are making studies of the problems of community safety and are making surveys to find practical ways of reducing accidents at all types. In this connection the National Safety Council is doing splendid work, in cooperation with safety committees of associations and chambers of commerce."

"Cities are making greater use of appropriate traffic signs and pavement markings. The use of safety zones is becoming commoner. The use of through streets is being tried with success. The more cities I visited and more I study this whole problem of traffic conditions the more impressed I am with the constant need for general safety education. The newspapers of the United States have already done splendidly in making public information about traffic safety but there is still much to be done."

"The work must be started with the children in the schools. They must be taught to observe traffic signals and avoid taking chances. This is no small task and a real responsibility to supplement the work of the school rests upon the parent."

"Traffic problems are getting national attention and it is well to note that genuine progress is being made in meeting these problems. The American people are showing characteristics enterprise in adapting cities to the needs of motor vehicular traffic."

No Definite Offer Has Been Made to Dr. Upham

MOSCOW, Ida, Mar. 20. (AP)—President Alfred H. Upham of the University of Idaho, stated Friday that although he had been advised from numerous sources that he is being considered by the board of regents of the University of Oregon, as the potential president of that institution, he has received no definite offer.

American Tennis Team Selected by Association

NEW YORK, Mar. 19. (AP)—The American Women's Tennis team which will compete in the international matches in both France and England this summer will be composed of Helen Wills, Elizabeth Ryan, Mrs. Marion Z. Jessup and Mary K. Brown, the Davis cup committee of the United States Lawn Tennis association announced Friday.

SERVICE DISCONTINUED

EUGENE, Ore., Mar. 20. (AP)—Discontinuance of street car service between Eugene and Springfield will take effect early next week, possibly Monday according to announcement by officials of the Southern Pacific company here. Buses are to be used for passenger service between the two cities.

Don't That Will Help In Saving Your Tires

Many rules have been given recently to aid in the saving of rubber especially automobile tires. A new list has just been compiled by A. H. Hoffman, agricultural engineering division of the University of California, and they are given below:

Don't give tires unnecessary sunlight; they enjoy the dark. Don't stand tires behind the furnace; it cooks the life out of them. Don't make emergency stops a habit; every slide takes a layer of rubber. Don't see how quickly you can start; spinning wheels are out of fashion. Don't "step on it" just because it's raining; speed plus sharp stops multiplied by water equals bill for new tires. Don't round that curve on two

wheels; even if your neck isn't valuable, rubber is.

Don't run with wheels out of line; the price of new casings is up. Don't rim-cut that "down" tire by running to a "free air" station; someone might suspect you were too lazy to use the hand pump.

Don't run over all the ash piles, broken bottles, rusty boards, and other rubbish you can find; even a harmless appearing paper bag may have a brick in it.

Don't park in that puddle of oil or cat rubber.

Don't use the curb as a brake; it may break a casing.

Don't stop on an old roadside pile; it may still have some "kick" in it.

HOME DANGEROUS. Pedestrians who dare auto traffic and safety organizations which help on motor dangers are surprised to learn that it is more dangerous to live in your home

than to be out on the street. More people were accidentally killed in their own residences during the last year than were killed by automobiles. Falls were responsible for a large number of the deaths.

This would be a good sign for some of the paved roads around here: "What's Your Hurry—The More you Open All Night."

for Economical Transportation



Carefully check the quality and equipment offered in the Improved Chevrolet Coach! Check it against any five-passenger closed car in the world! Know what its new low price really means! Where else can you get for \$645 a five-passenger closed car with balloon tires, speedometer, fine Fisher body, Duco finish, one-piece VV windshield, Alomite lubrication and other essentials to modern motoring? Come in—note these many quality features—get a demonstration—experience the car's amazing performance—and then you will realize how much more it gives for \$645 than any other five-passenger closed car on the market today.

Ask for a Demonstration!
New Low Prices
Touring - \$510
Roadster - \$510
Coupe - \$645
Coach - \$645
Sedan - \$735
Landau - \$765
1/2 Ton Truck - \$395 (Chassis Only)
1 Ton Truck - \$550 (Chassis Only)
L. O. B. Flint, Michigan

Government tax reduction on automobiles officially in effect on March 29 is allowed NOW on all purchases of Chevrolet cars.

Blue Mountain Garage
M. A. HARRISON, Mgr. Opposite Postoffice

QUALITY AT LOW COST

A Ride In A FRANKLIN

Converts Even
Satisfied Owners Of
Other Cars

Thousands who now own Franklins used to feel satisfied with the car they previously drove. Yet once they had driven and ridden in the Franklin, there was no hesitation about making the change. And nothing but delight afterwards.

Franklin exceeds the highest expectations. It rides more easily, handles more simply, brakes more surely and easily, performs more dependably, travels further in a day, and costs less to run, than the widest experience elsewhere would lead you to believe possible.

Air cooling is the start of Franklin superiority. This is continued by the favorable effect air cooling has on car weight, balance, simplicity and flexible construction, coupled with the exclusive Franklin transmission brake feature.

And it is completed by the style leading designs. The way Franklin owners speak of their car shows there must be something unusually fine about it. Drive it, and you will know what it is.

McCLURES
Yakima, Walla Walla, La Grande, Pendleton, Baker
1416 Adams Ave.

Sales—Bird F. Lewis
Geo. E. McClure
Service—Kenneth A. Keeney
Tracy Hollister

NASH
Leads The Way in Motor Cars

**THE SPECIAL SIX
4-DOOR SEDAN** \$1550
Delivered

Full force-feed lubrication, air cleaner, gasoline filter, oil purifier, twin flywheel plus 4-wheel brakes, full balloon tires and 5 disc wheels included at no extra cost.

In this new model outstanding
Quality is united with outstanding
Performance—at the lowest price
Nash ever put on a 4-Door Sedan.

La Grande Nash Co.

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Attention! Ford Drivers

Starting—Stopping—Backing

Any operation of your Ford transmission will be free from grabbing and chattering if you use VELTEX Anti-Chatter Oil. Any dealer selling Veltex will return your money if it fails to give complete satisfaction. You CAN'T buy better oil, so why not support your own home company.

FLETCHER OIL COMPANY
First Independent in Oregon.



Further Reasons why you will enjoy a Rickenbacker—6 or 8

Rickenbacker has led in all important engineering improvements within the past four years and was first to introduce many of these into their product. This car is in great demand due to the great satisfaction it is giving to thousands of owners.

All models are in the latest mode, all lines conform to the latest in vogue fashions.

Rickenbacker was first to introduce double-depth frame and still uses deeper frame than any other manufacturer.

The best quality of interior fittings, hardware and upholstery, is used in all Rickenbacker models.

Accessibility for the making of minor repairs and adjustments.

Rickenbacker was first to introduce cradle springs, giving the car easy riding qualities that are unexcelled.

The agile action of the motor surprises everyone. For lightning getaway—sustained speed, and instant deceleration, the car has no equal.

Rickenbacker 4-wheel brakes are mechanically operated—the most simple in construction, and the most easily adjusted ever put on an automobile.

Reliable dealer wanted for this territory.

Rickenbacker
A CAR WORTHY OF ITS NAME

Famous "Six" Prices
7 Pass. Phaeton - \$1795
5 Pass. Phaeton - 1750
4 Pass. Roadster - 1785
5 Pass. Roadster - 1895
6 Pass. Coupe Roadster - 1920
5 Pass. Brougham - 1995
6 Pass. Sedan - 2095
7 Pass. Sedan - 2195
6 Pass. DeLuxe Coupe - 1995
L. O. B. Detroit—plus war tax

Vertical "Eight" Prices
7 Pass. Phaeton - \$2195
5 Pass. Phaeton - 2150
5 Pass. Roadster - 2185
5 Pass. Coupe Sedan - 2095
6 Pass. Coupe Roadster - 2220
5 Pass. Brougham - 2285
5 Pass. Sedan - 2495
7 Pass. Sedan - 2595
6 Pass. DeLuxe Coupe - 2395
L. O. B. Detroit—plus war tax