

SUPPLY STORE TO BE OPENED

Western Auto Supply Company to Establish Branch in La Grande Next Month.

The Western Auto Supply company will open a store in La Grande at 1411 Adams avenue, in the Lottis building opposite the Observer office, some time early next month, it is announced by George Peppardine, of Los Angeles, president of the firm, which at present operates 136 branches in the west. Motor accessories, repairs and batteries will be distributed.

Peppardine was in the city yesterday with W. H. Bohling, of Seattle, district manager, and William Clark, branch manager at Pendleton, completing arrangements for the local store. It will be one of four that are to be organized within the next few weeks in what the firm deems are the prosperous and coming towns of Oregon.

There are already 11 in the state. Oregon and Washington territory is fast coming to the front, Peppardine declared yesterday in a visit to the chamber of commerce. He said he has great hopes for the La Grande store's future. The manager and the opening date will be announced soon.

Each branch of the Western Auto Supply company operates as a distinct unit, the president explained, joining in all the activities of the community, and co-operating with other firms in civic and commercial projects.

The company opened its first store in Los Angeles 10 years ago. In 1914, it entered the northwest with a store at Seattle.

Soft: Joe's awfully absent-minded, isn't he? Omar: Why? "Why, the other night he was driving his parents over a lonely road and they came to a particularly lonely spot and before he knew it he had parked the car."

The hand that rocks the steering wheel is the hand that musses up the scenery. The trouble with the intoxicated motorist is that he is not only full but running over.

National Traffic Regulations Favor New Type Small Car

Legislation such as that recently passed in Wisconsin placing the maximum speed of cars on the highways at 40 miles an hour and the minimum at 25 an hour is placing a severe handicap on American light cars. The new agitation for a great nationwide speed law allowing 45 miles an hour on specially laid out main line arteries or on highways where stop limitations are placed at all entering streets will add to this and many light cars will be unable to maintain the desirable averages for any length of time.

These laws are apparently aimed to offset the long, tedious parades especially on Sundays, where great lines of cars, stretching for miles, are moving at an average speed of ten to fifteen miles an hour.

Near European Idea In a measure, they indicate an approximation of the European idea of speed on the highways where much higher average rates are maintained than is the case here, despite the far greater general use of motor cars in this country than in the European countries. It is not unlikely that they will result in a new type of small car on the European pattern.

It is the contention of highway engineers, as well as of motor car engineers, that something besides highway legislation will be necessary before we can approach the average speed at which European traffic moves.

During the past two years there has been a pronounced tendency on the part of American builders of motor cars to lighten the weight of their products, to speed up the motors and to develop greater powers of acceleration.

Most of this work has been done on cars which represent only about 40 per cent of the total number of cars in use. The great 50 per cent which is formed by the small cars, has shown little advance along these lines.

According to engineers, the next great step will be taken by manufacturers of this type of vehicle.

Working on New Types It is generally known that certain of the larger manufacturers are already at work upon advanced types of small, light cars, fashioned somewhat along the lines which have been adopted by the better known English and French builders—and a definite change is anticipated during the

balance of the year. A small car, of what may be termed short wheelbase, with the speed and endurance of the larger cars, short turning radius, and quick acceleration ability, able to negotiate our ideas of hills on high gear may be looked forward to as a real factor in the solution of our road congestion.

Would be Accepted Such a car, with ability to accelerate as rapidly as the larger and higher powered cars, with a speed range up to 60 miles an hour and with room to carry five passengers in a touring or sedan model would find ready acceptance among hundreds of thousands of buyers.

Were it to be built upon the highly efficient plans of European engineers, it might, at first glance, strike the average American user as small but, such an impression would quickly vanish as its power and performance capacity became recognized.

One experimental car of this nature on a 270 mile trip through Michigan, Indiana and Illinois maintained a road average of better than 35 miles an hour despite the fact that several popular cities were traversed and the drive was made on a Saturday afternoon when the road traffic was heavy.

This car was driven at 40 miles an hour with all the feeling of stability and security sensed in large cars.

It was driven up steep hills that would have meant second gear in many cars, and yet it made the climb without falter in high gear.

Stopping Tests Made Quick stopping tests showed a remarkably high factor of safety at all ranges of speed.

It was equipped with a four-cylinder motor of small bore and long stroke, turning over at high speed. Yet it was as free from vibration as the majority of six-cylinder cars and at ranges of from 30 to 40 miles an hour as smooth a running power plant as anyone would want to ride behind. At its maximum speed it showed no indication of stress or strain.

The pulling power of the engine under heavy load was rather remarkable; the result of greater torque than has been obtained before in American built cars of this type. This torque development means in service, an ability to climb steep grades on high gear.

It showed 28 miles to the gallon

PREPARE ROAD FOR OIL WORK

Actual Work on Island City-Elgin Stretch to Begin Next Week.

Oiling operations on the Island City-Elgin section of the La Grande-Wallowa Lake highway will begin about the middle of the week, according to announcement from the state highway offices here.

A crew of men started work on that section today, grading, blading and sprinkling it, putting it in good condition preparatory to the oiling.

The length of time it will take to complete the oiling largely depends on the weather conditions.

It does not make starting easier to race the engine when switching off. The theory of this, moreover, is that the pistons suck up a quantity of gas vapor which, not being ignited, remains in the cylinders to assist in starting later.

What happens is that the quantity of gas vapor sucked into the cylinders is expelled, unburned, through the exhaust. As the engine comes to a stop the suction decreases and only the normal amount of gas is drawn into the cylinders under compression. The situation is identically the same if the engine is switched off while running normally, and less gas is wasted.

Actual measurement of the width and depth of the seats, the general width of the body, the depth of the front and rear compartments, and the head room, showed even larger dimensions than those which have been general among American small cars.

The body lines on the experimental body were exceptionally easy and graceful and were close to a perfect stream line effect.

The radiator was relatively high and narrow after the fashion of many of the rather costly European small cars.

Altogether, it was an individual piece of handcraft as could be developed. It marked a new and radical change in the general appearance of the small car. It was much larger than the European small car, so far as body dimensions were concerned, and five people could easily ride in it all day long without discomfort. Yet alongside the curb, a man of average height could easily look over the top.

In city traffic it attracted general and favorable attention. It is a question if any other car on the streets could have kept up with it during a test covering fifteen blocks. A parking test showed that it could fit into a hole along the curb that would have been impossible with any of the average size cars.

It must be borne in mind that this car is not as yet ready for the American market, but it presages an interest from which real developments are likely to result.

The Repair Man Speaking "What's wrong with the old bus?" "Everything," said the auto repair man. "Is that so? I suppose you can find something wrong with the license tag?" "Sure. It needs tightening a little."

"Can I interest you in automobile insurance?" "I haven't an automobile on my place."

"Well, what of that? You have burglar insurance, I presume, and yet you have no burglar on your premises."

Brakeband lining must be kept free from embedded grit and metal particles by frequent washing and brushing, and no metal wires should protrude through the fabric surface.

Pastor-Mayor



Father Frank A. Siefert, pastor of St. Frederick's Catholic church in Detroit, Mich., has been elected mayor of the town—the first clergyman in the state to hold such an office. There were only three dissenting votes. He has been a chaplain in Michigan prisons, and served as a captain, overseas, with the American army in 1918.

ROAD DISTRICT HEARING DATE TO BE MAY 12

The Oregon state highway commission—Judge William Doby, chairman, H. B. Vanduser and W. H. Malone, commissioners—will hold a hearing in regard to the proposed formation of the Baker-Richland-Halfway-Homestead highway improvement district Wednesday afternoon, May 12, at 2:30 o'clock in the county court house at Baker.

The improvement district will be organized to improve the road from Halfway to Homestead, a distance of 10 miles, not shown on the state highway map.

At present this road is very poor and absolutely impassable during the winter months. Since the great copper developments in Baker county on the Snake river in the vicinity of Homestead better connections are necessary. The highway would connect with the new bridge now being built across the Snake river at Homestead by Oregon and Idaho.

The organization of the improvement district is provided for in the laws of Oregon. This is the first organization of its kind in Eastern Oregon, according to H. G. Smith, highway engineer here.

According to the chairman of the highway commission, Judge Doby, about \$200,000 will be needed to bring the road into first class condition.

One of the surest signs of spring is the report of a garage being robbed of tires and accessories.

Nowadays when a man comes late an extra \$1000 he buys a new \$2000 car with it.

Forest Office Grants Tourist Camp Permits

PORTLAND, Ore., May 7. (AP)—Permits for two tourist camps in Oregon have been issued by the local district national forest office. One of the permits was issued to Wyatt Bros. for the opening of a camp near Horse Thief Meadows on the Mount Hood loop highway.

Permit for a tourist camp near Hebo on the Tillamook highway in the Bluejay forest was granted to H. A. and Clifton Talley and H. E. Minor. It will be known as Castle Rock Camp.

The forest service announced that several miles for pay tourist camps are available on Mount Hood loop.

If she hits a stone while learning to drive and he doesn't get sarcastic, they have been married only five months.

Advertisement for Ford used cars with the Ford logo and text: 'GUARANTEED Ford used cars'.

Advertisement for Perkins Motor Co. featuring the Ford logo and text: 'PERKINS MOTOR CO. La Grande, Ore. Ford'.

Advertisement for 'Big Tire News!' featuring a large tire and the text: 'Big Tire News!'.

Large advertisement for 'Pathfinder Cords' by Goodyear, including a table of prices and the name 'W. H. Bohnenkamp Co.'.



You have heard it—they are all good automobiles.

THE impression is current that all cars sold at approximately the same price give approximately the same results. But there never was a time in motor car history when there was less basis of fact for such an impression.

Today, there are two ways of building motor cars. One is to forget quality and build cars for trading purposes. The cost of production is cut to the bone, so that dealers may offer you more than the market value for your used car.

The Buick way is to build for quality's sake—to give owners a better new car—full of value—with every modern feature.

Compare Buick design with that of other cars of the same or higher list price, and fix Buick superiority firmly in your mind, before you spend your money.

BUICK MOTOR COMPANY, FLINT, MICH. Division of General Motors Corporation



When Better Automobiles are Built... BUICK will Build Them....

Jennings & Shumate

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM